



# 7 Ways to Raise Awareness and Funds for Microfinance

Recommended for: **ALL INTEREST LEVELS**

Fundraising is encouraged to raise awareness about the power of microfinance and to raise money for a microfinance institution of your choice. Here is a list of ideas-- get creative with your fundraising idea, make it your own, and have fun with it!

## I. Skip a Meal

**Skip a meal during April.** Use the money you were going to spend on food and donate it to a microfinance institution instead. If you can get your friends to skip a meal with you and donate their food money, you will have a substantial amount to give.

## II. Work out for a Cause

**Work out for a cause in April!** Choose a sport you're good at. Get a teacher/professor or other adult authority to agree to witness your sport and verify your goal. Then create a paper for people to sign to donate money to your microfinance institute for each lap you swim, mile you run, push up you do, or whatever increment for the sport you choose to do! Follow up with people after you gather signatures and do your sport, and donate pledged money to a microfinance institute. Thank all individuals for supporting you, and if you're nice, warn them before they pledge a dollar amount if you are highly proficient at your sport so they won't be too shocked when they owe your cause a large amount of money.

**Example of Pledge Paper:** If your specialty is swimming:

Name	Contact Information	Pledge
(Friend, family, neighbor, religious congregation, work colleagues, other professors or teachers)	(Get an email address and a phone number to follow up with them once you've done your sport so they know how much to donate to you!)	Dollar amount here. Can be any amount such as 25 cents per lap, or more if they're not worried about you swimming a marathon!
John Doe	(email and phone #)	50 cents/ lap

## III. Hold a Special Collection

**Ask your religious leader if you can dedicate all of, or a percentage of, an April worship day's collection** to a microfinance institute. Offer to stand and give a few details about the microfinance institute you are donating to and what microfinance does to alleviate

poverty.

#### IV. Hold a Bake Sale

**Bake sales are classic, because they work!** Pick a day, a time, and a place to hold a bake sale in April. Pick a high-traffic area on your campus or school where lots of students will pass by. On the back of each wrapped baked good, tape a small square of paper with typed information about microfinance or the microfinance organization the bake sale proceeds are going to go to. Also have microfinance flyers available on your table. (Link to flyers here) You can set a price, (ex: \$1 per any item,) or ask for any donation for an item.

#### V. Benefit Auction

**Hold a benefit auction one evening in April.** Never hosted an auction? No problem! We recommend a classic auction or a silent auction.

**Classic Auction:** Hold one classic style by dedicating an evening to selling auction items to your fellow students or community. You'll need an auctioneer, (somebody to talk fast, present the item, and take bids), you'll need items, (ask for donated items from local chain stores and mom and pop shops, or ask your creative club members or school artists to donate artwork to auction). Set up a room with tables and chairs and a few creative touches for atmosphere, and make it clear all proceeds go to your selected microfinance institutions. Open the auction by explaining why microfinance is an important cause!

**Silent Auction:** Hold an auction silent style by announcing a time and a date to have individuals come and go and bid on items without an announcer. Set up a few tables, print out a paper with a brief description of the donated item or artwork (and include who donated the item) and let individuals sign their name, contact information, and list their bid amount. At the end of the auction time, (ex:, 6-8pm), contact the last name on the list and collect the bid money in exchange for the item or service. Don't forget that people can donate services -- for example, tutoring lessons, swim lessons, or a catered meal. We recommend that you begin the auction bidding price at HALF the estimated value of the item or service. During the time period open for bidders to come and go, we suggest you play music or host some form of entertainment (student comedian, student band, school band or choir).

#### Example of Silent Auction Benefit Paper:

**Item Description:** 4 Swim Lessons

**Donated by:** Sarah Doe

**Estimated Value:** \$150

Bidder Name	Contact Information	Bid: (Begins at \$75)
John Doe	(email and phone #)	\$75
Adam Doe	(email and phone #)	\$76

## VI. Organize a Themed Party

**For those party planners out there, plan a themed party in April** with an entrance fee to go towards a microfinance institution. If your club has a budget from a Student Activities organization, use your budget to cover party expenses or ask for donated food from local restaurants and ask a student or local band to donate their musical talents for your party. Advertise when you've settled on a night your musicians can cover and an available reservation to use your school or university auditorium or gym to use for your party. You'll need hours before the party to decorate-- streamers, balloons, dark lighting. If you're in high school, you may need a chaperone present.

## VII. Plan for a Microfinance Week

**Like all the ideas above? Why not do them all?** Plan an entire week in April decided to doing all of the above fundraising events! Advertise in advance so your students and community can keep up and participate!