



# FUNDRAISING PACK



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# About Translators without Borders

Translators without Borders (TWB) is a non-profit organization working towards a world where knowledge knows no language barriers. We specialize in language and effective communications in some of the most difficult contexts and innovate to get the world's most vulnerable people information that they need and want in a language and format they understand. TWB believes that everyone has a right to communicate in their own language, and to have their voices heard.

Over half of the world's population suffers from lack of access to information in their language. Language prevents them from getting vital information and communicating their needs and ideas proactively. In particular, people who are poor, less literate, and come from under-served languages, are left without a voice in the development of the places where they live, the future of their families, and in global conversations about important issues such as climate change, women's rights, or health.

With our network of 30,000 translators, strategic partnerships with like-minded organizations, and powerful deployment of new technologies, TWB is equipped to respond rapidly in times of crisis and provide on-going language support where it is needed most. TWB now has an urgent need to build up its organizational infrastructure in order to be sustainable and prepared to meet increased demands for its work and new urgent situations as they emerge.

During this Holiday Giving season, TWB is harnessing translation and technology to bridge the language gap and build a world without language barriers for communities in crisis, but we need your support.

**Language is life.** Celebrate our shared humanity this holiday season by **supporting TWB to change lives using language.**



# How will your money make a difference?

Your donation will help TWB to change lives through language. It will help them to build a world without language barriers, ensuring people in need have a voice and access to vital information in a language and format they understand. This might be in humanitarian crises, conflicts, disasters and health epidemics. Specifically, different amounts of money could achieve the following:

- \$10 - tests two people's understanding of critical information
- \$25 - translates 250 words of disease-prevention information
- \$50 - records an audio version of a translation to help less literate people understand information
- \$100 - helps gather a focus group with a community to better understand language barriers
- \$250 - helps train a field worker on interpreting during a humanitarian crisis
- \$500 - develops a glossary to help crisis-affected people and aid workers communicate
- \$1000 - funds a workshop for Ebola field workers on effective prevention communication

## How can I fundraise for TWB?

TWB uses Facebook and JustGiving as fundraising platforms. Here is a quick guide on how you can start your own fundraiser on either of the platforms.

### On Facebook

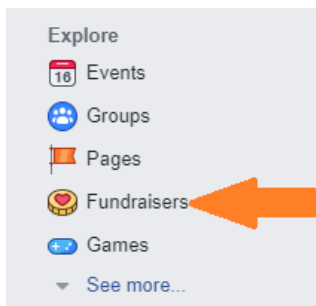
We recommend using Facebook if you...

- Live in a country where the fundraising and donation features are available ([check here](#))
- Regularly use Facebook to interact with your friends, share stories etc.
- Your friends have and use Facebook regularly

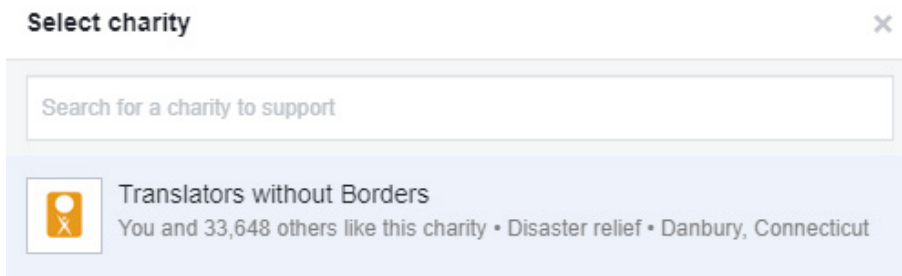


## Instructions:

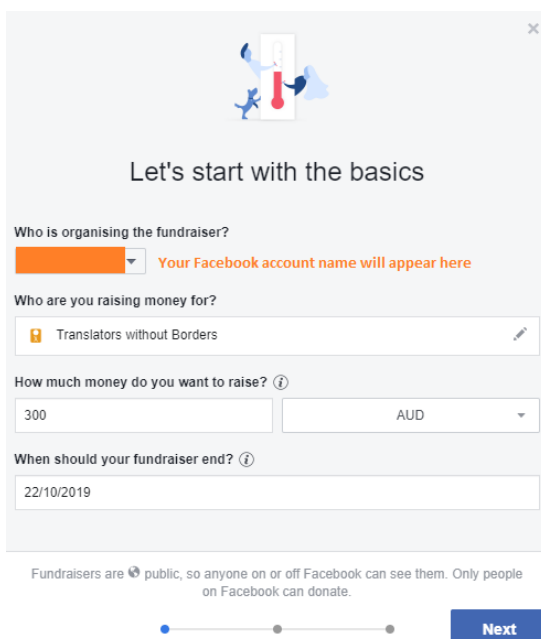
1. On your Facebook homepage click on "Fundraisers" tab.



2. Click on "Select charity" button and find Translators without Borders on the list.



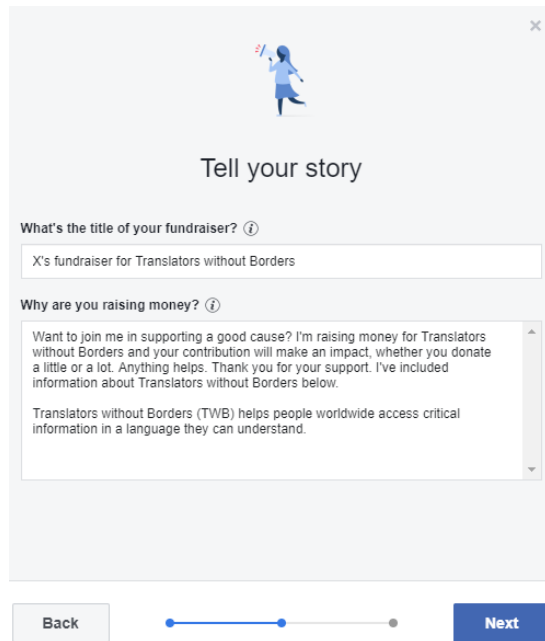
3. Enter the details of your fundraiser, including your fundraising goal, the currency in which you want to fundraise as well as the end date of your fundraiser. Click next.

A screenshot of the fundraiser setup form titled 'Let's start with the basics'. The form includes the following fields:

- 'Who is organising the fundraiser?': A dropdown menu with an orange background and the text 'Your Facebook account name will appear here'.
- 'Who are you raising money for?': A text input field containing 'Translators without Borders' and a small edit icon.
- 'How much money do you want to raise?': A text input field with '300' and a currency dropdown menu set to 'AUD'.
- 'When should your fundraiser end?': A date input field with '22/10/2019'.

At the bottom, there is a progress indicator with three dots (the first is filled) and a blue 'Next' button. A note at the bottom states: 'Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate.'

4. Find a catchy title for your fundraiser and write about your motivation behind organising your fundraiser. Why did you decide to fundraise for TWB? Why are you passionate about the work we do? Why should your family and friends support you and TWB? (For some ideas about this see “How to make a successful fundraiser?” section.) Click next.



The screenshot shows a web form titled "Tell your story" for creating a fundraiser. At the top, there is a small illustration of a person running. Below the title, there are two main sections:

- What's the title of your fundraiser?** This section has a text input field containing the text "X's fundraiser for Translators without Borders".
- Why are you raising money?** This section has a large text area containing the following text:  
"Want to join me in supporting a good cause? I'm raising money for Translators without Borders and your contribution will make an impact, whether you donate a little or a lot. Anything helps. Thank you for your support. I've included information about Translators without Borders below."  
"Translators without Borders (TWB) helps people worldwide access critical information in a language they can understand."

At the bottom of the form, there is a "Back" button on the left, a progress indicator in the center (a horizontal line with a blue dot at approximately 25% completion), and a "Next" button on the right.

5. Choose a cover photo or video for your fundraiser and click “Create”. You can add a picture of you in your running gear if you are doing a challenge perhaps, but you should ideally also use one of our branded images below:

You are now all set up to share your campaign with your family and friends and support TWB’s mission of creating a world without language barriers. Head to the “How to make a successful fundraiser?” section below for some tips.



## On JustGiving

We recommend using JustGiving if you...

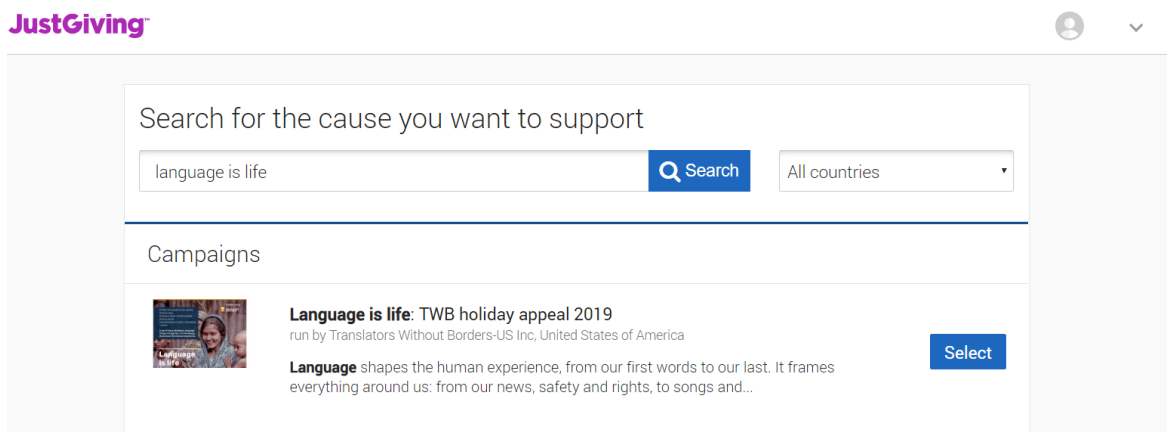
- Would like to have a personalized fundraising page
- Want to fundraise as a team with your friends, family or colleagues
- Want to reach out to a range of people who might not use Facebook

### Instructions:

1. Sign up for JustGiving account or Log In into your account if you already have one.



2. From your Home page click on Start Fundraising.



3. On the next page "What are you raising money for?" select "A charity".
4. On the next page find our "Language is life: TWB holiday appeal 2019" and click select.
5. On the next page select the option that best applies to you.
  - Taking part in an event
  - Celebrating an occasion
  - Remembering someone
  - Doing your own thing

6. Depending on your chosen option, on the next page fill in the details of your fundraiser and create your page.
7. You can now click “Edit your page” to personalize fundraising page with photos, your story, details about our campaign, change your thank you message, the color theme of your page, found a team etc. If you correctly linked your fundraising page to our JustGiving campaign then your page will automatically have a default picture and story template which you can edit.

You can post updates to keep your donors engaged. This is especially useful if you are doing a challenge! When asking for donations, don't forget to share the link to your fundraising webpage on social media or in emails.

8. (optional) If you want to fundraise with your friends on JustGiving, read this **guide**. JustGiving allows you to fundraise together with your friends/family by either creating a fundraising **team** or by **sharing** your fundraising page.

## Other useful resources

- You can use our [Fundraising Messages Templates](#) for some inspiration and suggestions on what to write when asking for donations, posting on social media or creating your fundraising page.
- We can share your fundraising stories on our social media/blog (either during or after the end of your campaign). You would be able to tell others about your fundraising journey, challenges, tips and tricks and encourage others to start their own fundraiser for TWB.
- JustGiving has a robust support centre where you can find answers to your questions regarding the platform and find tips on how to boost your fundraiser.
- If you're also a TWB volunteer translator, then you should already be a member of the TWB Kató Community Forum. You can access a dedicated group on the forum for discussing all things fundraising related, sharing stories, tips and ideas and supporting your fellow fundraisers.





# How to make a successful fundraiser?

Fundraising can be a daunting thing, especially if you have never done it before. People often think that for online fundraising to be successful a campaign needs to go viral. Of course there's a chance this could happen for your fundraiser and it would be great if it does, but the likelihood is pretty low. Don't worry though! You can still do really well without being a viral success, by making the best use of your own online networks, contacts and communications.

When participating in your first online community fundraising effort, there are some general rules of thumb which you should keep in mind as you aim to make a success of your campaign:

## 1. Don't be afraid to ask.

For many of us asking for money may be quite uncomfortable. And that's perfectly normal. Asking about anything in general makes us feel vulnerable. We are afraid of being judged, rejected or looking stupid.

### **HOWEVER**

Don't be afraid of doing things that you care about, and sharing that passion. Remember, you're not asking people for money for your personal use, but rather you are asking them to help you support a cause that you care about/you are passionate about. People's responses might just surprise you.

## 2. Ask many people, many times.

This may sound obvious, but it really is the key to a fundraiser's success. Don't be afraid to ask several times if people didn't get back to you after your initial message.

Also remember that there may be plenty of reasons why someone says "no" when you ask them to donate, and that is perfectly ok. It may happen that someone who you were certain would donate isn't able to for some reason. Don't worry about this, and don't judge. Similarly, you might receive donations from people you don't know as well, such as the friends and family of members of your primary network.

Don't be afraid to ask people you haven't spoken to in a while, many people actually find it a great way to reconnect!



Don't be afraid to ask people who have already donated to give again. If you feel unsure about how to do this, you could include them in a group email/message saying:

*Only \$[AMOUNT] more to reach my target. Thank you to everyone who's donated so far - you are all incredible! If everyone who has already given could give just \$5 more I'd reach my target in no time! If you haven't had a chance to donate yet, please head to [LINK] to help me support TWB to build a world without language barriers.*

### 3. Be strategic, organised and systematic.

- Create a network map which will allow you to easily see how many people you can ask as well as track who you asked, how many times, and who donated. We've made an example [here](#) and you can use this spreadsheet to make your own network map.
- Try to find some time once or twice a week to send out (or follow up on) your messages to your friends and family (put it in your calendar!)
- It's important to follow up with people and send them reminders. Sometimes people might see your message and plan to get involved, but simply forget. If you follow up with them, they're more likely to donate, and may even thank you for the reminder!
- Focus on telling people WHY they should donate to YOU, WHY you fundraise and WHY you care about TWB's cause rather than focusing on WHAT TWB does. In the box below is an example of what you may say/write. For more message templates head to our [Fundraising Messages Suggestions](#) document.

*"As some of you may know, I use my Spanish to volunteer as a translator for an amazing organization called Translators without Borders. During recent hurricanes I translated documents to help people affected in Puerto Rico. I feel super proud to be a part of a global movement of people using their language skills for a good cause and contributing to building a world without language barriers."*

- When asking try to break down your total to smaller chunks by saying for example:  
*I'm aiming to fundraise \$[AMOUNT] by [DATE]. It's an ambitious target, but I know we can do it - if [NUMBER/%] of you donate just \$[AMOUNT], I can make it!*
- If fundraising on JustGiving don't forget to include the link to your page in all your messages.



- Make sure to thank your donors ! Use the automatic thank you messages produced by your campaign, but don't solely rely on these - send personal thanks as well.

Remember: you have to ask people to donate - simply posting about your campaign on social media is almost never enough.

The single, biggest motivating factor in why people give to a cause is simply that they are asked, directly and personally. You are far more likely to be successful by sending personal WhatsApp or Facebook messages or communicating via email, text or face-to-face. Receiving a personal ask increases one's sense of responsibility.

### **Other tips and tricks**

- When posting on social media (especially FB), remember to include a photo or a video in your post (and a link to your JustGiving page of course!). Posts with photos, videos, live videos receive more interaction than simple text posts.
- Share a personal story about why #LanguageMatters and #LanguageIsLife. Perhaps a word that means a lot to you, a word that changed your life, a word that reminds you of a story from your life. We've included some short post examples in our Fundraising Messages Templates.
- You can tag and thank people who have already donated (either in the post or in the comments section)
- Get a core group of friends/family to like and comment on your posts. This will boost your outreach!
- Keep in mind the best and worst posting times for various social media platforms - you're far less likely to get a good response on a Friday night as people are heading home from work.
- Ask directly or through direct messages and above all do not be afraid - yes, we know we already mentioned that :-)
- Share your stories (whether good or bad) with peers and fellow fundraisers to get support and ideas.



# Fundraising ideas

There are many different ways of fundraising. You could simply set up your fundraising page and ask people to donate to you. But to make things more fun and making the “asking” a little bit easier, you could try out some ideas from the list below. Share your passion for TWB and languages with your friends by involving them into your fundraiser!

- **BIRTHDAY FUNDRAISER**

Celebrate your birthday by asking your family & friends to contribute to a cause you care about. You can fundraise either on FB or JustGiving!

- **ORGANIZE A LANGUAGE-THEMED EVENT**

How about organizing a language lesson or themed language night for your friends and family? For example, you could teach your friends some basic expressions in a language you know, or have an exchange evening if your friends speak another language. Your lesson/exchange could be accompanied by language-themed food, costumes, music, film screening etc. Remember to let your friends/family know that you're organizing the event to have fun but also to fundraise, and that you will be asking for donations.

- **DO A CHALLENGE**

Are you taking part in a competition, or daydreaming about running your first 10k? Time to pick up your shoes and dive in! Share your journey towards your goal and we will cheer you on, whether it's a sporting or fitness challenge or something like learning a new skill or phrases in a new language (how about Klingon? ), dyeing your hair TWB orange or wearing a silly costume to work etc. Challenge ideas are only limited by your own creativity and your free time! You can share the progress of your challenge in your posts, in TWB's community forum, on your JustGiving or Facebook page.

- **GAMES NIGHT**

This doesn't have to be a night out. It could be a lovely Sunday afternoon at your friend's place, where guests can pay to play. Quiz, board games, karaoke - you do your own thing!

- **DINNER PARTY**

Why not invite your friends over for a hearty meal? You can ask everyone to bring a dish or take some inspiration from **TWB cookbook**. At the end of the dinner, everyone can pay what they think the meal was worth as a donation.



- **CRAFT**

If you're a creative type who's good at making things by hand, you could donate a proportion of your sales - or do a special sale for the holiday season.

- **CONCERT/CHOIR**

Are you part of a band or a choir? The holiday season is the best time to warm your spirits and enjoy making music together. A charitable concert with a donation entry could be your thing.

## You've raised the money, what now?

So, you've completed your fundraiser and you would like to give the money to TWB. There are a few ways to do this.

If you used Facebook or Just Giving then the money will go directly to us with no extra effort on your part. Thank you for your support!

If you decided to fundraise using another platform or you were collecting cash donations, then you have several options:

- **Donate by bank transfer** - email us at [fundraise@translatorswithoutborders.org](mailto:fundraise@translatorswithoutborders.org) and we'll send you our bank details. This is better for larger sums.
- **By credit/debit card or PayPal** via the donate page of our website.

## Contact us

Email us [fundraise@translatorswithoutborders.org](mailto:fundraise@translatorswithoutborders.org)

### **Translators without Borders - US, Inc.**

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USA

*By supporting Translators without Borders, you are helping to make vital knowledge available to people in the right language, at the right time. Thank you for choosing TWB.*

**Translators without Borders is a non-profit 501 (c)(3) organization (TIN -27  
3840123**



**TRANSLATORS  
WITHOUT BORDERS**