



Guide to Volunteer Fundraising

Thank you for volunteering with Global Dental Relief. To help make this dream a reality for you, we have assembled a fundraising kit to assist you in reaching your goal. Many Global Dental Relief volunteers have had great success funding their trips through various sponsorships. They have returned with a sense of fulfillment, knowing that their fundraising efforts made possible the opportunity of a lifetime and provided children world-wide with free dental care.

In this kit, you will find:

1 Guide to Fundraising

Including tips to help you make your fundraising more successful and important do's and don'ts.

2 Fundraising Activities

Creative ideas for fundraising your project fee.

3 Accepting Donations

Detailed information on how to receive and chart donations for your program.

4 Sample Fundraising Letter

A sample letter to help guide you on what to write for your own letter campaign.

We hope this resource is a useful one for you. Remember why you are raising the money and be persistent. You might get a lot of rejections and become discouraged at times, but there will also be a lot of people who will support and encourage you. And keep in mind that we are happy to lend a hand.

GUIDE TO FUNDRAISING

1. Start by making a list of everyone you know. Don't leave anyone off. You never know who might be willing to help you achieve your goal. The more contributions, the better, so consider expanding beyond your inner circle of close friends and immediate family members. The cardinal rule of fundraising is that if you don't ask, you won't get anything. Take time to think about who you know.
2. Write out your goals and reasons for volunteering. You can include these in your fundraising letter, allowing donors to see how their money will have an impact in the community where you will be volunteering.
3. Keep your fundraising letter to one page. Too much information can be overwhelming. Donors are interested in contributing to a good cause. For example, you can say "Your contribution will help to deliver treatment and preventative care through mobile dental clinics to areas where dental care is beyond reach physically and financially for most of the population."
4. Ask for a specific amount of money. When you say "contribution", some people are thinking \$20, while others are thinking \$500. Tell people how much you want. Be honest with them about your financial goal and total amount needed to cover your trip costs.
5. Convey a sense of urgency. Let your potential donors know that you need to raise a certain amount of money by a given date. This limits their time to forget about giving you a contribution.
6. Give incentives. Many people who contribute money simply want recognition and praise. Write individual Thank You letters, make recognition posts on social media, or bring back small souvenirs for people who donated to your trip. Think about hosting a small open house before you leave to publicly recognize and thank your supporters.
7. Explain that donations made directly to Global Dental Relief are tax-deductible. Your supporters are making a *restricted donation*. If the donation is \$50 or more, they will receive a receipt from Global Dental Relief for their contribution. If the donation is less than \$50, the donor can use their processed check or credit card statement as evidence of their contribution. In the event that you cancel your program, any donations you receive are non-refundable. They will be transferred to our scholarship fund, which will be used to subsidize the program fee of another volunteer.
8. Always follow up. Send personalized emails, texts and even make phone calls to your supporters. Call small businesses, civic or religious groups, and your friends or relatives to let them know how important their support is to your cause. One call can make the difference between them sending a check or pushing the request to the back burner.
9. Organize a presentation upon your return. Tangible evidence of your work abroad helps people understand the impact of their donation. Offering to give a presentation upon your return is a great way to secure funding from supporters.

CREATIVE FUNDRAISING ACTIVITIES

LETTER-WRITING

A letter-writing campaign is one of the simplest and most effective fundraising methods you can use. To assist you, a sample fundraising letter is included in this kit. You can use this letter as a model for your own efforts to raise money for your program. Send letters to friends and family, employers and co-workers, patients, clubs, churches or temples, local banks, foundations and charitable organizations in your area. The Rotary, Lions and Elks Clubs, Junior League, Junior Chamber and The United Way are some larger charitable organizations that may be interested in donating to your cause as well. Don't forget to mention that all donations made directly to Global Dental Relief are 100% U.S. tax- deductible.

LOCAL BUSINESSES

Local businesses are far more likely than large corporations to make a contribution to your cause. The key is to make a connection between the owner and you or someone close to you. You may want to approach the business with a letter first, enclosing all relevant materials and a pledge form, and then follow up with a phone call.

SERVICE CLUBS/PLACES OF WORSHIP

Service clubs such as Rotary, Kiwanis, Lions, and Optimists, fraternal organizations such as Elk and Moose clubs, and religious groups such as churches and temples are excellent sources for fundraising. Follow the "Who Do You Know" principle; is someone you know a member or a friend of a member?

The best course of action is to contact as many clubs in your area as possible and to ask if you can give a presentation to their club. Many clubs have breakfast, lunch or dinner meetings where you can ask to speak for 15-20 minutes to present your request and explain what you will be doing. This is your chance to sell your volunteer program. Remember, you are not asking for money for a vacation. You are asking for a donation to do volunteer work overseas and to make a difference in the world. Also, let them know that you are willing to come back and show them slides or a video of the program when you return.

After the meeting, write a follow-up letter thanking them for their time and reiterating your request for money. Be specific about your money request and be clear about how it will be used during your trip. A realistic and reasonable amount to request is between of \$200 - \$400.

SOCIAL MEDIA + NEWS ARTICLES

Perhaps one of the best ways to promote awareness and to raise funds for your upcoming international adventure is through the social media. GDR is active on Facebook and Twitter. Share our posts and use the Facebook Sharer link tell your friends and family about your upcoming adventure. You can circulate a one page press announcement to publications with which you may be affiliated, such as your hometown newspaper, the paper from the town where you presently reside, alumni magazines, church bulletins, etc. Having a short piece published can reach a multitude of people in your quest for funds.

THE DONATION PROCESS

It is essential that you understand how the donation process works before you start your fundraising efforts. To ensure donations can be credited to your program fee, please take a moment to consider the following:

Donors can contribute via check or credit card.

1. Checks - all donations should be made out to "Global Dental Relief." Be sure you or the donor sends us the donor's complete mailing address. Your Name should be written in the memo of the check.
2. Credit Card – You will be sent private payment link which you can share with your supports who wish to make payments via credit card.

Keep a log of all donations received.

As you begin to receive donations, it is important to keep a running total of all the money received. If your donations exceed the total program fee, you will be refunded up to the amount you have paid personally for the program fee, international airfare, and trip insurance. We will require receipts for international airfare and trip insurance if you paid them out of pocket. We cannot reimburse you for other trip expenses such as vaccinations, items on the packing list, and supplies donated to the children or clinic.

Monthly, it is a good idea to send donations to the Global Dental Relief office so that they can be credited to your account and donors can receive a tax receipt.

Money not eligible for reimbursement will be credited to your account. You may use this credit towards one of our programs within 12 months of the start date of your current program. After 12 months, the money will be deposited into our scholarship account and will be available for use by other future volunteers.

Tax receipts for donations are issued by Global Dental Relief.

Donations paid directly to Global Dental Relief of more than \$50 will receive a tax receipt. We will send the tax receipt to the donor's mailing address. If payments were made through an external platform (IE: GoFundMe), GDR is unable to provide a tax receipt.

Payment Deadlines

If you are fundraising, your project fee is due 60 days prior to the departure of your trip. The normal deadline is 90 days before departure. If you have not fundraised enough to cover the final balance, you will be required to pay out of pocket. You may continue fundraising until the start date of your program. Any donations received after the balance is paid will be refunded according to our reimbursement policy above.

Note: If for any reason you or GDR cancels or postpones your volunteer program, donations *will not* be refunded to the donor. In the event of a postponement, you may use the donation money toward another trip (within 12 months of the cancellation). If you decide to cancel, all donations will be transferred to our scholarship fund.

If you have any questions, please contact us at 303-858-8857.

The following information is for your donors; be sure to include this with your fundraising letter:

To donate by check, please ensure that:

___ Check is made payable to Global Dental Relief

___ Volunteer's name is in the memo section of the check

___ Donor's mailing address is provided (either on check or separately)

Checks can be mailed to Global Dental Relief at:

2090 S. Grant St.
Denver, CO 80210

To donate by credit card (Visa or MasterCard):

Pay online at your convenience using my personal payment link.

To donate by check, please ensure that:

___ Checks are made payable to Global Dental Relief

___ Volunteer's name is in the memo section of the check

___ Donor's mailing address is provided (either on check or separately)

Checks can be mailed to Global Dental Relief at:

2090 S. Grant St.
Denver, CO 80210

To donate by credit card (Visa or MasterCard):

Pay online at your convenience using my personal payment link.

Checks made out to Global Dental Relief can be mailed to Global Dental Relief directly by the donor, or collected by you and forwarded to Global Dental Relief

(SAMPLE FUNDRAISING LETTER)

[Date]

Dear _____,

I am writing with excitement as I have just discovered a wonderful opportunity to make a positive impact in the lives of children abroad.

Global Dental Relief is a 501(c)3 nonprofit organization with a mission to bring free dental care to children in need around the globe. Volunteer dentists, hygienists, assistants and general volunteers deliver treatment and preventive dental care to children in schools, orphanages and remote villages. With a vision to transform lives and cultivate community through volunteerism, they provide opportunities for diverse groups of volunteers to explore the world and bring free dental care and oral hygiene education to thousands of impoverished children in Nepal, India, Guatemala, Kenya and Cambodia.

All Global Dental programs are run solely by volunteer contributions, and therefore each program has a fee. The fee for to attend the (enter country) clinic, including meals, lodging, international airfare and in-country transportation totals \$_____.

In order to make this dream a reality, I need your help! If you choose to lend your support to this cause, you'll be pleased to know that all donations made directly to Global Dental Relief are 100% tax-deductible. Donors giving \$50 or more will receive a tax receipt from Global Dental Relief for the amount of their donation.

For your convenience, I've enclosed a self-addressed stamped envelope. Checks should be made out to Global Dental Relief, with my name in the memo section. You can pay online using my personal payment link by visiting this website: (enter your payment link here.)

Should you have any questions about the volunteer program, please call me at _____, or call Global Dental Relief at (303) 858-8857.

Your support is greatly appreciated. I look forward to sharing this extraordinary experience with you upon my return.

Thank you in advance.

Yours truly,

(your name)