

# C.U.R.E. CLINICS FUNDRAISING





## Fundraising for a Project C.U.R.E. Trip

Asking your friends and family for money can be intimidating but it doesn't have to be! Whether you are a fundraising guru or a rookie, this guide will help you establish an understanding of how to go about asking people for donations to help fund your trip.

The Guide will cover:

- Tips for fundraising
- A timeline you can follow to help you reach your goal
- Directions on how to set up your fundraising page
- A sample email to send out to your friends and family

### Tips for Fundraising

1. **Be knowledgeable about Project C.U.R.E.** If you can speak with conviction about the trip you are embarking on and your friends see how fired up you get, they will be more motivated to support you. Being able to answer their questions with ease instills a sense of faith in those you're approaching for donations. Use our website and our FAQ to learn more about our organization.
2. **Approach.** Make sure that your friends and family understand that you aren't asking them to sponsor your vacation; you are asking that they donate to help you support a community in desperate need of healthcare system strengthening and you will be providing people with health care they would otherwise not receive. People will be more willing to help you if they understand where their money is going and what it will be used for.
3. **Get comfortable asking, and comfortable being told no.** Maintain a 'no hard feelings' policy and never put people on the spot. If your request is declined, thank them anyway and move right along in the conversation.
4. **Strategize your emails.** When someone sees themselves on an email chain, they assume the others on the chain will give generously. Small group settings or face-to-face forums are great to tell people about what you are up to and gauge their interest. Sending emails can definitely work but try to send it out in smaller groups. Use our sample fundraising letter to send out to contacts asking for donations.
5. **Take varied approaches.** If your company has a bulletin board for such purposes, use it to spread the word. Use your social media outlets, write hand written letters to family and friends, or see if a restaurant will donate part of their profits for one night and invite friends. Now is the time to be creative!
6. **Understand the fine print.** There is a tax receipt available for donations. All donations are tax deductible.
7. **Thank your donors!** Your family, friends and community's support deserves a heartfelt thank you! Keep them updated on your goals and once you reach it make sure you thank everyone who helped you reach it!

# CLINIC TRIP FUNDRAISING

As soon as you are accepted on a clinic trip you should start fundraising. Follow the steps below!

## 1 CREATE YOUR WEBSITE!

Follow the directions in this packet to set up your own Project C.U.R.E. webpage. You can use the website link to send out to your family

## 2 SEND OUT EMAIL

Send out an email to your friends and family with a link to your fundraising page. Use the letter template to craft an email that will appeal to people!

## 3 SOCIAL MEDIA

Post your fundraising webpage on your Facebook, Instagram, LinkedIn or Twitter to promote your campaign. Don't forget to tag Project C.U.R.E.

## 4 EVENT

Use your imagination to find ways to connect with new potential donors. Update your donors on where you are on your fundraising goal.

## 5 SEND OUT THANK YOU!

Thank your donors for their support.

## 6 PACK YOUR BAGS

Pack up your bags—you are heading on your adventure! Be sure to update your donors while you are on your trip!

## 7 UPDATE DONORS

Keep your contributors up to date on your experience in the field with Facebook postings and/or a blog. Be sure to tag Project C.U.R.E.!





## How to Create a Fundraising Page

1. Go to the project C.U.R.E. homepage: [www.projectcure.org](http://www.projectcure.org)
2. Direct the cursor to the "Give" page and select "Fundraise for a Project"
3. This will direct you to the fundraising page. Select the black button "Start a Fundraiser"
4. Once you click "Start a Fundraiser" it will take you to a new page. Enter in the amount you would like to raise. Some people want to fundraise for the cost of the trip itself and some people include an estimated amount for airfare. Once you entered the amount click next step.
5. Register your account. Fill out the information requested. Click Create Account.
6. Create your Fundraising Page. Create a title and add a photo of you or if you would like to use some pictures from a previous clinic, please contact the Travel Manager. This is where you can tell your story. Why do you want to travel? What do you want to get out of it? Why did you pick this organization to travel with? How can your expertise help the people in the community you are traveling to? What makes you passionate about this cause? Where is the money going?

Here is an example of what you can write under "Your Message":

Hi Everyone!

My name is [insert name] and I have been accepted to take part in an incredible volunteer opportunity through the non-profit, Project C.U.R.E. I will be traveling as part of a medical team to bring health and hope to the people of Ghana. I need your help!

Project C.U.R.E. is the largest provider of donated medical supplies and equipment in the world. They also run medical clinic trips providing medical treatments, training and health system strengthening in communities who need it most. I will be traveling on their [insert country] clinic trip in [insert date] for [insert # of days] days with a team of doctors and nurses.

I will be able to use my skills as a [insert your title] to provide free care to those who otherwise would not have access to it. I want to travel to [insert country] to remind myself why I decided to become a [insert your title] and renew my passion for caring for others. This trip is about the people I will serve, but it will also help me grow personally and professionally. I will be able to experience and learn even more about my profession and access to healthcare on a global level.

I am asking you to donate to Project C.U.R.E. on my behalf to help me travel on a clinic trip. This money will go towards people in Ghana getting the basic care they deserve. It will cover my expenses to travel there as well as pay for part of the medicine we will take with us on our trip. Please help me support a community in desperate need of healthcare.

You donations are tax deductible, too!

When making donations, please select the "Gift Designation" as "C.U.R.E Clinics", and enter

[Insert trip code] into the section for "Project File ID".

Thank you for your kindness!

7. Post your fundraising page. Send it out in an email. The more you get it out the more people will contribute. Every donation counts! Make sure you thank all of your donors as well.



## Sample Fundraising Letter

Dear [Insert Name],

In countries around the world, hundreds of millions of people face health issues in communities where access to medical equipment and supplies is limited. Often, these hospitals and clinics cannot supply basic tools to treat the people in the community. Project C.U.R.E. works to address this issue by taking in supplies and equipment from clinics and hospitals all over the country, sorts and distributes it in one of their six warehouses. They then ship it around the world to supply hospitals and clinics in need. I am privileged to have the opportunity to help communities receive the medical attention they need by traveling with Project C.U.R.E. on a medical mission trip.

For almost 30 years, Project C.U.R.E. has been the largest provider of donated medical supplies and equipment to resource-limited communities around the globe. In conjunction with sending containers, Project C.U.R.E. delivers C.U.R.E. Clinics which focuses on improving healthcare infrastructure by dispatching teams of medical professionals to provide direct care, treatment, patient education and training. We will work alongside in-country professionals to provide life-sustaining medical care to those in need, making a real difference for individuals and communities in the developing world.

I am thrilled to have the opportunity to participate in a C.U.R.E. Clinic to [insert country], in [insert month/year]. By embarking on this medical mission, I will interact with and directly impact a community in need by volunteering with Project C.U.R.E. I will be traveling with a team to work with in-country medical staff to help provide healthcare in its purest, most direct form: person-to-person, hand-to-hand, face-to-face. Needless to say, I am delighted beyond measure to have been selected to join this important mission. However, I need your help.

This humanitarian effort requires funds in order to help insure the transportation and delivery of the medical supplies and put medical professionals on the ground to supplement and develop the hospitals and clinics in place. I am hopeful that you will consider making a tax deductible donation toward my fundraising effort. Your donation to my C.U.R.E. Clinic participation will help me to bring free medical services to treat various conditions, from malnutrition and malaria to pregnancy complications and broken bones.

If you choose to make a donation, you can send your contribution via Project C.U.R.E. fundraising page to \_\_\_\_\_.

Thank you for your kind consideration of making a donation in support of my mission trip with Project C.U.R.E.

Warmest regards,

[Insert your name]