



FORQHUBEKA FUNDRAISING GUIDE

Follow these four easy steps to create a free fundraising project on GivenGain

1

Click the link below to go:

<https://www.givengain.com/cc/forQhubeka/>

2

Click on the **"Start fundraising"** button.

3

Register for a free GivenGain fundraiser account with your Facebook login details or an email address, or log in if you already have an account.



4

Complete the project steps. Any funds raised will go to Qhubeka to help us change more lives with bicycles.

Tips for success:

- / Add a video, a photo or both with more information about your project
- / Set a realistic fundraising goal – you can always change it later.



/ THIS IS WHAT YOUR FORQHUBEKA FUNDRAISING PAGE WILL LOOK LIKE:

Set a unique project URL & share it with your network

Add an image and video to your project

Describe your project

Sweat ForQhubeka with Siya!

Join me for a fundraising bootcamp class for ForQhubeka and get ready to feel the burn!

A project by **Siya Sibanda** • Durban, South Africa

Raised **\$1,455**

Target **\$4,000** Remaining **41 Days**

Donate now

A PROJECT BY **Siya Sibanda**, Durban, South Africa

Passionate fitness trainer, #YOLO so make it count, making a difference in South African communities

Fitness is my life and I love making it count towards something important! That's why I'm hosting a once-off special Sweat ForQhubeka bootcamp class at my studio on 2 July at 10am to raise funds to help people move forward with bicycles.

I challenge you (and 20 of your closest friends!) to see if you can keep up. Your donation of \$10 or more is your entry, so click on that button and show me the money! Then I'll mail you with more details, as well as some info on some hot prizes I've organised worth...

Your project title

Summarise your project

Anyone can donate from anywhere

NOTE: Qhubeka Charity is unable to issue tax certificates for donations received via the GivenGain fundraising platform. For tax deductible donations (US, UK, AUS, NZ and NL) please visit our website www.qhubeka.org/donate.



6 TIPS FOR SUCCESSFUL FORQHUBEKA FUNDRAISING:

1

/ TELL YOUR STORY

Communication is key and passion is power. Tell your visitors why you are fundraising and what direct positive effect their support will have. Better yet, add a YouTube video!

2

/ CHALLENGE YOURSELF

How far would you go for a donation? You're already doing something cool for Qhubeka, but is there a way to take the challenge up a notch or make it wacky or fun?

3

/ SHARE YOUR PROJECT LINK

Have you informed your friends, family and colleagues? Spread the word about your project through personal emails, word of mouth, Facebook, Twitter and blog. Always include a link to your fundraising page.

4

/ THANK YOUR DONORS

Keep your fundraising community motivated by taking the time to thank each donor personally when they donate to your page, and letting people know how their donation helps Qhubeka to change lives with bicycles.

5

/ PROVIDE REGULAR UPDATES AND KEEP ASKING

Let your followers know how your fundraising project is doing, whether you're updating them on your preparation for a race or achieving an important milestone. Always include an ask in your update!

6

/ ASK YOUR NETWORK TO SPREAD THE WORD

As the saying goes, "1 plus 1 equals 11". Maximise your fundraising reach by asking your network to spread the word about your project and to help you attract even more donations!

/ THIS IS WHAT SOME OF OUR SUCCESSFUL FUNDRAISERS RECOMMEND...

“ I have a blog and obviously used its reach to bring awareness to the cause. I have used my social media channels, emailed friends and business contacts and, most importantly, followed up repeatedly. ”

Ana Silva O'Reilly
Raised 2,370 GBP

“ I think communication is key. Keep it exciting, colourful and informative. Don't spam your potential donors but keep them interested and engaged. Also explore all avenues of communication, from email to Facebook and word of mouth. ”

Leigh Michelmore
Raised 2,850 CHF

“ Learn as much as you can about the charity you're fundraising for before you begin promoting your Activist project. Your passion will show through, and that will get donors most excited! ”

Ashlet Chalmers and Carolyn Godfrey
Raised 1,510 USD

“ I kept donors up to date on my training races leading up to Comrades and counting down the days. I posted photos and status updates every few days. ”

Terry Deats
Raised 37,080 ZAR

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RESOURCES FOR YOUR FORQHUBEKA FUNDRAISING PAGE:

1

/ WHAT TO WRITE

If you're struggling with what to write on your fundraising page, use this to get you going.

Start by sharing why your project is important to you, then connect this to why you are supporting Qhubeka. Finally, explain to people how their donation can make a difference and ask them to support you.

Here are two examples to inspire you:

- / I believe #BicyclesChangeLives. I remember how excited I was when I got my first bicycle and the enjoyment I get from riding has never died. It's what made me sign up for this race! I want other people to experience that feeling of joy too. Plus, in South Africa, Qhubeka Bicycles can help schoolchildren who would otherwise have to walk long distances to get to class every day. That's why I'm using my race to raise funds to help fund more Qhubeka Bicycles. By donating, you can help me to fund my target of three bicycles, which will change three people's lives forever. Please support me by giving whatever you can!
- / At ABC Coffee, we've decided to dedicate this year's annual action soccer tournament on 14 July to raising funds for Qhubeka, a charity that helps people to move forward with bicycles. We believe in helping people to help themselves, and that's what bicycles do - they are tools that people can use to travel faster and further and to carry more. Bicycles improve people's access to schools, clinics and jobs. So sign up a team and come and get your game on for Qhubeka to help us raise our target of \$10 000! Your team entry of \$150 is also your entry into our lucky

2

/ LOGO

Want to use our logo for fundraising?

You can download our logo, but before manufacturing any kit or printed material, please send an email to lise@qhubeka.org so we can just check that it follows our brand guidelines.

[Download logo here](#)

[Download brand guidelines here](#)

3

/ VIDEOS

Want to add a video to your fundraising page or website?

Here are some handy youtube links to embed:

Qhubeka Animation:

<https://youtu.be/FZBx5Z1r4vM>

Qhubeka KubaKuba

(Qhubeka Official Song):

<https://youtu.be/wexA42tQJzA>

4

/ PHOTOS

Want some photos to spice up your website or fundraising page?

We've put together a collection of photos of our work specially for you to use.

[Download photos here](#)

/ IT'S SAFE

- / All funds raised will go to the charity, even if you don't reach your target.
- / GivenGain only allows fundraising for registered charities.
- / All donations are processed by the GivenGain Foundation, a registered non-profit foundation.
- / Changes to your profile or your project are possible at any time by simply logging into your fundraiser account.

/ THANK YOU

Fundraising has its ups-and-downs, but we want you to know how much we appreciate your efforts. It's supporters like you that help us to change people's lives with bicycles. The funds you raise will help people who earn Qhubeka Bicycles to access schools, clinics and jobs. We also want you to know that we're here cheering you on every step of the way, so if you need help or advice at any step along your fundraising journey please don't hesitate to contact us.

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