



Green-Pink Party Kit

Uniting to Protect Women and the Environment

onebyone

Inspire people. Empower solutions. End fistula.

TIPS FOR FUNDRAISING

Oftentimes, local businesses are a great resource for materials to put on your event. Here are some tips about how to ask for their commitment.

Why Businesses Can Be Useful

Sponsorship and funding

- Businesses can provide support for your event by sponsoring it. This means that they can give you money to buy the materials you need, donate food and drink, or donate space for the event.
- You can also approach the business for contributions towards your donation to fight fistula.

Advertising and Publicity

- If businesses are sponsoring the event, you will probably be able to post flyers for your event in their store for additional advertising.

What Kind of Businesses to Approach

Find businesses that are relevant to your event or a company that has a good attitude towards community. An example may be a women's gym or a health foods store.

Highlight the business' desire to reach a target demographic. Who will be attending your party? College students? Families? Retirees? Approach businesses that want to reach this type of demographic.

How to Approach a Business

Before Approaching

- Know what kind of support or materials you would like to receive. Would you like to receive food and drink donations, monetary support, or space for the event? Make sure that your request is viable and appropriate for the business.
- Make sure that the company will receive something in return like their name on flyers or programs for the event. What kind of publicity will they be getting? Are local media covering the event?

To Start a Relationship

- Send an email or letter to the manager to introduce yourself. This could include:
 - Who you are.
 - Summary of the event. What, when, where?
 - Why you are hosting this event. What difference do you think it will make?
 - What you would like the company to do and why support for your event will be beneficial to them.
- Be sure to remind the company that all monetary donations go to One by One and are tax-deductible. We are happy to send them the necessary form. Email us as greenpink@fightfistula.org.