



Tents of Hope *Petaluma*

A journey of compassion and peace with the refugees of Darfur, Sudan

Tips: Raising Funds for Humanitarian Aid

TOHP Goal: \$120,000 from Petaluma to Sudanese refugee relief

One of the purposes for hosting a Tent of Hope is to raise a significant amount of money for relief organizations who are already providing shelter, food and medical help for Sudanese refugees. Use your creativity to develop a fund-raising plan.

Here are some suggestions on how you can use your time with the tent to raise funds for relief work:

1. Appoint a Tents of Hope Site Coordinator for your organization, if you have not already. This person will be the liaison with Tents of Hope Petaluma. Make arrangements to reserve a week or two when you want the tent on your campus. Start planning your events before the tent arrives.

2. Choose a relief organization in which your organization has confidence. Doing business in Africa is not like that anywhere else. There are certain channels and traditions that must be followed, and therefore it is advisable to donate to experienced agencies that have already laid the groundwork. Some church and non-governmental organizations (NGOs) have been doing relief work and/or sustainable capacity building for years in the south and now in the west. They have established the mechanisms necessary to get supplies to the needy expediently. They are also less subject to being stalled by "official paperwork." Suggested relief organizations include World Vision (worldvision.org), Church World Service (churchworldservice.org), Jewish World Service (ajws.org). If you prefer a non-religious organization, we recommend the UN Refugee Agency (usaforunhcr.org). These organizations do relief work around the world, so be sure your gifts are designated for relief work in Sudanese displaced persons and refugees. More information is available in our literature and website: tentsofhopepetaluma.org.

3. Set a fund-raising goal for your organization and make it known to your entire organization.

4. Publicize: Before your tent arrives, let everyone know what's coming, when and why. Publicize your tent project, using a variety of means: newsletter, programs/bulletin inserts, website, email, verbal announcements, press releases, posters, etc. Ask groups within your organization to plan an event using the tent. Find creative ways to tell the story of the crisis in Sudan and what we can do to make a difference.

5. Choose a fund-raising method(s) (before your tent arrives)

- 1) Tin Can method.** Put out an offering can where participants and observers can donate. (Be sure to empty the can often, at least nightly) Encourage families and

groups to spend some time, maybe even a night, in the tent, imagining what it's like to be refugees. Show movies in or near the tent that show the plight of refugees (Hotel Rwanda, ...)

- 2) **Give and paint.** Ask tent-painters to give a suggested donation for each square painted (ex. \$10 suggested donation for small square, \$50 suggested donation for larger square) (Encourage each participant to give something, but we ask that you not hold anyone back who does not give the full suggested amount)
- 3) **Sponsorship.** Use the 4 weeks before your tent arrives to secure sponsors, who will donate money in support of a youth, who will paint the square. Ex. Youth gives a letter to potential sponsors explaining he/she is helping to paint a tent of hope. He/she needs to raise \$50 to paint one square...please write a check for some portion of the amount, payable to the relief organization of your group's choice, and give the check to the youth, who then turns it over to your group's Tents of Hope Coordinator.

OR – you can organize a 24 hour fast that children or youth do together. End the 24 hours with a sleepover in the tent. Show a documentary on the Darfur crisis and do other activities to raise awareness among the youth. Youth can solicit sponsors to support their participation in the program by writing a check to the relief organization of your group's choice. Break fast together with a light breakfast. You may have a better idea. Let your creativity loose.

- 4) **Take a special offering** during worship services (for faith communities) or during your organization's regular meeting.
- 5) **Sell reproductions of tent panels.** For example, as community groups design and paint their sections of the tents, copies may be made of these sections and sold by each local community group as a fundraiser. Copies of the entire tent may be sold as photographs and/or art prints, separately or as a booklet. Events, such as refugee meals and concerts featuring African music, may also be good fundraisers. Another example of a fundraiser would be to show films on a side of the tent. (Go to http://www.tentsofhope.org/take_action.html#plan_an_event for a list of films on Sudan and for more fund-raising ideas).

6. Your Time with the Tent. Place your tent in a strategic place, where it will be seen by all who visit your organization; neighbors too.

7. Forward the funds you've collected to the relief organization of your choice. Do this immediately after your time with the tent is over, even though gifts may continue to trickle in. Follow-up a month later with later gifts.

8. Report your organization's donation to relief to the Tents of Hope Petaluma – Fundraising Team (Dave Weidlich, Tim Kellgren)

9. Celebrate. Report what your organization gave for Sudanese refugee relief. Build on your victory to stimulate further acts of compassion for people in need in and around Sudan and anywhere else, including Petaluma!

Additional resources:

Tents of Hope national website: www.tentsofhope.org
Tents of Hope Petaluma: www.tentsofhopepetaluma.org