

START A FUND RAISING PROJECT

Individuals

Individuals are often the best source of support for book philanthropy. When attending school in the United States, one assumes that one will have all the necessary books to support one's education. It is hard to grasp the reality that many African schools are totally without books. Once understood, this fact generates strong enthusiasm to support a cause that will enable others to have the same educational opportunities so readily available in the United States.

Organizations

School clubs, library clubs, CFC and churches have been active supporters of WOD. These and others can be solicited to help fund and/or assist in packing books for shipment.

Service clubs have been especially responsive in supporting WOD. Rotary, Lions, Kiwanis and others have all participated. Some groups of clubs have pooled their efforts, while many others offer contributions towards the total amount raised.

African student and émigré and cultural exchange organizations are willing participants in all phases of WOD. These groups often have friends and relatives in Africa who will benefit from their effort. They also generate a good bit of publicity both here and in their home country about their involvement.

Corporations

Corporations, especially those with business interests in Africa, are a good source of funds. Additionally, corporations with an interest in the environment are suitable donors (book philanthropy keeps valuable books out of landfills.) Tax benefits of such giving offer a further inducement. Lastly, many corporate officials are involved in school board and similar positions with a specific interest in schoolbook disposal.

Foundations

As with corporations, it is important to do your homework prior to contacting a foundation. Will the foundation funding guidelines allow for support of international causes, specifically book philanthropy? You can obtain this information either by checking the philanthropic section of your library or by contacting the foundation directly. Before submitting a formal funding proposal request, a one-page letter of intent directed to the foundation is suggested. The letter should briefly outline the mission and objectives, as well as the financial need. If the letter "sparks" the attention of the foundation, they will ask you to submit a full funding proposal.

Government Grants

Although government grants are very limited in support of book philanthropy, some funds are available. Locally it may be best to contact your local or state Department of Energy and Natural Resources. On the federal level, grant programs are available, but competition for these funds is extremely intense. One possible source for funds is the United States Agency for International Development (USAID).

Special Events

A special event is a fun way to raise funds, promote book philanthropy, and increase local awareness for your organization's programs. The event may be as simple as a coffee gathering, or a formal dinner dance with accompanying silent auction. The more elaborate the function, the riskier the event can be because of the funds necessary up-front to provide and promote the event.

Other successful fundraising ideas include:

Bowl-a-thon or Walk-a-thon

Art Auction

Progressive dinner

Special collection canisters

Bookmark sales

Reverse "buy" programs (small cash donation required with each book accepted)

Bake sale

Rummage sale

Organize a Used Cell Phones Drive to Benefit the Community and Environment:

We have partnered with the Charitable Recycling program to provide the community with a costfree and convenient recycling opportunity. It is estimated that as many as 150 million cell phones get retired in the U.S. each year. Used cell phones contain many toxins and should not end up in landfills.

- Recycled cell phones are used for social good as many donated phones are distributed for 911 (emergency only) services, providing battered adults, children and senior citizens with a direct link to necessary communication.
- Other recovered phones are reused in less developed countries where the cost of a new phone is often prohibitive, or, in areas of the world where there are no land (wire) lines.
- Obsolete phones which are destroyed in an environmentally-responsible manner, with 100% landfill diversion.
- Wings of the Dawn will receive a monetary donation for each cell phone collected which will be used to offset the cost of collection, shipping and transportation of educational materials and supplies to school children, libraries and community centers in rural and sub-urban African countries. [How it Works](#)

General Tips

The important thing to remember in fund raising is in order to make something happen, you must ask. You must make known the need, the end result and your part in accomplishing the end result.

Any funding request proposal should include a statement of the mission and program, the organization structure, the operating budget, funding goal, past and present sources of support and program assessment.

Equally important is the need for sound financial record keeping. Neither your organization, any member of it, nor WOD wants mismanagement of funds.

If your organization is not recognized as tax-exempt, it may be necessary to align yourself with an organization such as WOD to take advantage of such status.

Letters of acknowledgement for every gift are not only good manners, but good sense and, in some cases, the law.

Publicity

Publicity will be an important part of our program. Articles in your organization newsletter are a good first step to let your membership know exactly what is happening.

Other proven avenues of publicity include:

Articles in the local newspaper. Book philanthropy is newsworthy and newspapers are constantly looking for stories about projects like WOD. Write your own if you have to.

Promote your project in and through your local schools. Tell your story to the classroom. Many schools design class projects as a result of their participation with WOD (geography of Africa, life in other countries, theater, etc.) The theme of a particular child's used book being reused by a similar child in Africa is quite compelling for children and for their parents.

Posters placed in local businesses, in schools and in libraries.

Special items such as bookmarks or t-shirts. These can be given away or sold, but in every case they help promote your message.