

TeamAIDAsha

Fundraising clinic – 2019

Last updated: 2019-06-30



Agenda

- About TeamAIDasha
 - AID / Asha intro videos
- Goal – **250 personal, 1-1** emails/outreach
 - Fundraising over 3 months (July, August, September)
 - One hour per week
- Fundraising process
 - Registration
 - Online profile
 - Personalized outreach, follow-ups
 - Maximizing results
 - Employer matching donations
 - Timeline



Program History

- Started in 2003
- Jointly organized by two non-profit orgs
 - Association for India's Development (AID)
 - Asha for Education (Asha)
- Driven by alum runners / volunteers (~ 50+)
- Over 380 runners have completed the program
- Full and half-marathons
- Mostly first-time runners / fundraisers
- This clinic will teach you the best practices

Interesting Statistics

- In 2013, an average American donated 4% of his/her income to a charity
- TeamAIDAsha has raised \$890+K since 2003

<http://nccs.urban.org/statistics/quickfacts.cfm>

http://www.atlasofgiving.com/atlas/9564728G/9564728G_12_13.pdf

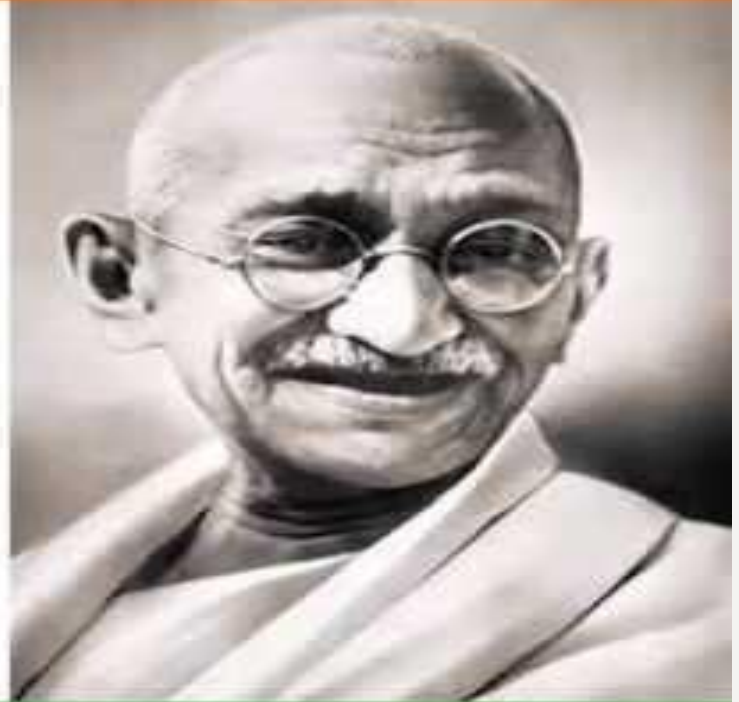


www.teamaidasha.org info@teamaidasha.org

AID Intro video

What Can I Do?

“Be the change
that you wish to
see in the world”
- Mahatma Gandhi



<https://www.youtube.com/watch?v=VBFvvHjfmtI>

Asha Intro Video

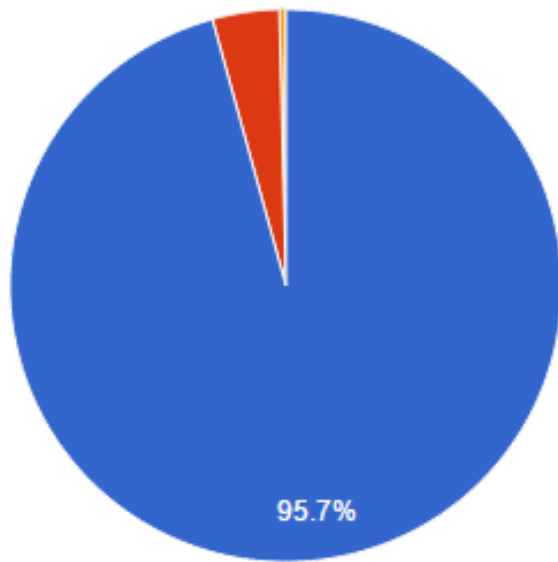
Goal: Universal Primary Education in India



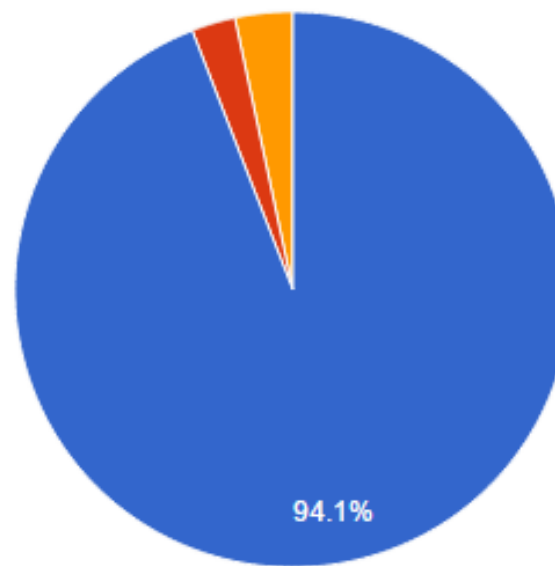
<https://www.youtube.com/watch?v=Gel6A4pYcp0>

Almost all the funds go to grassroots projects

AID



Asha



■ Program
■ Administrative
■ Fundraising

Source : www.charitynavigator.org

Minimum Fundraising Targets

- Full Marathon Target
 - \$2620 minimum (\$100 per mile)
 - Students / post-docs: \$1500
- Half Marathon Target
 - \$1500
 - Students / post-docs: \$1000
- Alum Target
 - \$1000
 - 2 Water support coordination days per season
- Referral discounts (\$100), Family discounts (25%)
- **Runners must reach target \$s before October 10th**
 - 99.99% of TeamAIDasha runners reach the target following the steps prescribed in this clinic slides
 - Runners **MUST** pay the difference if they don't follow the prescribed steps and their fundraising falls short

Maximizing your impact

**Reach out to
200 people, 1-1
emails/phone calls.
30 people per week
1 hour per week**

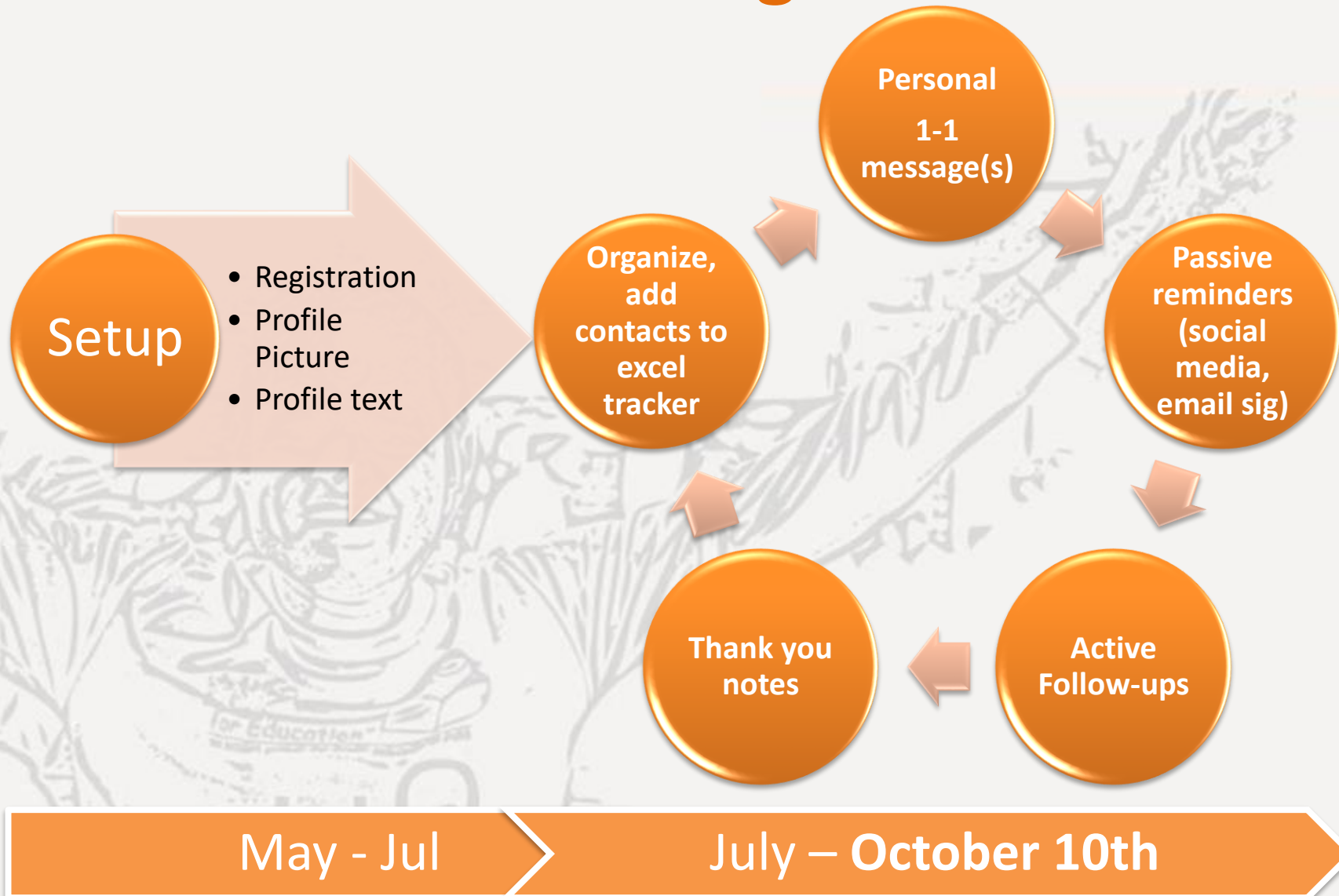
Raise maximum possible donations. Don't settle for the minimum targets. Help maximum number of projects & people in need.

Increase awareness among largest possible audience

Fundraising Logistics

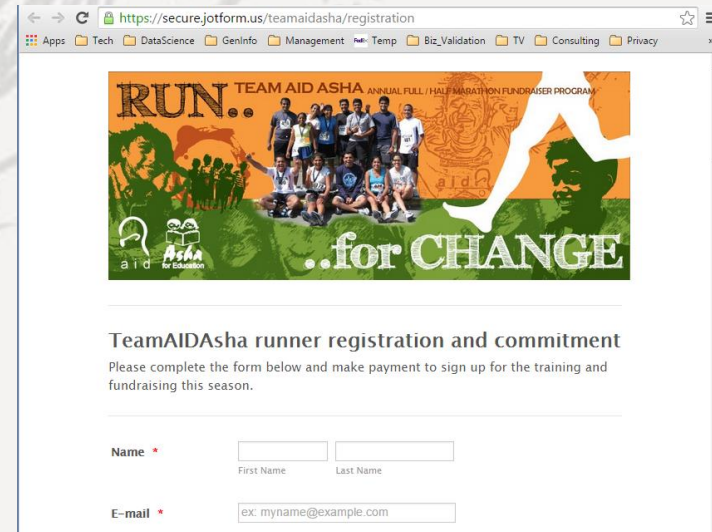
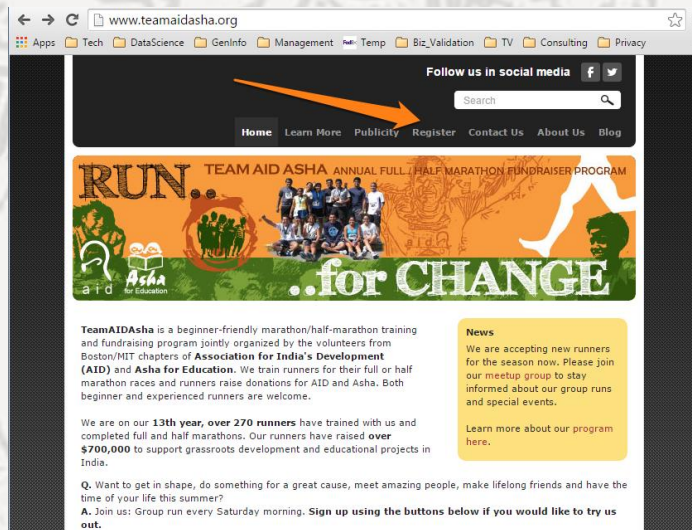
- Online donations automatically routed to AID or Asha depending on latest running total
- Online / credit card donations preferred
 - Receipts emailed automatically within 1 hour
 - Donation automatically credits runner's TAA account
 - Almost zero manual overhead, easiest to track
- Checks are discouraged
 - Too many manual steps done by multiple volunteers
 - 3+ months to cash checks, difficult to track
 - Runner mails checks to PO boxes (see fundraising guide for AID & Asha PO box addresses)
 - Runner must manually update the TAA account

Fundraising Process



Officially register as a runner

- www.teamaidasha.org/register
- Enter personal details, commitments, waivers
- Pay \$125 registration fees
- Email confirmation for registration
- Password setup email to the TAA runner page



TAA Runner Account Login

- Click the password link in the TAA account email
- Enter password, save
- Click on link to login page



Change password for: bkalissery@test1dev2.com
Password must contain at least 6 characters
Enter new password:
Reenter password:

Password was changed. You can now login using the new password at
<http://www.teamaidasha.org/login>

1

2

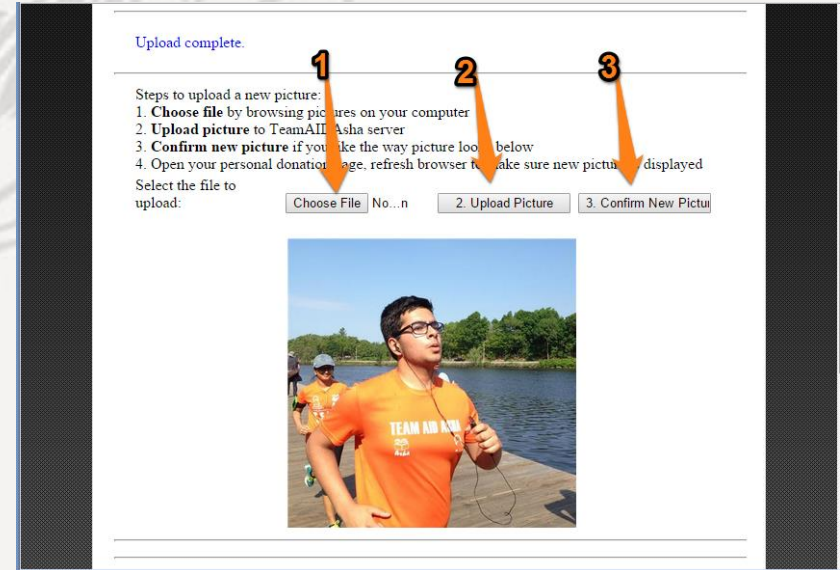
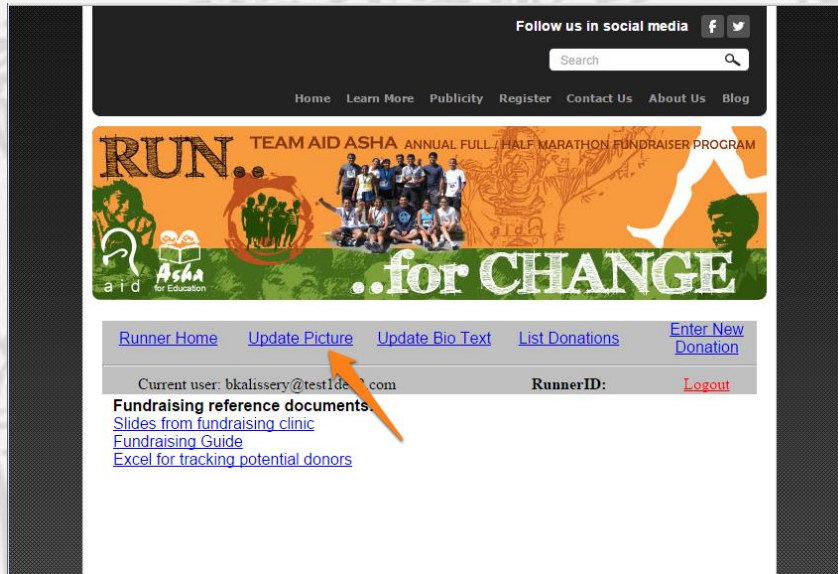
3

Personalize your fundraising page

- Upload profile picture
 - Ideally a picture of you running 😊
 - Feel free to use any pictures from TAA albums
- Personalize profile
 - Make it personal, interesting, not too long
 - Avoid external links

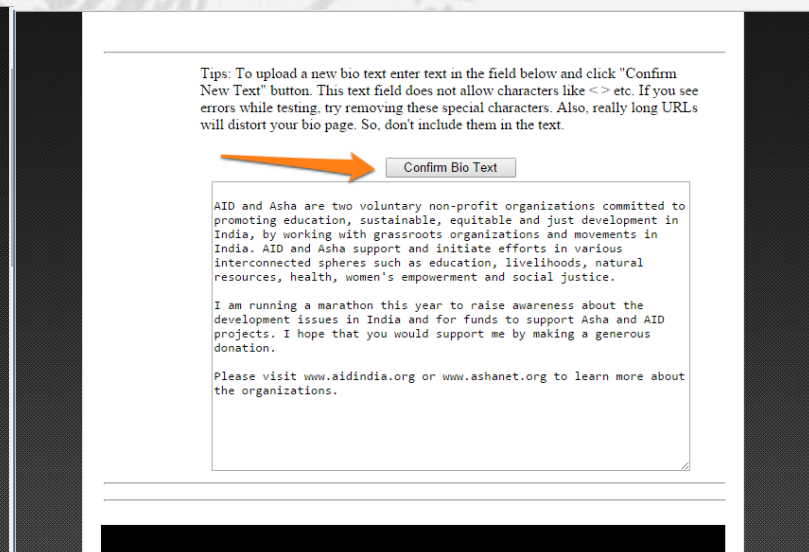
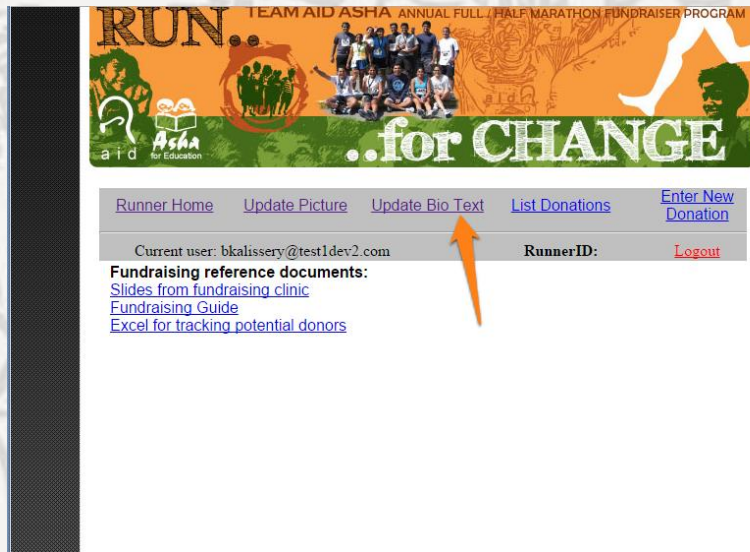
Upload Profile Picture

- After login, click menu item: 'Upload picture'
- Choose image file from your desktop
- Click upload
- Looks OK? click confirm
- Check your personal page



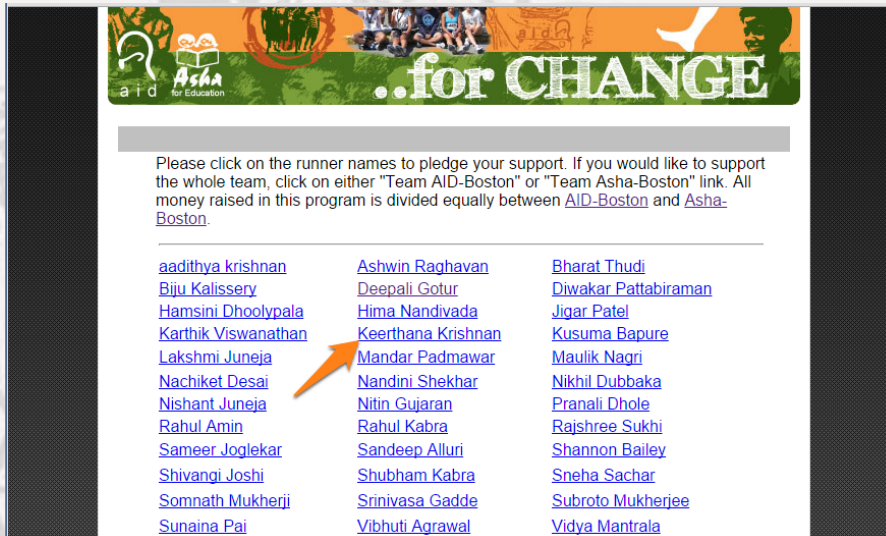
Upload profile text


- Click menu item “Upload Bio Text”
- Edit the text
- Tip: You may want to use your favorite offline text editor and copy/paste when you are done
- When finished, click “Confirm bio text”
- Check your personal page



Personal fundraising page

- Visit: <http://www.teamaidasha.org/team>
- Click on your name
- Once you see your page, copy the full URL
- Example:
<https://secure.teamaidasha.org/donate/#/runner/#id>



 **..for CHANGE**

Please click on the runner names to pledge your support. If you would like to support the whole team, click on either "Team AID-Boston" or "Team Asha-Boston" link. All money raised in this program is divided equally between [AID-Boston](#) and [Asha-Boston](#).

aadithya krishnan	Ashwin Raghavan	Bharat Thudi
Biju Kaliserry	Deepali Gotur	Diwakar Pattabiraman
Hamsini Dhoolypala	Hima Nandivada	Jigar Patel
Karthik Viswanathan	Keerthana Krishnan	Kusuma Bapure
Lakshmi Juneja	Mandar Padmawar	Maulik Nagri
Nachiket Desai	Nandini Shekhar	Nikhil Dubbaka
Nishant Juneja	Nitin Gujran	Pranali Dhole
Rahul Amin	Rahul Kabra	Rajshree Sukhi
Sameer Joglekar	Sandeep Alluri	Shannon Bailey
Shivangi Joshi	Shubham Kabra	Sneha Sachar
Somnath Mukherji	Srinivasa Gadde	Subroto Mukherjee
Sunaina Pai	Vibhuti Agrawal	Vidya Mantrala



← → <https://secure.teamaidasha.org/donate/runner.html?id=314>


 **..for CHANGE**

Runner Login Team Cause

Pranali Dhole

\$2846 raised so far, target \$2620

Please enter the donation amount and click the button. A secure pop up dialog will collect more details to complete the donation (your email id, billing address and credit card information).



Amount (\$)

Here is how your donation can make a difference in India...

\$1000	Can build a school in a village
\$750	Helps 200 farmers to take up organic farming
\$500	Supports bicycles for 10 rural health-workers

Fundraising Page

- 100% secure and PCI compliant
- Mobile and web donations
- Automated credit card donations
- International credit card donations OK
- Donor and you will receive email receipt / acknowledgement within 1 hour



RUN TEAM AID ASHA ANNUAL FULL / HALF MARATHON FUNDRAISER PROGRAM

..for CHANGE

Runner Login Team Cause

Pranali Dhole

\$2646 raised so far, target \$2620

Please enter the donation amount and click the button. A secure pop up dialog will collect more details to complete the donation (your email id, billing address and credit card information).

Amount (\$) [Make a donation](#)

Here is how your donation can make a difference in India...

\$1000	Can build a school in a village
\$750	Helps 200 farmers to take up organic farming
\$500	Supports bicycles for 10 rural health-workers
\$250	Supports protein supplement for 25 TB patients
\$100	Helps to run "Save the girl child" campaign in one slum area
\$50	Helps to buy books for the entire village school
\$25	Covers education and living expenses of one rural child for one month

[Share](#)

I am going to run the Marine Corps Marathon on 26th October 2014. I have a goal to raise \$2620 for two charities dedicated to development of India - Asha for Education and Association for India's Development (AID).

I am very excited to run my first marathon. The thought of running 26.2 miles at a time was a little overwhelming for me in the beginning. I started training in April this year and I recently completed my first 18 mile run. I am more than halfway there!

Fundraising Tracker Spreadsheet

- Enter and track every contact (friends, family, acquaintances, colleagues, friends of friends...)
- Try to reach at least 250 people one-on-one
- Track every message and follow-ups with dates

						Total Donations		Total Matching Donations	Current Grand total
						\$ 2,100.00		\$ 50.00	\$ 2,150.00
Name	Notes	Email id	Phone number	Follow-ups	Doated on	Donation Amount	Matching Company	Matching Amount	
Rajesh Khanna		rajesh@khanna.com	123 456 7890	July 15 - Facebook Msg, August 10 - Email, Sept 1 Phone call	5-Sep	\$ 100.00	Intel	\$ 50.00	
John Doe	replied once	john@cash.com	987 654 3210	July 16 - Email Msg, August 8 - Email					
Manjit Singh		singh@manjit.com		July 16 - Email Msg, August 8 - Email, Sept 10 voice mail					
Shahrukh Khan				18-Aug	20-Aug	\$ 2,000.00			
...									

Who can I ask for donations?

- Friends & Family
- Facebook, LinkedIn, Twitter, WhatsApp
- Office friends
- School / college friends
- Phone contacts
- Clubs, Volunteer groups
- Neighbors



Casting a wider net

- Resurrect old contacts and friendships
 - Even from 10+ years ago!
 - Use this opportunity to reconnect
- Do not 'pre-judge', ask more people
- You will be surprised by who donates and who doesn't
 - Your 'rich uncle' may not donate, but a student or acquaintance may surprise you
- Try to use the contact's preferred mode of communication (email / Facebook / Phone...)

Overcoming the awkwardness

- Remember, you are not asking for yourself
- Follow our best-practices
- Memorize a 30-second pitch for intro conversations
- Remember 1-2 example projects
- Try outreach in small batches
- Personalize each message for the intended person
- Be candid in your messages
- Remember the great cause and people you will be helping
- Expect many people to **not** respond
- Accept rejection gracefully 😊



Fundraising stars



Akash

\$10,347 (2013)

Private messages on Facebook/ email. Regular training updates on Facebook. Used fundraising to resurrect old friendships. Used employer matching donations.

Sandeep

\$8572 (2014)

Private messages, wider outreach, heavily relied on the tracker spreadsheet for follow-ups, diligent follow-ups, employer matching donations, emailed everyone before final race with tracking info.

Recent Star Fundraisers

\$10,347 - Akash Somasekhar (2013)

\$8572 - Sandeep Alluri (2013)

\$8031 - Sandeep Alluri (2008)

\$7626 - Rita Mohanti (2008)

\$6288 - Ameer Jaleel (2010)

\$6000 - Ajit Sabnis (2016)

Email example-1

I am finally doing it and I need your support

[Inbox](#)

☆ ● **Ashok Devata** to Sudhir

[show details](#) 10/2/06

[Reply](#)

Hello Sudhir,

Hope all is well at your end.

I am sending this email to share good news. I am running 138,336 feet on October 29 and I've been training for the last 15+ weeks. Yes, that's a 26.2 miles full marathon. I am also attempting to improve a few lives through my run and I need your support.

I am running the US Marine Corps marathon in DC on 10/29 to raise at least \$2620 for a good cause. The cause is to improve the lives of thousands of under privileged people in India. I am asking you to donate "some" money and feel good (a dollar or ten dollars for every mile of the marathon). Click [here](#)

By the way I never ran more than two miles at a stretch in my life until a few months ago and I did my 17 miler last month. It was really cool.

Click [here](#) to learn more and support my run. (if you are not able to click the link please copy this URL to your browser and click my name in the right extreme column <http://teamaidasha.org/Team2006.aspx>)

Cheers,
Ashok Devata
hello - 603.969.1389

[Reply](#) [Forward](#)

1 Interesting subject line

2 Personalize

3 Articulate the cause

4 Mention the goal

5 Suggest an amount
Example: \$100 per mile,...

6 Link to your personal TAA webpage



Email example-2

Subject Asking for a Favor

Hello Suparna,

Hope you are doing well.

I'm reaching out to ask you for a favor. I'm training for the Marine Corps Marathon in DC on October 28th. I'm on a team that's running to raise funds for underprivileged kids and families in India. I'm really excited and nervous to run my first marathon while fundraising for AID and Asha for Education.

I have committed to raise \$2620 (\$100/mile) and wanted to ask if you would consider making a donation to my cause. Anything you can give would be helpful.

If you wish, you can sponsor an entire mile by making a donation of \$100. If not a whole mile, then sponsorship of 1/2 a mile (\$50 donation) or 1/4 mile (\$25 donation) would be much appreciated. Every dollar counts.

Please check out my donation link below:

<http://2012.teamaidasha.org/Runner.aspx?Num=363>

Thanks in advance for all your help. Feel free to reach out to me if you have any questions or concerns.

Hima

Running for a cause:

<http://2012.teamaidasha.org/Runner.aspx?Num=363>

1

Making polite request

2

Personalize

3

Articulate the cause

4

Mention the goal

5

Make sure to ask

6

Link to your personal TAA webpage

7

Link in the email signature



Email Example - 3

Dear Ram,

I hope you are doing well... I just wanted to give you a quick update on my marathon training for TeamAIDasha. Here is a snapshot of the time and effort I have put in so far (from June 1st thru Oct 6th):

- Ran 330+ miles in total
- Total run time: 61+ hours
- Burnt 38000+ calories
- Lost 20 lbs!

Hope you'll support me in this great cause. Please click on this link <https://secure.teamaidasha.org/donate/#/runner/1234> to make a donation. Here are some examples on how your donation can help.

- \$500 Supports bicycles for 10 rural health-workers
- \$250 Supports protein supplement for 25 TB patients
- \$120 Keeps a child in school for a whole year

Regards,
Sita



How many people should I contact?

- Recommended: 250
- More number of contacts == More funds raised

Fundraising Target	Average Donation	Required number of donations	Average percentage of contacts who donate	Total number of people to contact in 12 weeks	Number of new contacts per week
\$2,620	\$50	52	20	262	22
\$1,500	\$40	38	20	188	16
\$1,000	\$25	40	20	200	17

One-on-one fundraising

- NO BULK EMAILS, EVER!

Week 0

- Initial private message
- Use contact's favorite medium (email/FB/phone)

Week 2

- No reply? Send a gentle reminder
- Include some text about why this is a great cause

Week 4

- No reply? Send another gentle reminder
- May want to try alternate medium (email/FB/phone)

Week 6

- If no response to all previous messages, it is time to stop
- May be they are not interested in this cause, don't take it personally

Thank you notes

- Personal thank you notes
- Training updates
- Link to track you on the big race day (for DC runners)



Passive Reminders

- Facebook updates
 - Once a week
 - ‘Long run’ news
 - Special news, ups & downs
- Email signature with donation page link
- Twitter / LinkedIn updates
- Running app + Facebook
 - Avoid sending too many updates per week



Repeat the cycle every week

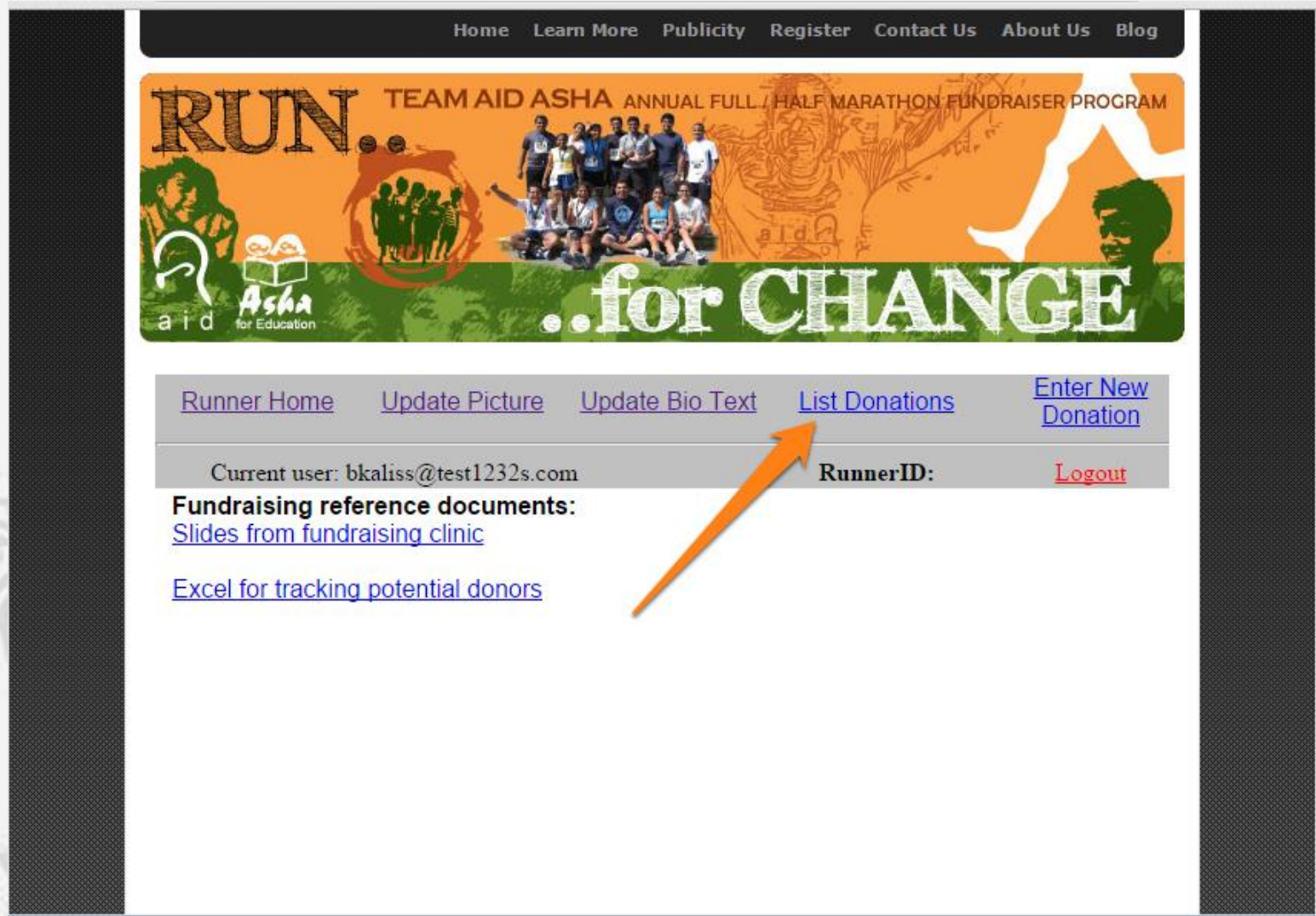
- 1-2 hours per week
 - example: Saturday afternoons
- 30 new direct, personal messages per week
- Track each contact and their follow-ups

Personal Fundraiser Events

- House parties
- Fundraising dinner
- Special 'happy hour' at pubs
- Bake / cupcake sale
- Write a blog + updates
- Raffles
- Ask friends / family to help raise funds
- Think outside the box



See list of donations



The screenshot shows the TEAM AID ASHA website interface. At the top is a navigation bar with links: Home, Learn More, Publicity, Register, Contact Us, About Us, and Blog. Below this is a large banner for the 'RUN TEAM AID ASHA ANNUAL FULL / HALF MARATHON FUNDRAISER PROGRAM' with the text '..for CHANGE'. The banner includes logos for 'aid' and 'Asha for Education' and a group photo of runners. Below the banner is a user menu with links: Runner Home, Update Picture, Update Bio Text, List Donations, and Enter New Donation. The 'List Donations' link is highlighted with an orange arrow. Below the menu, the current user is identified as 'bkaliss@test1232s.com' and the RunnerID is displayed. There are also links for 'Fundraising reference documents', 'Slides from fundraising clinic', and 'Excel for tracking potential donors'. A 'Logout' link is also present.

Home Learn More Publicity Register Contact Us About Us Blog

RUN TEAM AID ASHA ANNUAL FULL / HALF MARATHON FUNDRAISER PROGRAM

..for CHANGE

aid Asha for Education

Runner Home Update Picture Update Bio Text **List Donations** Enter New Donation

Current user: bkaliss@test1232s.com RunnerID: Logout

Fundraising reference documents:
[Slides from fundraising clinic](#)
[Excel for tracking potential donors](#)

Employer Matching Donations



Enter Matching Donations

- Please make sure to follow the matching process as described here: www.teamaidasha.org/donation-matching
- In runner account page, select 'List of Donations'
- Select the donation entry that was matched
- Enter matching donation amount and special notes, if any, save!

aid Asha for Education ..for CHANGE

Runner Home Update Picture Update Bio Text List Donations Enter New Donation

Current user: bkaliss@test1232s.com RunnerID: Logout

ID	Runner	Donor	Amount	Date	MatchAmnt	Payment	ForOrg
Select 2267	Biju Kalissery	John Smith	50	6/27/2015	50	Check	AID
Select 2268	Biju Kalissery	Raman Kailas	75	6/27/2015	150	Check	AID
Select 2269	Biju Kalissery	Shahrukh Khan	100	6/27/2015	200	Check	AID

New Donation Save Donation Delete This Cancel Changes

Donation ID: 2267

Runner Name Biju Kalissery

Check Number 123

Donor Name John Smith

Donor Email john@smith.com

Donor Address1 25 Main Street

Donor Address2

City Newton

State MA

Zip Code 02158

Country USA

Donation(\$ 50

Match Amount 50

Matching Company Intel

Donation Type Check

Check Payable AID

Comments Donor has confirmed the matching donation with Total \$8.

Employer Matching Caveats

- Confirm employer policy as early as possible
- No guarantees
- Policies change frequently
- Entire matching process could take 1-6 months!
- Detailed steps & potential matching employers

www.teamaidasha.org/donation-matching

Donation Receipts: AID vs Asha Matching

Dear John Doe,

Thank you very much for your donation! Your donation will go a long way in helping the underprivileged kids and families in India. If you have a few minutes we would like to request you to see if your employer has a charitable donation matching program. Matching programs could easily add significant \$ to the donation you already made! Please see the details and link below for donation matching.

Please include this email in all correspondence related to this donation.

Runner Name: Joan Smith

Donation ID: 2245

Amount(\$): 50.00

Donor Email: john.doe@gmail.com

Donor Name: John Doe

Donation Date: 2014-10-31

Donated to organization: Association for India's Development (AID)

Web site: <http://www.aidboston.org>

Email id: info@teamaidasha.org

AID tax ID: 04-3652609

Preferred address for matching donation: AID Boston, PO Box 390884, Cambridge, MA 02139

Alternate address for matching donation: Association for India's Development, 5011 Tecumseh Street, College Park, MD 20740

Information on donation matching: <http://www.teamaidasha.org/donation-matching.html>



Donation Receipts: AID vs Asha Matching

Dear John Doe,

Thank you very much for your donation! Your donation will go a long way in helping the underprivileged kids and families in India. If you have a few minutes we would like to request you to see if your employer has a charitable donation matching program. Matching programs could easily add significant \$ to the donation you already made! Please see the details and link below for donation matching.

Please include this email in all correspondence related to this donation.

Runner Name: Joan Smith

Donation ID: 2245

Amount(\$): 50.00

Donor Email: john.doe@gmail.com

Donor Name: John Doe

Donation Date: 2014-10-31

Donated to organization: Asha for Education

Web site: <http://www.ashanet.org/mit>

Email id: info@teamaidasha.org

Asha tax ID: 77-0459884

Preferred address for matching donation: Asha for Education - Boston Chapter, PO Box 398080, San Francisco, CA 94139-8080

Alternate address for matching donation: Asha for Education, P.O. Box 322, New York, NY 10040

Information on donation matching: <http://www.teamaidasha.org/donation-matching.html>



Check processing

- Please remember, checks take 3+ months to process and take up too much volunteer time
- If a donor still insists on using check, runner can accept the check and mail it to the AID / Asha PO Box address (see address slide)
- Runner must manually enter check information in his/her TAA account

Enter Check Donation

Home Learn More Publicity Register Contact Us About Us Blog


RUN. TEAM AID ASHA ANNUAL FULL / HALF MARATHON FUNDRAISER PROGRAM

..for CHANGE

[Runner Home](#) [Update Picture](#) [Update Bio Text](#) [List Donations](#) [Enter New Donation](#)

Current user: bkaliss@test1232s.com RunnerID: [Logout](#)

Fundraising reference documents:
[Slides from fundraising clinic](#)
[Excel for tracking potential donors](#)



PO Box Addresses

Mailing Address for AID Checks and corporate matching forms	Mailing Address for Asha Checks and corporate matching forms
AID Boston PO Box 390884 Cambridge, MA 02139	Asha for Education - Boston Chapter PO Box 398080, San Francisco, CA 94139-8080

Fundraising as an alum runner

- First year + full marathon: best fundraising results
- Subsequent years: Potentially fewer donors, lower amounts
- Best practices more important
- Time to make the campaign more serious
 - More thoughtful profile & requests
 - Diligent follow-ups, thank-you notes
 - End of the season updates
- Raising funds during alternate years



Maximize your outreach!

- Get organized – tracker spreadsheet
- Reach out to at least **250 people**
 - 30 new people per week (July, August, September)
 - Roughly 1 hour per week
- Be persistent, do follow-ups
- Passive updates via social media
- Personal follow-ups once in 2 weeks
- Try for the biggest impact you can make
- **Fundraising target deadline: October 10th**

Questions?

info@teamaidasha.org

www.teamaidasha.org