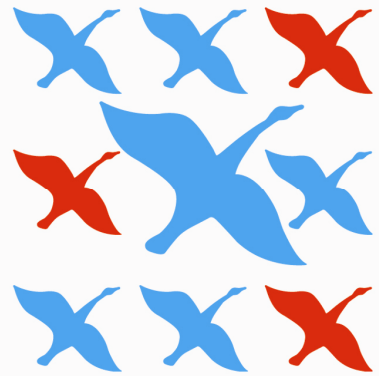


**WILDE GANZEN**



# The Money Maker

Practical tips to give your action an added value

## THE MONEY MAKER

### Preface

This booklet, made by Wilde Ganzen, is a practical tool to carry on some campaigns. We hope that it will give you some ideas and inspires you to take some new actions. You can also use it as reference work.

Wilde Ganzen focuses, from an ecumenical inspiration and regardless of race or religion, age or nature, on the living conditions of underprivileged people in the world. Wilde Ganzen carries on campaigns in The Netherlands for concrete and small scale projects in third world countries, using their driving force: 'Together you will achieve more.'

Since 1992, Wilde Ganzen carries on some campaigns with groups and people who are willing to dedicate themselves to their projects. Wilde Ganzen joins in this the strengths of project partners with the strengths of givers and action takers. The 'Added Value' actions stimulate local initiatives of private individuals and organisations to get funds for foreign projects.

By organising an event, you get the opportunity to spread your message loudly in your neighbourhood or city. Events help you to spread the campaign's message. In this way, entrepreneurs and the public become more susceptible to your direct request for money. An event is a strong way of communication for your campaign. Not only does it attract public, also the announcements in the local media or the attention of the press, fix a lot of attention on your project.

A condition for a successful action, is a good organisation. Several things should be included during this organisation. This booklet with practical tips can be used as a first step in the good direction.

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### 1. General

In this chapter you receive some general information concerning action taking.

Firstly, the booklet deals with funding and sponsorship, secondly the importance of public relations is described. In this you can read that during the action taking, it is of much importance to develop a network.

Furthermore, the booklet describes different ways of publicity and the role volunteers have during the action taking.

#### 1.1 Fundraising

Fundraising is a term which can be used in different manners. One can see it as a way of getting funds from a certain fund. Another person can see it as a way to arrange a one-time or fixed periodical donation of private people. Fundraising is in general a way to get money without wishing for anything to do in return.

#### 1.2 Sponsorship

Sponsorship means doing some business with companies. The contact is very formal. To arrange a good deal is a matter of a good formal negotiation. All agreements are written down in a sponsorship contract. Sponsorship is getting money for something in return (like money). There are different ways of sponsorships:

- Product sponsorship: All products you will use, can be sponsored by the company.
- Money sponsorship: The company gives its own money for an action instead of something in return, like for example the mentioning of the company name during the action.
- Accommodation sponsorship: When you, for instance, organise a charity concert, it is advisable to ask a hall owner to offer the hall for free. It is possible that he wants to keep the sales of food and drinks in his own hands.
- Service sponsorship: Companies are, of course, very good in what they do. For the services you need in some occasions, you can ask companies who are specialised in that service. As an example, you can ask a publisher to print posters or leaflets for free.

You can offer the sponsor something in return. You can offer the publisher to print its own logo on your posters and leaflets as publicity for his company or you can assure him his name will be mentioned in the media.

#### 1.3 Public relations

Free publicity is one of the subjects of public relations. However, there is quite some unclarity about publicity. A lot of people, for instance, think that the whole world is waiting for their message and that national journalists are very eager to report about their organisation.

A lot of people think that free publicity is an alternative for advertising. Looking at marketing in a technical way, this is not right. In a journalistic way, even less! Some people think to have a cheap technique at hand, which can replace publicity. But for free publicity, you have to do a lot. An important part of free publicity is to maintain external contacts. These can be journalists, donors, publishers, societies, bands, etc.

It is very important that you build up a network of people who can help you with something. Often it is so that they expect something in return, and that you are able to put something against. For a journalist you can be of importance, because you offer him 'news'. If you do this in a good way, the journalist will be grateful, because it makes his work easier. For a donor, you can be the good aim, in which he puts money. It is important that the donor trusts you. Therefore, you need to communicate the aims and goals of your project clearly. For a good contact with external relations of the organisation, it is important that you have thought about who you are and which your objectives are. Furthermore, it is of great importance that your organisation differs itself from other organisations and that the external people see the advantage of working together with you instead of with the others.

At last, it is very important that, if you have had contact with external people, you maintain these contacts because you both can take advantage from the collaboration in future times. So, remember and save the personal data of everybody and use them. As such, you can inform them of the

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developments in your organisation through a newsletter, which you can send to their postal or e-mail address; you can invite them for lectures or workshops, etc. You depend on your network, so it is important to put time and energy into it. In the end, this time and energy will pay off.

### 1.4 Publicity

Publicity is the tool with which you attract attention to your action. When you don't do this, it is very likely that only few or no interested people will attend your action. There will be few or no income, and the action has failed. This is a shame of all time and energy you have put in organising the event. Therefore, it is important that publicity is arranged very well and that enough time is put into it. There are different ways to make sure there is sufficient publicity. It is, however, advisable that you think about several issues before you start. It is important that:

- you define your target group: These are the people that you want to receive your message.
- you define your goals: This is the effect that you want to achieve through your message.
- you define the medium: This is the tool you want to use to communicate your message.
- you define the content: This is what you think should be announced to the target group.
- you set the budget: This is the money available to develop, produce and distribute the medium.
- you set the time: This is the period in which the medium has to be developed, produced and distributed.

After you answered these questions, you can attract attention to your action in several ways. Besides approaching your own network through personal contacts, you can attract attention through sending press release to 'local' media, distributing posters or leaflets, etc. This sounds easier than it is; a text writer can bring his story very appealing and interesting, if it is not read, the writer has failed. Therefore, the most important quality criteria for printed media is: Is it read? In the end, it is the reader who decides on the success of your text. It is the reader who decides where he looks at, what he reads and what he skips. Often there is a big difference between what the writer writes and what the reader reads. To help you with this, we give in the following an example for the different aforementioned communication tools.

### 1.5 Press release

A press release you write if you would like that journalists, editors, or producers, spend an article or broadcasting time on your action. This can be both a digital or a hard copy release. The press release has a pure informative character. Through this medium journalists process the information they get. To place the message in a mass medium, has several advantages. First, you reach a lot of people at once. Second, a message published in mass medium is perceived as credible by the public. Third, a message in mass medium is quickly spread among the target group. Finally, you do not have to pay for placing the message.

A press release is always a factual message, there is no place for appealing texts of any kind. The press release covers both wishes and needs of the journalist. In this way, the chance of your information coming in the media, is as big as possible. A press release communicates news. News is that of which the journalist thinks that the public finds it interesting. Hereby you have to think about Topicality, Importance, Distance, Well knowing and Deviation. Therefore, it is advisable to make your action very special. This can be done, for example, by announcing the presence of a local celebrity.

The press release consists of different elements. The elements have a clear function: Aiming at making the work of the journalist more easy. Leaving some elements unmentioned, will harm the clarity of your message. The elements are:

1. Mentioning of the sender; this is put on top of the document. As such, the journalist can clearly see from whom the message is coming. You can use your logo.
2. Mentioning 'press release'; use attractive fonts.
3. Date of sending; this gives the date on which you have sent the message.
4. Headline; this states as objective and exact as possible, the content of your message. Keep it short and don't use unnecessary articles.
5. First paragraph: Give a short presentation of the most important facts.
6. Interline distance: Preferably use interline 1.5, as such the journalist can write some comments or edits between the lines.

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7. Second and next paragraphs: Built up your text from general to detailed information. The last parts of your text can be skipped without losing the essence.
8. Sub headings: These offer the journalist a quick overview of the press release. They are very short; if possible even one word.
9. Word reference: At the end of the page, you give the first word of the next page.
10. Page numbering: Same function as word reference (9).
11. End mark: This denotes the end of the text. The text below this mark does not belong to the real content of the press release.
12. Indication of attachments: Mention which attachments are included.
13. Further information: Mention your name, function and contact to make sure that the journalist can contact you when he needs more information.

To increase your chances to be placed for publication, it is advisable to deliver a clean and neat document. If you attach photos, you have to attach at least two copies. Besides pictures, the attachments can be a summary, video, or movie material, etc. Best practice is to send your message to all media at the same time by postal or e-mail. Furthermore, it is advisable to address your message personally to the journalist of which you know his/her name. If you do so, you have more chance that your message will be seriously looked at. Finally, we advise you to collect and save all published articles in a 'press folder'. This you can use as a sort of portfolio which you can show during contact with future donors. Often this gives confidence.

### 1.6 Advertisements

An advertisement is a nice way to bring your action under the attention, because you can shape the advertisement for a certain target group. You can place your advertisement in a magazine or newspaper that aims a certain group. In this way, you reach the right people. You also can advertise in a mass medium in order to reach a large group of people at once.

An advertisement takes place in a strongly, competing environment. A lot of other advertisements or editorial contributions request for the attention of the receiver.

You can expect that the reader did not buy the magazine for the advertisements it contains. His or her attention will at first go to the editorial parts. The reader actually does not pay extra attention to advertisements. These facts set criteria on the content and the design of the advertisement very high. The content and design have to pass the message to the reader in only one glance. An illustration can draw the attention of the reader. It can be advised to use as least possible text in the advertisement as well; to read words takes time. The least you use, the faster you can bring your message. Advertisement texts are vibrant and dynamic with the aim to keep the attention from the reader. Furthermore, it is advisable to request to place your advertisement free of charge. This is a way the magazine or newspaper can support your action. You can also send an advertisement, which does not have to be placed right away, to the designer. As such, the designer can keep the advertisement till the moment he needs to fill in a gap in the advertisement page. Such kind of advertisements are called 'stoppers' and are placed for free. You can take advantage of this fact.

### 1.7 Letter

Another possibility to approach people, is the letter. A letter is, from communication point of view, a very attractive tool, because of its personal impact. You can approach both friends as other personal contacts, people of whom you have their contact information and of which you expect donations. To acquire new donors, you can approach local societies.

A letter is an attractive medium, because it is cheap, easy and fast to produce. Furthermore, a letter is, because of its easy way of production, very timely. Often you don't need more than a text processor and a printer. It is advisable to print a letter on paper with a recognizable heading.

In a letter you can only put limited amount of information. It consists of one, at most two or three sheets, which are typically of the A4 format. The letter is the best tool to approach the reader in a personal way.

A letter consists of several elements which often have their own function. The elements are:

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1. The letter heading: This gives the most important information of the sender. These are name, address, place of residence of sender. You also can find: logo, telephone number, fax number, bank account number, internet address, e-mail address and postal box number. Often the most essential information is put on top and the more detailed information is put below.
2. Subject: Describe very short the content of the letter. This will make it easier for the reader to know what the letter is about.
3. Date: Give place from where and date on which the letter is sent.
4. Addressing: Name and address of the receiver.
5. Salutation: Hereby the sender addresses himself directly and personally to the receiver. This personal way is advisable because it has the most effect, but takes the most time. Instead of keeping it general, you always use the name of the receiver. This name or other personal information are repeated in the letter itself. Therefore, in such case it is good to use a letter macro.
6. The letter text: This is the actual message you want to communicate. A text usually consists of three parts: introduction, the body and the closure.
7. Underlying or bold: Put emphasis on key words in the text. Try not to exaggerate. This contributes to a quick orientation of the reader.
8. Closure: The last sentence before the signature.
9. Signature: Clarify who exactly has written the letter. The central part of the signature is the signature itself (Make sure that it is an original signature).
10. PostScript (PS): An extra that is placed beneath and separately from the rest of the letter. This can trigger interest.
11. Attachment(s): Clarify what is enclosed in the envelope besides the letter.
12. Follow-up sheet: A sheet after the first letter page which often contains basic information about the organisation as name and logo. These are often pre-printed.

To make people enthusiastic for your action it is important that the letter does not only inform, but also that it has a persuasive character. You can use the AIDA-formula. AIDA stands for Attention-Interest-Desire-Action. The composition comes down to the following:

- Attention: Make sure that the reader, by using an emotional text, comes in touch with the event. As an example, you can start with a personal question, as *“Did you already consider to support a small scale project in the developing world for longer time? Keep on reading then!”*.
- Interest: Promote your action by showing the reader that you have something to offer. Example: *“We are a small, but unique and very trustworthy organisation that works for the improvement for the livelihood of people living in a small village in India.”*.
- Desire: Show the receivers what they can do to help. Example: *“To improve the livelihoods of these people you can help us to help them!”*.
- Action: You try to convince the receiver to take action. Example: *“Deposit your donation on the account [your account number] of [name of your organisation] with the message ‘Project India!’”*.

The content of the letter must be built up logically and has to contain a clear message.

Do not put emphasis on the misery, but be positive and optimistic about the effects of the project. Make sure that you don't give redundant information and make your text is easy to read.

### 1.8 Poster

You can use a poster to attract attention by hanging the poster at places where you think a lot of people from your target group will pass by. A poster is used to inform people about your action and to make people interested. It is good to make your poster very recognizable and eye-catching, and to hang it on a lot of places. When people often come in contact with the existence of your action, they will forget less fast.

The design of a poster takes a certain creativity. It is important that you find a good balance between text and illustrations. When there is too much text, the poster is less attractive to look at, when there is too little text it is possible that the people do not know what it is all about.

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As an example you can put a picture on your poster which shows people from the country where your project is intended to work. You have to mention what, when and where the event will take place. Below you can give internet address or a telephone number where people can get more information.

### 1.9 Leaflet

The leaflet is a good tool to bring the action under the attention of the receivers. In a leaflet, you can bring limited amount of information about the action.

The receivers use the leaflets to orientate themselves on the subject or to review information. Sometimes leaflets are kept for a while, but this medium does not know a long lifespan. A leaflet is not exactly the medium to use to approach large groups of people. This medium is more used for people of whom you think they are interested. Some of them satisfy this interest by reading the leaflet, others will take further action: They will request for further information or will immediately use the answer slid. The folder consists of several elements. Seldom all elements appear at the same time:

1. Introductory sentence: Is an introduction on the title and clarifies, together with the title, what the leaflet is about. This can trigger interest.
2. Title: Attracts attention, establishes the contact with the reader, can convince the reader to continue reading and can tell the story very shortly.
3. Subtitle: Follows after the title. Gives extra information.
4. Text block: A finished piece of information that also visibly is presented as one separate unit. Makes the information structured.
5. Heading: Clarifies what the below standing text is about. Can stimulate to continue reading.
6. Subheading: Tool to divide the text following under the first heading in several text blocks. This clarifies what the following text block is about and can stimulate to continue reading.
7. Illustration: Attracts attention, supports the text, can make contact with the reader and can convince him to continue reading, can create an atmosphere and can put emphasis on essential parts of the text.
8. Figure caption: Explains the content of the illustration.
9. Feedback stimulator: Indicates the possible ways the reader can come into action. Triggers reaction.
10. Logo: Clarifies who is the sender. This is also part of other communication tools and as such contributes to a swift recognition by the reader.
11. Front page: First page of the leaflet. Make sure that it is eye-catching among other printing, this can stimulate to continue reading.
12. Back side: Idem point 11
13. Reaction slid: Extra feedback stimulator. This makes reaction (more) easy.
14. Pay off: A powerful summary of the content of the leaflet in one sentence. This still can convince people to read the preceding text.

Leaflets can be distributed in several ways. You can give leaflets personally, for example after a conversation or you can sent leaflets on request. In such case, you, for example, have given the opportunity to request leaflets in advertisements. The requesting person then obviously is interested. You can add the leaflet as attachment to a letter. In the leaflet the receiver can find more information about the action. Another option is to distribute the leaflet via a central place or door-to-door. Finally, it is advisable to ask the printer to sponsor your leaflet. They can put their logo and contact information on the leaflet and in return they print the leaflet for free.

### 1.10 Internet

The internet is a good medium to inform people about your action. It is important that you direct people to your site through other media or links on other sites. You can design your internet site yourself or you can let it be done by a company which is specialised in developing websites. In such case, it is advisable to ask to do it for free as a support to your project. On your site, you can put a lot of information. You can put information about the project for which your action is organised and you can give all the information on that action itself. It is important to keep your website up to date. This will make people visiting your site more often. You, for example, can publish a weekly newsletter online or the current amount of funds you already have raised. Furthermore, it is good to offer the people the possibility to donate online. More and more often, people are willing to donate through the internet

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than through any other means. It would be a waste if you would not use such opportunity. Finally, you can offer the people the opportunity to contact you through e-mail for further enquiries.

If your internet site is clear, recognizable, up to date and user-friendly, interested people will enjoy visiting your site and maybe will do this several times.

### **1.11 Working with volunteers**

Many hands make the work more lightly. To help you with the preparation and the execution of the action, it is nice to have some people willing to help you voluntarily. Of course, you can ask some family and friends to help you. In practice, it is always difficult to get enough people together.

When you find volunteers, there are some points which need to be considered. For example: You have to take sure that you make good arrangements with the volunteers about the content of the work, the number of hours of the volunteering job, the responsibilities of the volunteer.

These agreements can be made orally, but it is wise to put them on paper. Good agreements increase the motivation. This motivation is the only thing which binds them to the organisation and is therefore of big importance.

Besides, volunteers have rights and duties. These have to be mentioned at the start of the volunteering work. Volunteering work is voluntary, but not without obligations. If the volunteer promises to spend some hours a week, he/she enters actually into moral obligations. Which these rights and duties precisely are, can be written down in a volunteering agreement. Models of such agreements can be downloaded (e.g. [www.vrijwilligersplein.nl](http://www.vrijwilligersplein.nl)).

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### 2. Actions

In this chapter you get some common, but playfully examples of actions which you can organise to get funds.

#### 2.1 Lectures

One of the most direct ways of gathering money for your project, is organising a lecture. You take care for the space and invite one or more speakers who are able to tell something about the project. This lecture can, for example, take place in a community centre. People receive information about the project during the lecture and can afterwards give some money as donation.

A lecture is a speech or a plea in which something is explained, with a heading and an ending. In the lecture they bring a message, a point of view or a proposition to the listener. The lecture is only successful when the message is really brought to the people.

Tips:

- Only a small part of what the audience remembers about the lecture, is brought over through words. People are not only attentive for the content of the lecture, but also for what they see and experience. *“Tell me and I will forget, show me and I will remember.”* It is advisable to keep this in mind during the lecture, for example by using a PowerPoint presentation. In this presentation you can, for example, put some pictures of the project. You can also use visual material, like a movie.
- Take care that the person who gives the lecture, knows a lot about the project, and that he/she is sure about him/herself and can answer on different questions. This will look more professional.

#### 2.2 Direct mailing

The direct mailing gets her name because of the way of delivery. A mailing is a way in which a message is received through post box or post bus, or through e-mail. Often you sent a mailing to get some funds, but you can also sent a mailing to ask people for helping with your action.

The word ‘direct’ means that the communication is sent to the receiver personally. A professional direct mailing exists of a combination of several media. Writing a good mailing demands some expertise. To get some more information about how to write a letter, you can look to paragraph 2.6.

We advise to be as concrete as possible in your direct mailing. It is, for example, possible that you need some shelves for the project country, and that these shelves cost 20€. When you mention this concrete information in your letter, people will have more quickly the intention to give this amount of money. Furthermore, it is advisable that you mention in your direct mail that the people at the project location themselves help, for example with building the orphanage or well. People will give money more quickly when they know that the people at the project location become more independent through the project.

#### 2.3 A collection

When you decide to collect money for your project by using a collection, check local legislation, structure and organizing of such collections. There are three ways of collecting: collection bags, collection lists and street collection.

The collection bag works by spreading small bags, for example by post, which after collection will be gathered in collecting-boxes.

In case of a collection list, they spread a list which can be subscribed by people for a sum of money they like to donate to the project. Afterwards, the lists are collected and the money is counted.

When using a street collection, someone passes from home to home with a collecting-box in which people can put some money directly. To make the collection more successful, it is advisable to inform people before the collection takes place. Afterwards, it is also important to make public which amount of money is gathered.

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### 2.4 Sponsored trips

You can organize a bicycle, walking, skating or wheelchair trip for your project and try to attract as much people as possible to join!

You can organize this trip in forested or natural areas or, in case of skating and wheelchair trips, on paved pads. For organizing you need to consult the communal government or police station. You can decide yourself how long the trip may take and how many people can join. You can also choose if people join voluntary or invite a certain amount of people to join. For further information about publicity, I refer to section 1.4.

People and companies are approached with the request for financial sponsorship of the action (through a sponsorship form). Depending on the amount of sponsorship, the printing of the name and/or logo on the leaflet and/or poster is possible. For example: €50 till €150 for mentioning the name on the leaflet and €250 and above for mentioning the name and logo on the poster.

The leaflets and posters can be distributed to a lot of places, for example bicycle shops, cycling clubs, society houses, health care institutes, etc.

Tips:

- Make sure that enough people are present to guide the happening.
- You can let yourself get sponsored for participating in another already organised trip or event. If you do this, you don't need to organise the publicity and the trip yourself.
- Make sure that sufficient security measures are taken. For example: Consider the presence of first aid service.

### 2.5 Card playing

Many people like card playing, so this is a good starting point to set up an action. Organise a card playing marathon. Take care you have a location which is easy reachable.

You can choose just to play one card play, for example play (Klaber)jass. But you can also choose to change the card play every hour. For example, the first hour you play (Klaber)jass, the second hour you play a card game in which the joker is important, etc. The card play can be sponsored by mentioning the name and/or logo in, for example, the local newspaper or on the leaflet. Another way of sponsorship is making a certain amount of money available every hour of the card play.

It is also funny to organise a bridge drive for your project. Pairs of people can sign them up through an enrolment form. The costs of enrolment are, for example, €15 per year. People should give the money before the bridge drive takes place. Take care you have a competition leader.

Tips:

- For certain card plays you need a concrete number of players. Make competition rules before the game.
- You can make the game more attractive with some prizes which are given by local companies.
- Take care the enrolment form is available early and on different places.
- You can look for some food and drinks of which the profit can go to the project.

### 2.6 A book, second hand or Christmas market

A nice way to collect money for your project is by organizing a book or second hand market. You can do this in different ways. Firstly, you have to find a space which is available and suitable for the market. Books and old (second hand) things can be gathered by collection from homes. It is advisable to place a message as soon as possible in a local magazine to make people aware of this market and to give them time to gather some old things which they don't use anymore. When you act this way, you have to find some people who are willing to spend their time at the market to sell these gathered material.

Another option is that people sell their own things on the market. Afterwards they give the money, or a part of it, to the project. When organizing a Christmas market, you can look for some people who can make local products and sell these on the market.

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In this situation, you can think about jam or home-made bread. A part of the money can go to the project. It is advisable to spend a lot of publicity to the market to attract a lot of people and have a high profit. Look in the chapter on publicity to find some more information.

Tips:

- It is nice to sell some food on the market from which the profit can go (partly) to the project.
- At a Christmas market you can invite a Santa Claus with whom people can go on the picture in exchange for some money. It is also nice to sell some 'glühwein' to stay in a winter atmosphere and stay feeling warm.
- Take care that you have sufficient sources of warmth when the market takes place in the winter and in a unheated place.

### 2.7 Art auction

Organise an art auction in which famous and less famous (local) artists make one or more of their masterpieces available for the auction. The advantage for the artist is to become more known. You can ask the artists to give existing masterpieces, but you can also ask them to make something specially for the project. Take care you arrange a suitable place to organise the auction. When you have gathered some masterpieces, it is advisable to make a catalogue in which art enthusiasts can look to decide their preference. This catalogue can be sponsored by the local printer. It is also a good idea to let the auction be sponsored by the companies from the neighbourhood. In the catalogue you can mention the logos and contact information of these sponsors. Money is raised by entering fees and the works of art, which are sold. Instead of organizing an art auction, you can also decide to organize a photo auction. This can be organized in the same way. It is important that you contact the right people for such an auction. Not everybody will be interested, the auction will attract a certain kind of people who have to be approached in a specific way. Get more insight in your public and find out which media they use. You can use these media to approach the right people. For more information, look to the chapter on publicity.

Tips:

- It is advisable to serve some food at the auction from which the profit goes (partly) to the project.
- Don't forget to arrange a very enthusiastic auctioneer.
- Works of art which are not sold on the auction, can afterwards be sold through the website. Take care there is a nice and clear image of the work on the website.

### 2.8 Lottery

There are different ways you can sell lottery tickets for a lottery from which the profit goes to the project. You can set to work on this as big as you like. As such, you can sell lottery tickets at second hand markets or other markets, but you can also go from home to home. People who buy lottery tickets can win some prizes which are given for free by small or bigger companies from the neighbourhood. When there are bigger prizes to win, there will also be more people who are going to buy lottery tickets. You can, for example, when coming in contact with a local travel agent, and they are interested, give a holiday to the country where the project is going on and give the possibility to let people experience themselves where the money goes to. When you do this, you can link the name of the travel agent to the lottery, and make them the leading sponsor.

To make it even more funny, you can ask the winners to make a travel report, for example putting their travel diary on internet with some pictures, when they visit the country. It is also nice to ask them to give some presentation. In this way all the people who put money in the project, get to know where the money really goes to.

Tips:

- Check the rules about games of chance.

## THE MONEY MAKER

### 2.9 Charity or coffee concert

Examples of charity concerts are drumming performances, an opera choir, a pop concert, etc. You choose a theme (This can have something to do with your project) and look for a place to organize the concert. This can be in open air, but also in an existing covered hall. You can invite famous artists to perform, but also less famous artists who like to get some name in the world of music. Take care there are some famous artists to attract people. Make sure these artists perform for free, as such that the profit of the card selling can totally go to the project. Take care there is enough publicity for the concert, that there are enough cards sold. Be attentive for the medium you choose which depends on the target group. More information on this, you can find in the chapter on publicity.

Coffee concerts are often given on a Sunday and attract a certain audience. During such a concert, people from a music association (but also people who are not member of such an association, but who can play an instrument), can perform. A coffee concert is often linked with classical or light classical music, but can, of course, also have modern influences. You have to arrange a hall which can be decorated nicely. For the entrance people pay some fixed price which goes to the project. Take care there is enough publicity to attract as many people as possible.

Tips:

- By making your programme, think about a logical structure, which means that you need a strong opener and a strong closer at the concert.
- Arrange a nice location which is easy accessible and make a clear description of the route in case people don't know the location.
- Sell some food and drinks from which the profit goes (partly) to the project.
- You can give the opportunity to the artists to sell their music. The artists receive their production costs, the other profit can go to the project.

### 2.10 Cooking, painting or wine tasting course actions

Ask a cook (a chef) working at a famous restaurant, a famous painter or a wine expert from the neighbourhood to contribute to the action for free or against a small compensation. The expert will get some advantages.

He supports the action, becomes more known and links his name to a good goal. Make people aware, for example by a home-to-home sheet with registration slid, that they can join a cooking, painting or wine tasting course of an expert at their house. Doing this, they support the project and learn how to cook, paint or taste wine professionally. Ingredients for the cooking can, for example, be given for free by the local supermarket. A hobby shop can give the materials for the painting session and bottles of wine can be brought by the wine expert or by the people themselves. To have a good result, it is important to put a lot of attention on the publicity of the action. For this, you can read some more information at the chapter of publicity.

Tips:

- Before the evening starts you have to discuss if the location is suitable enough. The house, the kitchen or the atelier have to be big enough for the amount of people.
- Look for some music which creates a nice atmosphere.

### 2.11 Combined action day

You can organise a combined action day. On this day different actions can be combined with each other. For example, a second hand market can be combined with a following charity concert or an art auction with a lottery. To have some more information about how to make publicity for such an action day, you can look to the chapter about publicity. Take care of a kind of scenario for the day, to decrease the chance of unforeseen circumstances.