



2022 Fundraising Guide



About this Guide

As part of the Vibha Striders training program, we will be raising funds to support education and health of underprivileged children. These children often have no access to education, work to supplement the family income, and have to take care of siblings instead of going to school.

Our mission is to ensure that every child attains the right to a comprehensive education.

Each trainee has pledged to the following goals:

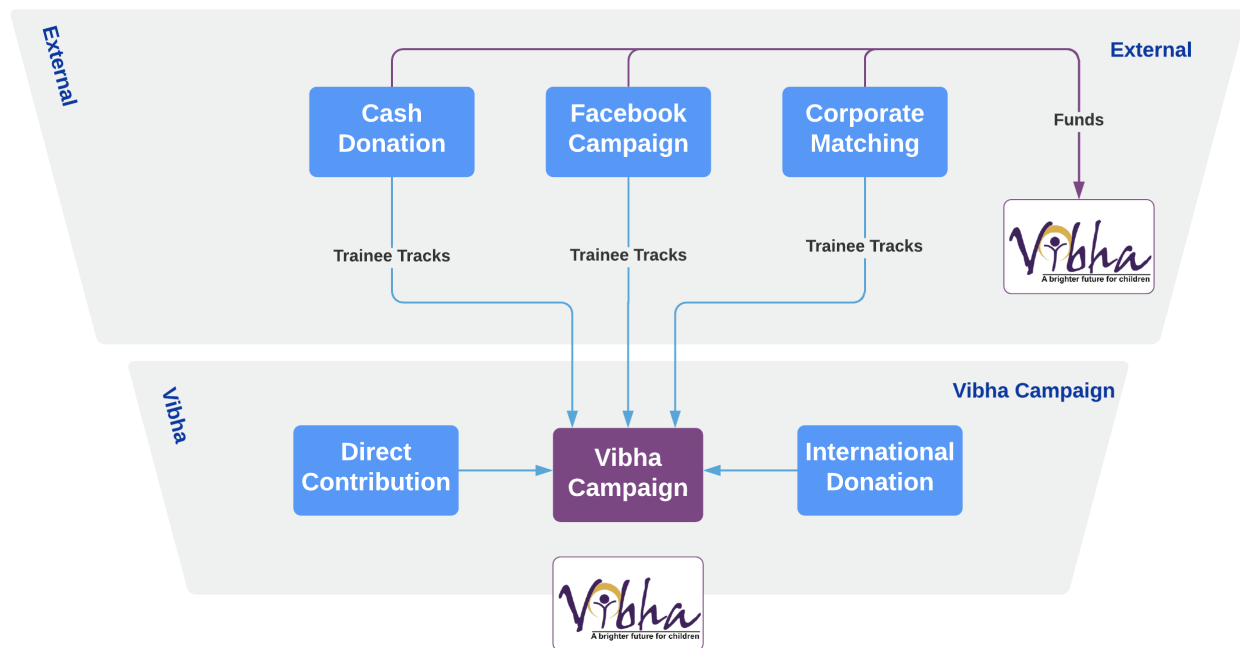
Fundraising pledge goal: \$999

Deadline to reach the goal: Sunday, 22nd May, 2022

This guide takes you through the important aspects of launching an effective fundraising campaign.

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Campaign and Donation Types




Your Vibha Campaign is the target for all funds raised. Whether directly contributed or tracked via other sources, it should reflect your overall cumulative funds raised. This guide will help you understand how to maximize the ways of each method you use to raise money.

There are three main activities to tracking funds successfully:

1. Setting up a personalized fundraising campaign

- Vibha campaign: Your initial campaign page will be set up by Vibha's fundraising team and you will receive an email with username/password and



link to your campaign during the month of March, 2022.

- b. Facebook campaign: please follow the instructions provided below to set up your Facebook fundraiser.

2. Raising funds with external campaigns

All donations (including via Facebook) should be tracked on your Vibha campaign page. You can enter funds received as cash, company matches, FB donations, and offline donations. This is also where international donors can make their contributions.

3. Accounting for all offline donations and matches

- a. Please enter all received funds in Vibha's campaign page for aggregation.
- b. Very Important: Forward receipts of company matches to: Fundraising@Striders.vibha.org

Note: Please contact the fundraising team for additional information if Vibha is not one of the non-profit organizations your or your donor's company supports for matching.



Encourage your friends to also get Vibha matching offered by their employer.



Your Facebook Fundraising Campaign

Please review the following [video tutorial](#) for setting up your Facebook fundraiser.

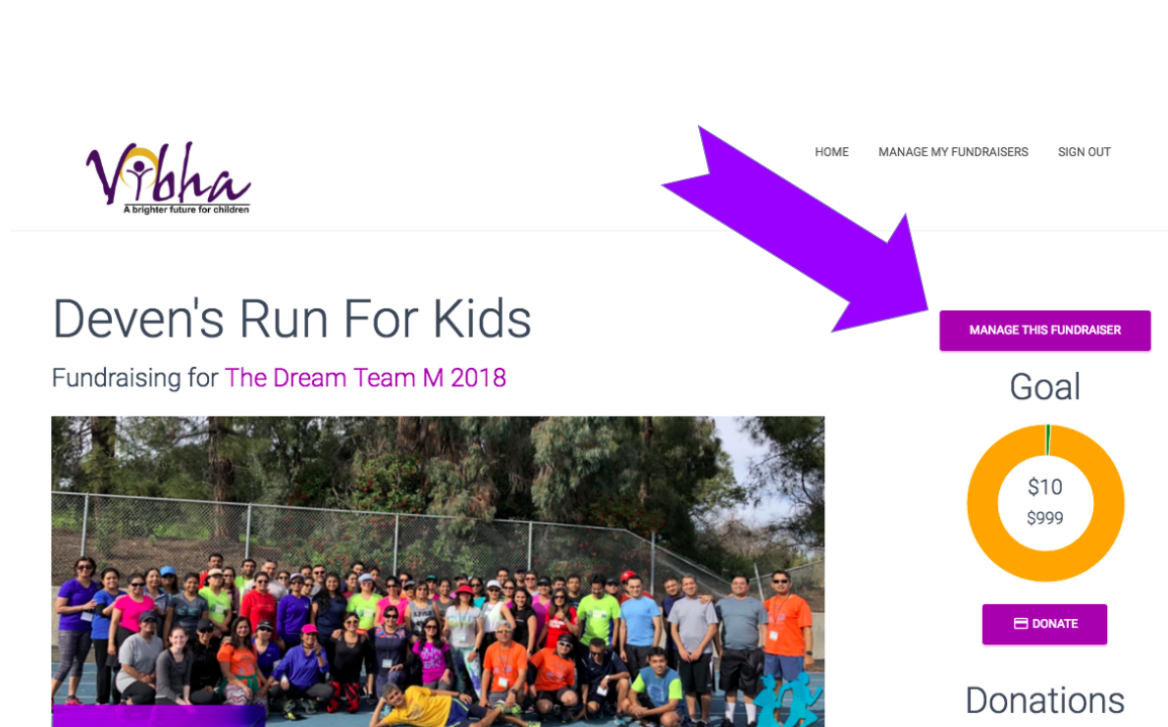
Updating your fundraiser story: See the “Telling an Effective Story” section for ideas on customizing your campaign description.

Customizing your fundraiser title image: Please use an existing image from our [fundraiser image library](#) or use something personal that will appeal to your network.

Contact Fundraising@striders.vibha.org with any questions.

Your Vibha Fundraising Campaign

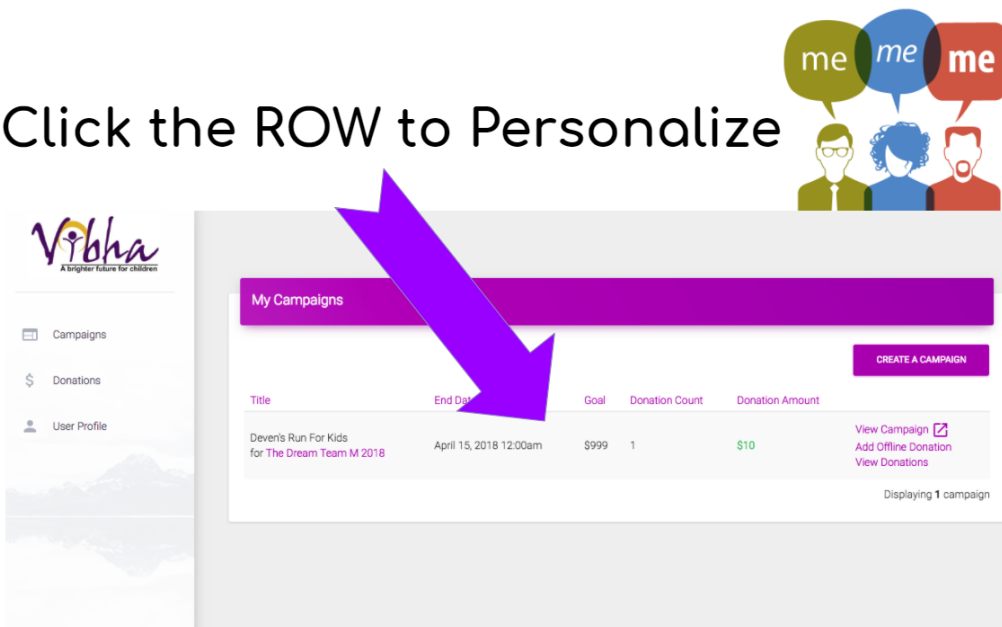
You will receive an email with details of your Vibha campaign page. Once launched, you may customize your campaign by clicking “Manage This Fundraiser”.



The screenshot shows the Vibha fundraising campaign page for "Deven's Run For Kids". The page features the Vibha logo at the top left, which includes the text "A brighter future for children". The campaign title "Deven's Run For Kids" is prominently displayed, followed by the subtitle "Fundraising for The Dream Team M 2018". A large group photo of participants is shown below the title. On the right side, there is a navigation bar with links for "HOME", "MANAGE MY FUNDRAISERS", and "SIGN OUT". A large purple arrow points from the "MANAGE MY FUNDRAISERS" link to a purple button labeled "MANAGE THIS FUNDRAISER". Below this button, there is a "Goal" section with a circular progress indicator showing a current amount of "\$10" and a target of "\$999". A "DONATE" button is located below the goal section. At the bottom right, there is a "Donations" section.

Update and personalize the default campaign (optional).

Click the ROW to Personalize

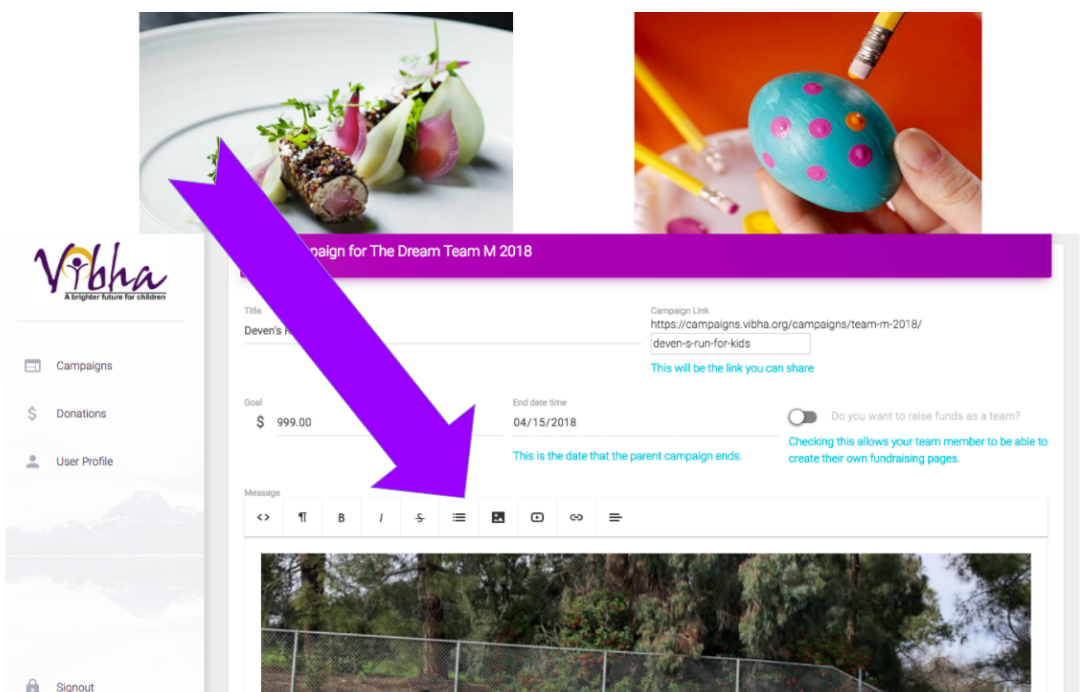


My Campaigns

Title	End Date	Goal	Donation Count	Donation Amount	
Deven's Run For Kids for The Dream Team M 2018	April 15, 2018 12:00am	\$999	1	\$10	View Campaign <input checked="" type="checkbox"/> Add Offline Donation View Donations

Displaying 1 campaign

Update the default image (optional). Please use an existing image from our [fundraiser image library](#) or use something personal that will appeal to your network.



Campaign for The Dream Team M 2018


Title: Deven's Run For Kids

Campaign Link: <https://campaigns.vibha.org/campaigns/team-m-2018/deven-s-run-for-kids>
This will be the link you can share

Goal: \$ 999.00

End date time: 04/15/2018
This is the date that the parent campaign ends.

☐ Do you want to raise funds as a team?
Checking this allows your team member to be able to create their own fundraising pages.

Message: 



Telling an Effective Story

Why are you training with Vibha this year? Share your personal training goals, training progress, and the impact this fundraiser will have on the community. Here are some sample stories from previous trainees to help inspire ideas for your campaign:

Example Story 1

40 Million children In India lack education, healthcare, and opportunities that we take for granted. Since 1991, Vibha has touched and improved the lives of 300,000+ children.

For the first time in my life I will participate in a Half Marathon on June 5th, 2022, raise funds and help Vibha fund many projects. No amount is too small. Any and all donations will be appreciated. If your company has a donation matching program, your donation could be doubled or tripled!! Vibha's nonprofit may appear as either "Vibha" or "Help them grow", EIN: 22-3122761.

Together we can create a brighter future for these kids. Please visit <http://www.vibha.org/> to learn about the organization and its projects.

Thank you again for your support.




Example Story 2

One of the fun things I look forward to when I go home to India is watching the city go by as I roam around in a rickshaw, my favorite mode of transportation. While there are innumerable sights to enjoy, the sight that invariably pinches my heart is watching all the "little people" touting their wares at every traffic light. A morose reminder of how hard life can be, if you are not privileged enough to get a good start. Fortunately, there are organizations like Vibha, with a mission to create a brighter future for these children.

And I am embarking on an attempt to make a difference in my own way. "I take the pain, you take the gain" will be my motto as I enlist your help in raising funds, this time for Vibha (more to follow :)). So please join me and help me contribute to this worthy cause. I promise to give my all and pull through on my commitment.

Example Story 3

You can support me in a very simple way. Help me raise money for Vibha. 95+% percent of this charity goes straight to India for the school children. I only learnt recently, but the Vibha founders are silicon valley professionals, who have been working nights and weekends for the last 15+



years and implemented great ideas to improve children's education in India with a focus to scale the learning and apply to thousands of schools. Their aim is to scale to all of India.

You don't have to donate a lot to make a difference. A mere \$20 or \$30 can make a big difference. Here are some numbers that show every little bit helps:

- *\$50 - funds rehabilitation of a child with learning disability*
- *\$100 - funds educational materials for five children*
- *\$200 - funds libraries with pictorial books in two villages*
- *\$500 - funds immunizations for 15 children*
- *\$1,000 - funds a small education center for 28 children*

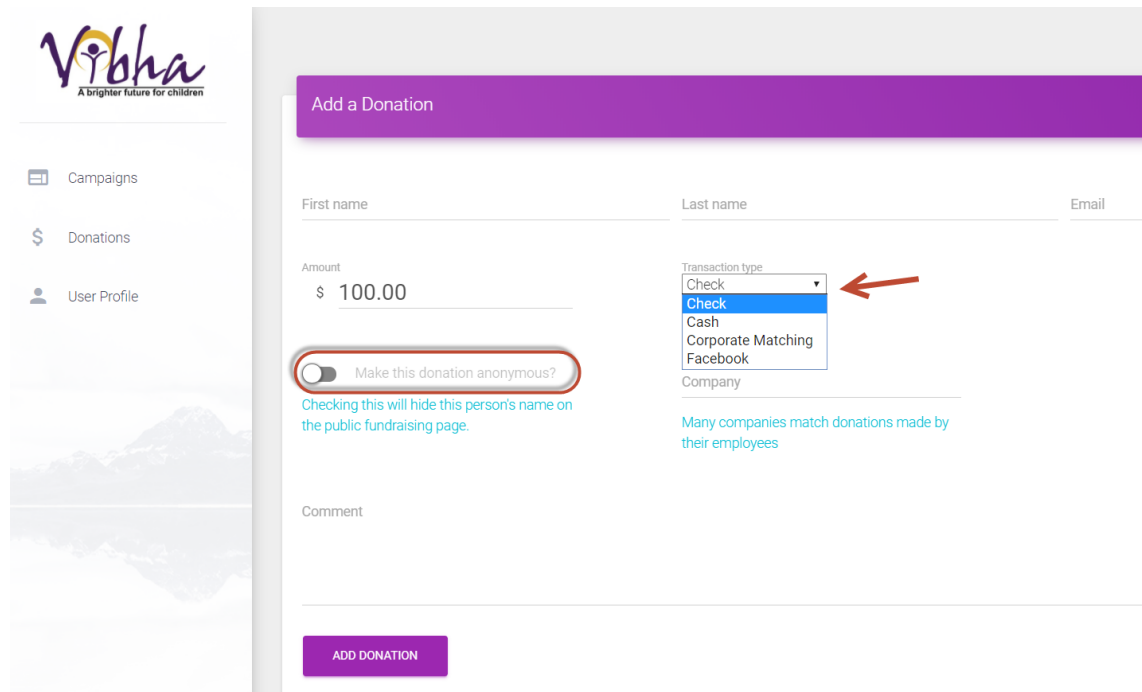
Wish me luck and help me complete my dream - a full Marathon run this year. I greatly appreciate you helping me meet my fundraising goal!

Recording Donations Within Your Vibha Campaign

Here is a guide to help you record contributions that are cash, Facebook, company matches, or international donations:

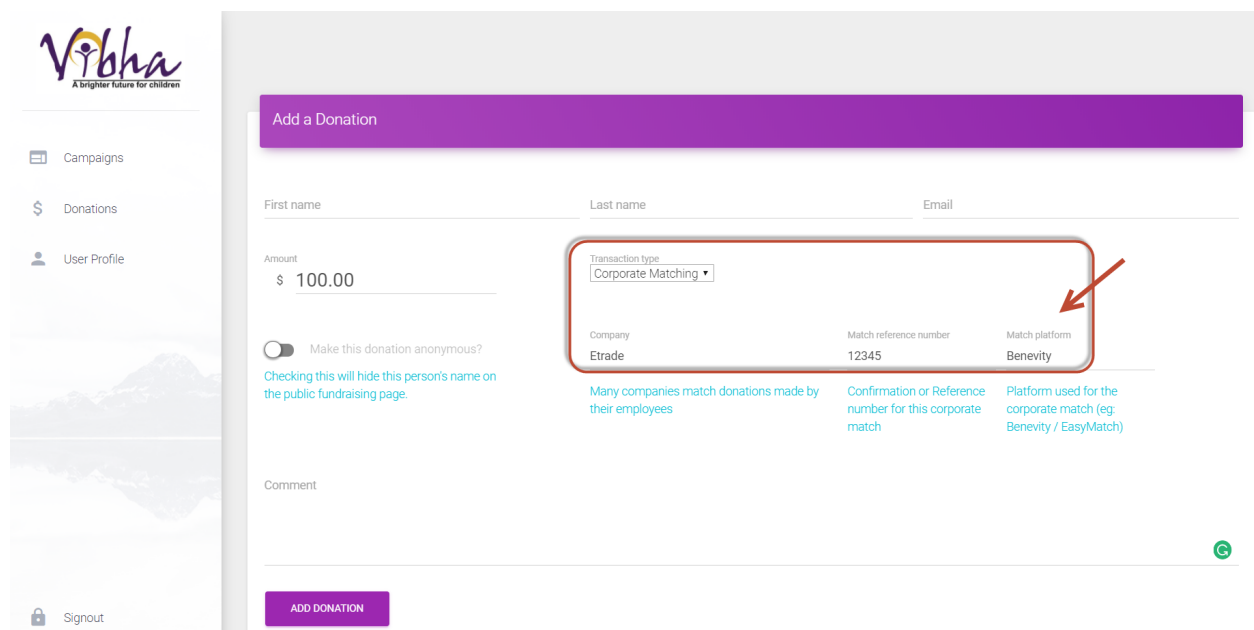
Donation Type	What to do?	How to enter donations in Vibha's fundraising page
Cash/Checks	Please give cash to the Fundraising team before or after our weekend session	<ol style="list-style-type: none">1. Please view Image 1 below2. Enter the cash amount as Cash3. You have the option to make the donation anonymous
Facebook	Send a thank you note to the donor	<ol style="list-style-type: none">1. Enter the donation details on your Vibha fundraiser2. Transaction type is 'Facebook'
Employer donation match	Ask the donor for the donation match confirmation email from the company match program	<ol style="list-style-type: none">1. Enter the matching amount into Vibha's campaign page from the email received from the matching program (image 2 below)2. Enter the following:<ol style="list-style-type: none">a. Company nameb. Match reference numberc. Match platform
International donations	International donations can be received via your campaign page on Vibha platform	Ask the donor to donate funds directly via your Vibha campaign page. You don't have to do any bookkeeping.

Image 1: Choosing an offline donation type



The screenshot shows the Vibha website's 'Add a Donation' form. The left sidebar contains the Vibha logo and navigation links for Campaigns, Donations, and User Profile. The main form area has a purple header 'Add a Donation'. Below it are input fields for First name, Last name, and Email. The Amount field is set to \$ 100.00. A red circle highlights the 'Make this donation anonymous?' toggle switch, which is currently turned off. Below this is a note: 'Checking this will hide this person's name on the public fundraising page.' To the right of the amount field is a dropdown menu for 'Transaction type' with options: Check, Cash, Corporate Matching, Facebook, and Company. A red arrow points to the 'Check' option. Below the dropdown is a 'Company' input field and a note: 'Many companies match donations made by their employees'. At the bottom is a 'Comment' field and a purple 'ADD DONATION' button.

Image 2: Providing donation details



The screenshot shows the Vibha website's 'Add a Donation' form with the 'Transaction type' dropdown menu expanded to 'Corporate Matching'. A red circle highlights the 'Corporate Matching' option. Below the dropdown is a table with three columns: Company, Match reference number, and Match platform. The table contains the following data:

Company	Match reference number	Match platform
Etrade	12345	Benevity

Below the table are three notes: 'Many companies match donations made by their employees', 'Confirmation or Reference number for this corporate match', and 'Platform used for the corporate match (eg: Benevity / EasyMatch)'. At the bottom is a 'Comment' field and a purple 'ADD DONATION' button. A green circular icon is visible in the bottom right corner of the form area.



Donate to Vibha directly through PayPal:

W How to donate to Vibha directly through...