



**Support TWB
by running your
own fundraiser!**



**TRANSLATORS
WITHOUT BORDERS**

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We have a network of over 30,000 translators, partnerships with organizations, and new technologies. This equips us to respond rapidly in times of crisis and provide on-going language support where it is needed most. But demand for our services keeps growing. We want to keep up with those demands. Will you help us?

Help us by fundraising! Rally your family and friends, make it fun, get excited and support a good cause. **And don't be afraid to ask for donations!**

We need your support to fundraise for TWB, especially during the Holiday Giving season!

Your donation will help TWB change lives through language

Your support will help TWB build a world without language barriers. We do this by providing support in humanitarian crises, conflicts, disasters and health epidemics. Find out how your money will make a difference:

- \$10** Makes sure that two people living in crisis-affected communities understand life-saving information.
- \$25** Translates 250 words of reliable COVID-19 information in a language and a format that people understand.
- \$50** Records an audio version of a translation to help less literate communities understand information.
- \$100** Helps train a field worker on interpreting during a humanitarian crisis.
- \$250** Delivers a one-day terminology training session for someone communicating with crisis-affected people.
- \$500** Expands a glossary into a new language to help crisis-affected people and aid workers communicate.
- \$1,000** Funds a workshop for field workers on effectively communicating COVID-19 prevention and response information.
- \$5,000** Develops capacity for a low-resource language, enabling us to recruit translators and build expertise on the language.
- \$10,000** Helps develop cutting-edge technology and innovative tools for multilingual communications.

How can I fundraise for TWB?

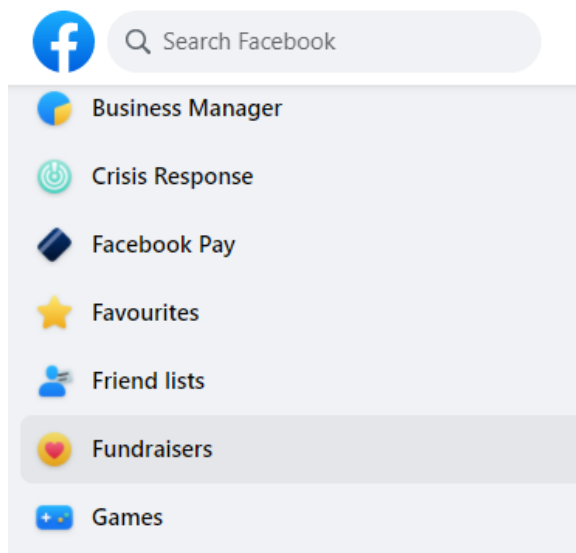
• On Facebook

We recommend using Facebook if you...

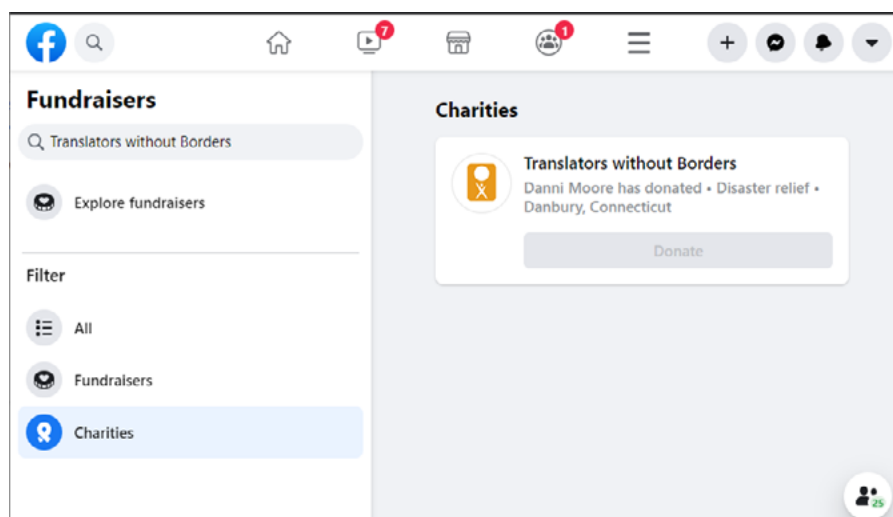
- Live in a country where the fundraising and donation features are available ([check here](#))
- Regularly use Facebook to interact with your friends, share stories etc.
- Your friends have and use Facebook regularly
- Are not planning to run a company fundraiser

Instructions:

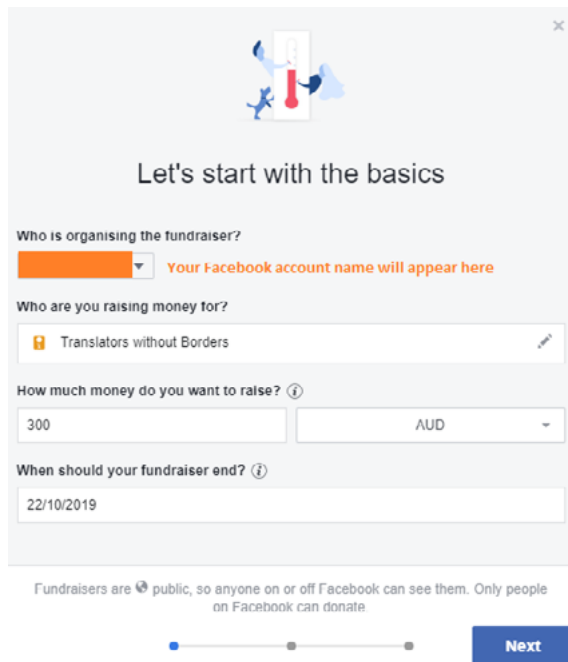
1. On your Facebook homepage click on “Fundraisers” tab.



2. Click on the “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 and the end date of your fundraiser. Click “Next.”

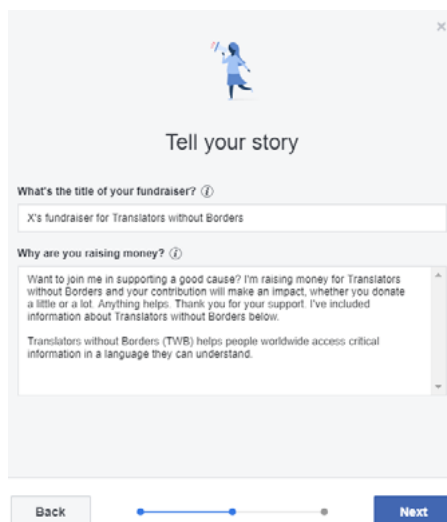


The screenshot shows a window titled "Let's start with the basics" for setting up a fundraiser. It includes the following fields and options:

- Who is organising the fundraiser?**: A dropdown menu with an orange highlight and the text "Your Facebook account name will appear here".
- Who are you raising money for?**: A text input field containing "Translators without Borders" with a small icon to the left and a pencil icon to the right.
- How much money do you want to raise?**: A numeric 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".

Below the form, there is a note: "Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate." At the bottom, there is a progress bar with three dots and a blue "Next" button.

4. Give your fundraiser a catchy title and write about your motivation for organising your fundraiser. Why did you choose 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 window titled "Tell your story" for providing details about the fundraiser. It includes the following fields:

- What's the title of your fundraiser?**: A text input field containing "X's fundraiser for Translators without Borders".
- Why are you raising money?**: A large text area containing a detailed paragraph of text explaining the motivation for the fundraiser.

At the bottom, there is a "Back" button, a progress bar with three dots, and a blue "Next" button.

5. Choose a cover photo or video for your fundraiser and click “Create.” You can use the default cover photo from our page, or add your own.

You are now ready to share your campaign 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...

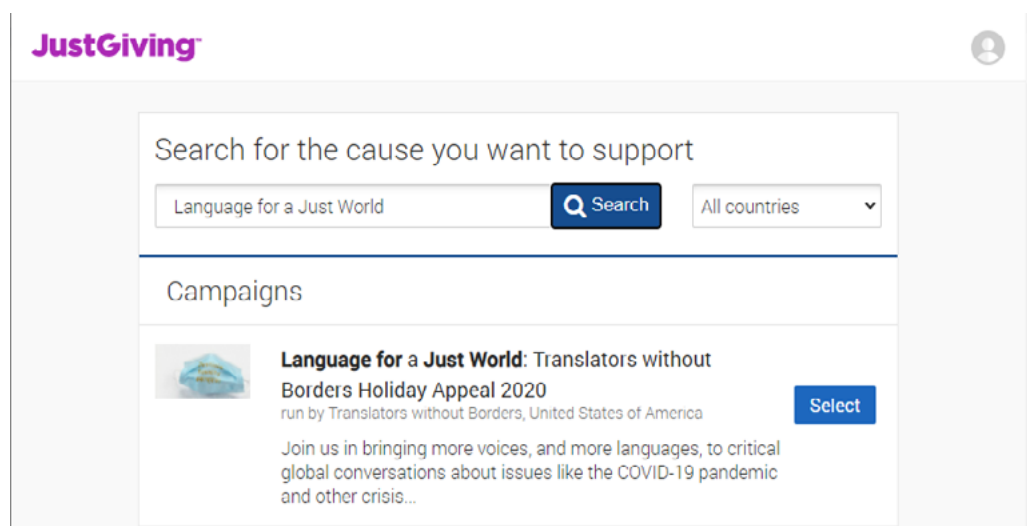
- Would like to have a personalized fundraising page
- Want to fundraise as a team with your friends, family or colleagues
- Want to reach out to people who might not use Facebook
- Are running a company fundraiser

Instructions:

1. If you're running your own personal fundraiser, sign up for JustGiving account or log in to your account if you already have one. If you're running a company fundraiser, log in or create a JustGiving account for your company. Put your company's name in the First and Last name fields. JustGiving offers a robust fundraising kit for companies, but this may not be appropriate for every company. If you are interested in this, please see [here](#).
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 locate the TWB campaign that you would like to fundraise for 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. Click “Edit your page” to personalise the fundraising page. You can add photos, add your story, add details about our campaign, change your thank you message, the color theme of your page, find a team etc.
8. If you correctly linked your fundraising page to our JustGiving campaign, your page will automatically have a default picture and story template which you can edit.
9. Post updates to keep your donors engaged. This is especially useful if you are doing a challenge. Don’t forget to share the link to your fundraising webpage on social media or in emails.
10. If you want to fundraise with your friends on JustGiving, read this [guide](#). JustGiving allows you to fundraise with your friends/family by either creating a fundraising [team](#) or by [sharing](#) your fundraising page.

Engage your colleagues with a company fundraiser

Employers...

Organising a company fundraiser can be a great way to engage your employees in something fun for a good cause. It also builds staff morale and can provide a good Corporate Social Responsibility (CSR) success story to tell stakeholders and partners.

If your company currently supports or sponsors TWB, running a fundraiser could help to involve your staff in the work that TWB does. This builds a sense of pride, engagement and ownership, making it feel more like their cause.

Employees...

You might also like to ask your employer if you can coordinate a fundraiser through your work. Not only does it involve your colleagues, but sometimes companies will even match donations or provide other support to the fundraiser!

We recommend using JustGiving for company fundraisers

You can link your fundraiser to TWB’s own [JustGiving](#), and create a personalized page for your company’s campaign. There, you can post updates and photos about your fundraising progress. This is free to create, although there is a charge for using JustGiving’s own [digital design services for corporates](#). Remember to provide all your employees and stakeholders with the link to your company’s JustGiving page so that they can share it when asking for donations.

Your employees can also join their efforts and fundraise together as a team. For example X Department team or Running Fans Team etc. Learn more about teams on JustGiving here.

To make the fundraising more personal, each of your employees can create their own fundraising pages. They can link them to your company's main fundraising page to better track how much each person raises, and to add a bit of friendly competition!

Put the FUN in FUNdraising!

To make the process more fun and maintain momentum, you might want to come up with an event or challenge(s). You can then update your fundraising page regularly with the progress.

These could take the form of forfeits/challenges when you reach certain milestones or targets, or incentives/rewards to encourage everyone to give more. These obviously need to be agreed as a company, but here are some ideas:

- For every \$500 raised, our CEO will record herself singing a thank you message
- The top three fundraisers – or all staff – will get an extra day of annual leave if we hit our top target :)
- If we hit \$5,000, the senior management team will all shave/dye their hair!

★ *Pro-tip: make sure your management level are involved, and donate themselves: it demonstrates commitment to the cause and helps build greater buy-in and good will from your staff.*

You can then share images or videos of these challenges or rewards as updates, helping to keep the energy up throughout the campaign. You will need one dedicated person in the company with the time and energy to manage your fundraising page, post updates etc.

EXAMPLE: Here is a company fundraiser run by STP, which included challenges and an inspired CEO forfeit for reaching their top target!



STP's Christmas giving challenge for Translators Without Borders

We are aiming to raise £500 for Translators without Borders because we're supporting their holiday fundraising appeal.



Translators without Borders
We connect nonprofits to translators to save lives through language

Charity Registration No. 273840123

Story

About this Fundraising

This festive season, Translators without Borders aims to raise \$30,000 to increase their ongoing efforts and spread even more TWB's translations that can give voice to causes and people as diverse as refugee women, children in conflict zones, and people affected by disability and health crises in developing countries.

How do we support this cause?

STP is encouraging all our staff, partners and friends to raise £500 by 21 December to support Translators without Borders through this Christmas fundraising appeal. Whatever the final sum raised here, we will top it up by 50%.

But that's not everything! If we reach the donation targets of £150, £250, £350 and £500, the members of our management team will carry out a daring challenge that has been carefully chosen by our STP colleagues.

£150 – STP's Learning & Development Manager Raisa McNab will stuff her face with as many mince pies as she can in 1 minute.


£250 – STP's Managing Director Anu Carnegie-Brown will dress up as Princess Fiona from Shrek and belt out a Christmas carol.

£350 – STP's Business Systems Manager Simon Treanor will dress up as Santa Claus and run around the business park at STP's HQ.


£500 – STP's Executive Chairman Jesper Sandberg will open and eat a tin of Swedish Christmas delicacy surströmming – the stinkiest food on earth (fermented herring).

Supporters


30

- 


Anu Carnegie-Brown 10 months ago
Thank you everyone for donating for this fantastic cause and supporting us in our challenges! Have a lovely Christmas and a great New Year!

£298.00
- 


Lennart Malmgren 10 months ago

£10.00
- 

Mahala Bartle Mathiassen 1 year ago
This is a great way of supporting a very worthy cause.

€50.00
- 

Ida Hauge 1 year ago

£15.00
- 

Simen Kummeneje 1 year ago

\$25.00

Examples of their challenge updates:

STP
12 months ago

Sandberg Translation Partners Ltd
Thanks for your generous donations, everyone! Here's Jesper doing his challenge last week at our Whiteley office. If you missed the video, you can go check it out on Facebook (or Twitter or LinkedIn):
<https://business.facebook.com/STPNordic/videos/208192720068768/>



Share

STP
1 year ago


Sandberg Translation Partners Ltd
Here's Anu completing her challenge after we hit our second target! You can hear her sing on Facebook (or Twitter or LinkedIn):
<https://www.facebook.com/STPNordic/videos/738080173251724/>



Share

STP
1 year ago

Sandberg Translation Partners Ltd
Thank you for your generous donations! Here's photo evidence of Raisa's challenge. You can go see a video on our Facebook page (or Twitter or LinkedIn, if you prefer):
<https://www.facebook.com/STPNordic/videos/29380793792476/>



Share

Creative ideas for an interactive fundraiser

To make things more interactive and the “asking” a bit easier, you could try out some fundraising ideas from the list below. These suggestions can be in-person or virtual, depending on what is best for you. Most importantly, let your imagination guide you and share your passion for TWB.

★ BIRTHDAY FUNDRAISER

Celebrate your birthday or another special occasion by asking your family and friends to contribute to a cause you care about. You might like to arrange a birthday party and ask people to donate instead of bringing presents. If you prefer to celebrate online, you can fundraise for your birthday either on Facebook or JustGiving.

★ GAMES NIGHT

While sitting around a table with your friends and family can be a fun way to fundraise, you can also host a virtual games night where guests pay to play. Quiz, board games, karaoke, Bingo, charades – you do your own thing!

★ DINNER PARTY

Why not invite your friends for a dinner party? Agree on the menu and a dress-code, cook together, whether that be at your house or virtually. You can also share tips or take some inspiration from our [TWB cookbook](#). Whichever way you choose, ask for a donation from your guests at the end of the dinner.

★ VIRTUAL CONCERT

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

★ 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.

★ ORGANISE A LANGUAGE-THEMED EVENT

This event could be in person or online. 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 organising the event to have fun but also to fundraise, and that you will be asking for donations.

★ OFFER A CLASS

If you have any strong skill set, offer a class! Yoga, drawing, photography, cooking - any kind of class can work well, it's up to you. It can also be via live session or a recording, so everyone could watch it on their own time. Set up an event, charge admission, and teach your skill.

★ DO A CHALLENGE

Are you taking part in a competition or daydreaming about swimming your first 10km? You could swim 10km in the pool or the bathtub on livestream! Share your journey towards your goal and we will cheer you on. This could be a sporting or fitness challenge, learning a new skill or phrases in a new language (how about Klingon?), dyeing your hair TWB orange or wearing a silly costume, 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, or on your JustGiving or Facebook page.

Tips for running a successful fundraiser

Fundraising can be daunting, especially if you have never done it before. People often think that for online fundraising to be successful, a campaign needs to go viral, but this isn't necessarily true. You can still do really well without being a viral success, by making the best use of your own online networks, contacts and communications.

Here are our three main tips for running a successful fundraiser:

1. Don't be afraid to ask

Asking for money may be quite uncomfortable and scary. And that's perfectly normal. **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. You are asking them to help you support a cause that you care and are passionate about. People's responses might just surprise you.

2. Be strategic, organised and systematic

- ★ 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 might say or write. For more message templates head to our [Fundraising Messages Suggestions](#) document.

It's also helpful to share a personal story about #LanguageEquality and why #LanguageMatters. Perhaps a word that means a lot to you, learning a language that changed your life, or a translation story from your life. We've included some short post examples in our [Fundraising Messages Templates](#).

- ★ 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!*

- ★ Create a network map. This will allow you to easily track how many people you can ask, who you asked, how many times, and who donated.
- ★ Follow up and send reminders. 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. Put it in your calendar!

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.

- ★ 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. You can also tag and thank people who have already donated (either in the post or in the comments section).
- ★ When posting on social media (especially Facebook), remember to include a photo or a video in your post (and a link to your JustGiving page). Posts with photos, videos, and live videos receive more interaction than simple text posts. It also helps to get a core group of friends and family to like and comment on your posts. This will boost your outreach!

- ★ When posting on social media, 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!

3. 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 don't reply to you after your initial message.

There may be plenty of reasons why someone says "No" when you ask them to donate, and that is perfectly ok. 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.

- ★ Ask people you haven't spoken to in a while. Many people actually find it a great way to reconnect!
- ★ 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.*

You've raised the money; what now?

There are a few ways to give the money to TWB. If you use Facebook or JustGiving 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 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

Translators without Borders - US, Inc.

Suite 500, 30 Main Street

Danbury CT 06810

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)