

NAKAVANGO
CONSERVATION
PROGRAMME

FUNDRAISING GUIDELINES

*Making a difference through integration of conservation,
education and community*

As a leader in the conservation industry we understand that funds are not always available. For this reason we have put together a comprehensive PDF to help you raise the funds you need to turn a dream into reality.

Introduction

Congratulations! You have decided to help make a difference with the Nakavango Conservation Programme. You will be making a difference in your own life, the lives of others and our precious environment. While you are with us you will have the unique opportunity to observe African wildlife in their natural habitat whilst doing important conservation work.

Our approach is based on five different pillars:

1. Game reserve management
2. Wildlife research
3. Community projects
4. Sustainability projects
5. Environmental education & awareness

We can't wait for you to join us and start helping us make a difference through the integration of conservation, education and community! It's our mission to make sure you have a life-changing experience, and inspire you to adopt an approach of sustainable and environmentally responsible living to your life. The difference you make with us will be felt by our environment, its wildlife and our community.

In order to help you make your dream of making a positive impact in the world by joining our programme, we have compiled this fundraising guide which will give you plenty of ideas on how to raise funds. We want to help you get to Victoria Falls as soon as possible!

Quick Programme Overview

Country & Area: Zimbabwe, Victoria Falls

Nearest Airport: Victoria Falls International Airport

Transfer Time: 15 – 20 minutes

Durations: 1- 12 weeks

Minimum Age: 18 years

Dates: On-going throughout the year

Arrival days: Wednesdays or 1st/3rd Sunday of every month

Let's get started!

- Gather as much information as possible about the Nakavango Conservation Programme. Visit our website www.nakavango.com to get better acquainted with us and what we're about. This way, when you start fundraising and people ask you questions, you will have all the information.
- Get organised – make a list of all the equipment you will need and keep it in one place:
 - Nakavango poster and brochures
 - Chart paper for brainstorming ideas
 - Colourful markers
- Scrap paper
- Pencils and pens
- Scissors
- Calculator
- Envelope/lock box/tin/money jar
- Positive attitude
- Imagination
- Before you start fundraising, let as many people as you can know about your trip of a lifetime. Some of the easiest ways to do this are:
 - Facebook
 - Twitter
 - WordPress blog

Social Media

Facebook

- Choose a catchy and short title for your page
- Add a good photo and cover image that shares the right message about your volunteer trip
- Create fun eye-catching statements and images that keep people interested in your page
- Ask all your friends and family to like your page and share it with their friends and family
- Reply to comments and posts and always make a point of thanking any donors, volunteers and sponsors via your page
- Ensure there are links on your page with clear information on how people can donate

Twitter

- Twitter is effective for reaching a lot of people and has a reputation of being especially effective for fundraising
- You must be dedicated to tweeting multiple times a day and week to keep your message out there

Guidelines

- Be clear about your reasons for doing the trip and our programme before you ask for anything
- Create buzz and excitement by using catchy taglines and #hashtags
- Recognise followers, donations and volunteers that help you along the way
- You can continue to tweet during your trip
- Keep your contributors up to date with your fundraising progress
- Go to www.twitter.com and sign up for an account
- For more information go to: <http://bit.ly/1STySuT>

Blog

- Set up your own personal blog that can become your very own webpage. We recommend Wordpress. Go here to start: <http://wordpress.com>
- Blogs are a great way to give background information on yourself, why you're doing this trip and the Nakavango Conservation Programme
- You can create numerous pages, and choose a unique theme that shares your personality as well as the purpose of your trip

Fundraising Ideas

1. Create an email/letter campaign

This is as simple as it sounds. Write a letter or create an email and send to as many people as possible telling them about your dream trip to the **Nakavango Conservation Programme**. Explain that you are trying to raise money to pay for it. Make the email/letter professional and polite but make sure it sounds as if it's coming from you and that it is a personal request for sponsorship or donations. Send this to as many people as you can.

- When using the letter format provide stamped return envelopes to make it easy for people
- In an email campaign make sure there are clearly indicated links to the relevant pages for people to read more or donate money
- Ask friends and family to forward the letter/email on to their friends and family
- Create an email distribution list so that you can keep track of who has replied. Send updates during your trip
- Send thank you letters and replies within 24 hours of receiving a donation
- Visit community organisations and ask for their contact lists or ask to do a presentation before and after your trip, e.g. Rotary clubs, churches, sports

clubs, etc. Find a sample sponsorship letter sample on the internet that you can use to help draft your own

2. Create a press release

Let the whole community know about your dream life-changing experience. A press release can generate a lot of interest from many people in your community and your local paper might even be willing to publish a short article on your venture.

- Find a sample press release on the internet that you can use to help draft your own

3. Do it for the planet/rhinos/elephants/wildlife/conservation education

Pledge to do something challenging and good for yourself or community. You can then get people to sponsor you for every mile/kilometre your run, or every bag of litter you collect, etc.

- Run a race that supports a cause such as the environment or breast cancer awareness, etc. and use it to raise money for them and your trip
- Pledge a number of hours picking up litter in your local park or neighbourhood
- Find a sample generic pledge form on the internet that you can use to help draft your own

4. Fundraising events

The two most important things about organising fundraising events are:

- Think outside the box
- Be organised

Think about things you are good at and how you could use those talents to raise money, e.g. dancing, playing sport, playing a musical instrument or even teaching a skill.

- Decide on a number of events and what they are going to be
- Figure out who you are going to invite to these particular events
- Use all your contacts, friends and family to source volunteers to help you with your events
- Find a suitable venue well in advance for your event
- Make sure the venue meets all your needs by checking it out yourself first
- Check your contact list for people who may have venues that will suit your needs (they might even be willing to donate it)
- Set a date and time

- Decide on how you will be accepting payments – how, what, where – e.g. if you are accepting cash, make sure you have enough change in your lockbox
- Advertise the venue as much and as affordably possible, e.g. an inexpensive poster and homemade flyers, social media and local radio
- Draw up a checklist to help you stay organised and get everything ready
- Always give yourself enough time to prepare

Here are some event ideas that aren't difficult to organise and have the potential to bring in a good amount of money:

- Raffles – make a basket of goodies and raffle it off, set a small cash prize, get prizes for raffles donated from local businesses
- Bake sales/cake sales
- Coffee House music events – get a local band/musician to play at a local coffee house and sell tickets
- Host a dinner with a theme and invite friends and family to buy tickets
- Fashion show
- Auctions
- Car wash
- Movie nights – you can sell popcorn and refreshments
- Jellybean counts – fill a jar with jellybeans and people pay to guess the right amount
- Carol singing
- Art sale – get local artists to donate
- Guest speaker – get a guest speaker, advertise event and sell tickets
- Dance-a-thon
- Bag groceries at your local supermarket for donations
- Coin drives
- Sporting event tickets – most teams or stadiums have extra tickets for friends and family. Ask them to donate some of these tickets for you to sell
- Book sale – get friends and family to donate old books
- Bowling nights
- Sport-themed events – beat the goalie for a prize
- Bingo or quiz evenings
- Screening of a conservation film or documentary – sell tickets. Examples of films with powerful conservation messages are Born Free, Gorillas in the Mist, Fern Gully, The Last Rainforest, and documentaries about wildlife, such as National Geographic's The Last Lions, Eye of the Leopard, Rhino Rescue, Reflections on Elephants and Great Migrations.

These are just a handful of ideas that can help you raise funds for your dream trip. If there is anything you need help with or don't understand, please send us an email and we will try help you as best we can.

Most of all, we are looking forward to welcoming you as a volunteer on our programme and we know that all your hard work will be worth it as you will have the experience of a lifetime!

Online fundraising

Online fundraising platforms are gaining popularity and proving an effective method for getting people to donate money. Here are several online fundraising platforms that you can consider making use of:

- **Fundly.com** - <https://fundly.com>
- **Go Get Funding** - <http://gogetfunding.com>
- **Indiegogo** - <https://www.indiegogo.com>
- **Youcaring.com** - <http://www.youcaring.com>
- **Sunsuper Dreams** - <http://sunsuperdreams.com.au>

Scholarships and grants

Scholarships and grants are a great way to pay for part of your volunteer trip. Here are some ideas to consider for your application (you can also research scholarships and grants in your local community)

Volunteers for prosperity (VFPServ)

VFPServ provides grants to assist skilled Americans wanting to volunteer abroad. VFPServ grants (ranging from \$500 - \$1000) are individual, non-renewable and designated to offset travel, insurance and local living costs of short-term international volunteer assignments.

Successful candidates are current working professionals and will be volunteering abroad in a project in their professional field.

National Geographic Glimpse Correspondents Programme

The Glimpse Correspondents Programme is for talented writers and photographers with a passion for storytelling. Supported in part by National Geographic Society, the Correspondents Programme is for especially talented students specialising in writing or photography. Correspondents receive a \$600 stipend, a professional editor, career training in writing and photography, guaranteed publication on Glimps.org, and potential publication in National Geographic platforms. The programme is open to anyone between the ages of 18 and 34 who will be volunteering for at least 10 weeks.

Travelocity Travel grants

Travelocity gives away a \$5000 grant every quarter for people wanting to pursue a volunteer travel placement abroad. All you have to do is send in a video made by you explaining why you should receive the grant.

<http://www.travelocity.com/TravelForGood/travel-grants.html>

University Funds and Scholarships

Your university or college may be the best place to start looking for scholarships to help you realise your dream of volunteering abroad. Get in touch with the Financial Aid and International offices on your campus and tell them your plans – they may offer stipends, grants or scholarships to help you raise your programme fee. Our team is happy to provide you with any information your college requires in order to qualify for any available grants.

Matching gifts

Employers often offer a matching programme which can be a great resource for employees to dedicate their vacation to volunteer work. Enquire at work whether or not your company offers this service.

Mach25 Scholarship Search

This is a simple and free scholarship search database. In a keyword search try entering the name of a language you are interested in and browse through the results to see if you qualify for anything. <http://www.collegenet.com/mach25/app>

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The Nakavango Conservation Centre is an Eco Africa Experience project.
Website: www.ecoafrikaexperience.com