



# AVC AMBASSADOR TOOLKIT

Help Raise Funds



Are you passionate about the future of Africa? Do you have an entrepreneurial spirit? Do you want to help support African youth creating ground up social change in their communities? Do you want to gain hands-on experience in development, working with a small startup nonprofit?

Yes? Sign up to be an [AVC Ambassador](#).

## **ABOUT US:**

AVC is a volunteer service fellowship for Africans to work in African-initiated development projects. Creating a springboard for future leaders and strengthening ground-up social change efforts, we position Africans to drive development on their own continent, opening doors for Africans to leverage their own resources and strengthen grassroots development efforts. We aim to empower a generation of Africans to hone their vision of a positive future and equip them with the tools to make that vision a reality.

## **YOU HAVE:**

A genuine interest in AVC's work and in supporting local and sustainable solutions to African development challenges

## **YOU WILL:**

Spread the word about and expand support for AVC through fundraising and awareness events

## **YOU CAN EXPECT TO LEARN:**

Skills in advocacy, leadership, fundraising, business development, and event planning  
How to work as an integral member of a nonprofit development team  
About African development from an African perspective, African leadership in Africa and African diversity and potential

About positive stories from the continent

### **Sign up and find out more!**

If you are interested in becoming an Ambassador or would like to find out more, please contact Hannah Pantaleo at [hannah@africavolunteercorps.org](mailto:hannah@africavolunteercorps.org)

If you're a student, talk to your school about earning college credit to participate.

### **TOOLKIT:**

We have created a Toolkit to help you get started in launching effective and fun fundraising campaigns. Remember, these ideas are jumping off points. You know best which types of events will work for you and your community. Be creative!

If you have an event idea, but it's not on our list, please feel free to share it with us! We want to help you fundraise successfully.

- **Collaborate with local businesses**
  - **Bars & Clubs**
    - We recommend making an African music playlist (or a playlist with some African tunes mixed in) to use for a dance party or night out.
    - Here are a few sites to find great music from Africa:
      - Okay Africa: <http://www.okayafrica.com/>
      - Nomadic Wax: <http://nomadicwax.org/>
      - Music section of Africa's a Country: <http://africasacountry.com/category/africa-is-a-radio/>
      - <http://www.muziki.net/>
    - You can work with local bars and clubs to see if anyone would be willing to host a themed night with cover fees or a portion of cover fees going towards the cause.
      - We recommend working with people you know in local businesses or places that you know like hosting events like this. Don't be afraid to make a call, stop in, and reach out!
  - **Movie Nights**
    - Movie theatres (especially locally owned ones) are sometimes willing to host movie night benefits.
      - A portion of ticket or concession proceeds can go to the cause.
      - We like to show movies that tell inspiring and interesting African stories.
      - We can recommend some films that work well for this type of event, but when choosing a film for an event, look at the film's website or contact the filmmaker to see if you can get permission to use the film.
        - It's also important to check whether or not the event can be a fundraiser or only an educational event.

- These are examples of films that have a great message. You can contact the filmmakers directly to see if you can use them for fundraising purposes.
  - The Thing That Happened: <http://www.thethingthathappened.com/>
  - Pray the Devil Back to Hell
  - Africa Rising: <http://www.equalitynow.org/africarising>
  - Africa's A Country blog shares great film recommendations:  
<http://africasacountry.com/category/media/film/>
- **Campus film events**
  - You can host a movie night on campus if you are a student or involved with an academic institution.
  - You can charge as much or as little as you want, but keep in mind that you if want students to be able to attend that may require keeping ticket costs low. Remember to think of who are target audience is.
- **Agreements with local shops**
  - Local shops might be willing to sell a product with proceeds going to the cause.
  - Or hold a day where a certain amount of proceeds go to the cause.
  - Remember, these agreements can also benefit stores by bringing additional customers if you spread the word and help bring more people.
- **Restaurants**
  - Africa night - Restaurants may be willing to have an African themed night with African dishes. Or have one African dish on their specials, the proceeds from which go to the cause.
  - African restaurants - African restaurants might be particularly receptive to helping you fundraise for an African cause.
- **African Cupping or Wine Events**
  - South Africa makes great wines. Ask venues if they would be willing to host a South African wine tasting. You can ask distributors for wine donations. Or see if wine distributors are doing a South African tasting and if they would be willing to collaborate on an event.
  - Cafes might be willing to hold an African themed cupping - Lots of great coffee comes from Africa! Sometimes cafes do free cuppings (similar to wine tastings). Ask them if they would be willing to collaborate on an African cupping to raise money for the cause.
- **Events with Founding Director Caitlin Kelley**
  - If you are hosting an event such as a dinner or house party, AVC Co-Founder Caitlin Kelley may be able to attend, sharing our mission and vision with

attendees.

- These types of events would need to be planned several months in advance.
  - Get in touch with Hannah Pantaleo at [hannah@afriavolunteercorps.org](mailto:hannah@afriavolunteercorps.org) to start planning an event like this.
- **Parties**
    - You can throw a party just the way you want it. A dinner party, an African wine tasting, a Sunday brunch, a dance party. You can decide how you want to raise money for it. Whether it's charging for a glass of wine, an entry fee, or passing around a donation jar.
- **Cultural Events**
    - Keep your eye out for cultural events that relate to Africa.
    - If the event allows, you can sell something - art, crafts, food (make sure you have a permit if necessary).
    - Or you can host your own event in conjunction with this event such as dance parties, film nights, or events with local shops, restaurants, or bars.
- **Crowdfunding**
    - Crowdfunding is a great way to spread the word and receive donations online.
    - Crowdfunding allows you to reach out to your own networks via sharing on social media and email.
    - You can launch a crowdfunding campaign on your own or with a group.
    - [WeDidIt](#), [GoFundMe](#), and [Crowdrise](#) are popular crowdfunding platforms.
    - When fundraising in the US, donations will be processed by our US fiscal sponsor, [Lift Up Africa](#).
      - If you are using Crowdrise as a platform, you can choose Lift Up Africa as a recipient and the money will go through them and to AVC.
      - If you are using WeDidIt, AVC is listed as a recipient, but payments and donations will still be processed by Lift Up Africa, our fiscal sponsor.
- **Peer-to-Peer (P2P) Fundraising**
    - P2P Fundraising is a type of crowdfunding.
    - As a P2P Fundraiser, you can spread the word and fundraise on behalf of AVC (on your own or with a group).
    - If you want to get involved as a P2P Fundraiser, getting started is easy. We can set up a parent page for you through WeDidIt and then you can create your own page where you can upload a photo of yourself, let people know who you are and why you're volunteering to fundraise for AVC, and set your own goal.
      - We will send you tips, tricks, sample emails and social media posts to get you started and help you succeed.

- It's easy to do as an individual or as a group. Invite your friends and they can set up their own page, fundraising at the same time and working towards the same goal.

- **Charity Challenges**

- Charity challenges allow you to raise awareness, fundraise on our behalf, and accomplish something exciting!
- For example, you can raise money to climb Kilimanjaro or go on a wildlife safari through [Experience Africa Tours](#) (a social enterprise started to support AVC).
- You can ask your friends and family to support you in this adventure. For example, "Help me accomplish my dream of summiting the highest peak in Africa while also supporting an important local cause in Tanzania that I care about."
- You can also create your own Charity Challenge.
  - Organize a polar bear dip and people can donate to see you make the plunge for a good cause.
  - Participate in a triathlon, marathon, or other athletic event as a charity challenge.
- You are welcome to come up with your own ideas for the perfect charity challenge.
- You can use crowdfunding platforms such as GoFundMe and Crowdrise for events like this.

- **Birthdays**

- Birthdays can be a great way to garner support for causes you believe in.
- Encourage friends and family members to make a donation instead of buying a gift.
- People who care about you love to hear about causes you support.
- Using a crowdfunding host site (GoFundMe, Crowdrise, or WeDidIt) is a great way to organise birthday fundraisers.

- **Utilize Your Networks and Groups**

- Remember to use your connections when planning a fundraiser. Are you a part of a group or organization that would like to work together to organize a fundraiser?
- For example:
  - Fraternities and sororities
  - Student groups
  - Book clubs
  - Youth groups
  - Professional Associations

**When fundraising for AVC, you should note that all donations are fully tax deductible through our fiscal sponsorship with [Lift Up Africa](#), which is a fully registered 501c3. If donors are writing checks, they should make them out to Lift Up Africa with “Africa Volunteer Corps” or “AVC” in the memo line.**

#### **AMBASSADOR BEST PRACTICES:**

- Think of what would get your network excited - What do people you know have fun doing, want to get involved in, or want to know more about?
- Be creative.
- Make a plan - Creating a roadmap for yourself with goals, milestones to let you know you are on track, key tasks to accomplish your milestones, and deadlines will help reach your goal.
- Plan well in advance - Remember that fundraising events often require months of planning.
- 7 Touches - There is a rule in marketing that people rarely buy (or donate to) something until they have heard about it 7-10 times. If organizing an event or crowdfunding campaign, think about how you can use emails, social media, phone calls, texts, and in-person contact to tell people about it at least 7 times.
- Work as a team -
  - It is easier to reach a goal when working with other people - it creates accountability, helps you divvy up responsibilities, and helps you reach a much wider network.
  - You can build leadership skills by organizing a group of people to work towards a common goal.
- Don't be afraid to ask - For a donation, for a sponsorship, for whatever you need to reach your fundraising goal. The worst you can hear is no. But you might hear a “yes”!
- And remember that a “no” is usually just a “no for now”. Don't hesitate to ask again or see if something has changed since the last time you asked.
- Talk to us! Let us help you! - Work with the AVC team to help put together a plan to make sure your event is a success.

#### **TERMS OF USE:**

*You are awesome and we are happy to have you as a member of the team! But please remember to abide by a few Good Teammate Policies:*

- We ask that all Ambassadors **please**:
  - Abide by the values of our movement, including: generosity, kindness, empowerment, dignity, respect, the importance of local voices, and self-determination.

- We also ask that Ambassadors **please don't**:
  - Use the AVC name, Twitter handle, or hashtags to post violent, nude, partially nude, discriminatory, unlawful, infringing, hateful, pornographic or sexually suggestive photos or other content
  - Use the AVC name, Twitter handle, or hashtags to defame, stalk, bully, abuse, harass, threaten, impersonate or intimidate people or entities
- If you do any of these things, we will ask that you take it down, delete it from your social media (when applicable), and potentially flag or report you.
- Additionally, we ask that ambassadors have all films, books, items to be sold, etc. approved by AVC to ensure they meet our brand principles and ideals.