



ARTUMAS Africa Foundation

## EPIC CLIMB 2009

*Climb a Little Higher than the Rest*

We are thrilled that you have decided to *Climb a Little Higher than the Rest* with us through our fundraising endeavor up Mount Kilimanjaro. With our team of climbers, we will truly be able to make a difference in the lives of those living in east Africa. Our goal is to have 60 climbers participate in *Epic Climb 2009* and **raise \$1,000,000** for the Artumas Africa Foundation!

The Artumas Africa Foundation is dedicated to funding and facilitating projects that help grow vibrant and empowered communities in underdeveloped regions of Africa.

In many parts of Tanzania, people live in conditions unfamiliar to most of us in the developed world, without access to basics like public education, jobs, clean water and power. The Foundation has developed projects like the Community Business Centres in Naliendele, Mtwara and Mikindani, the Mnolela/Ruhokwe Secondary School and the Mchepa vegetable farm which was initiated in July 2005. The project's objective is to increase farmers' productivity and incomes, and to produce higher valued vegetables. The program began with a few dozen farmers and now, upwards of 125 are part of this collective. They are now able to feed their families and their community.

Through the September 2007 Mount Kilimanjaro fundraising climb, Artumas Africa Foundation was able to build the Mnolela/Ruhokwe Secondary School. The commitment included building an administration block, dormitory, 5 classrooms, staff house, dining hall, kitchen, and lavatories. For children who were walking up to 10 kilometers to school each way EVERY day, having a school in their area or a dormitory available with regular meals, has **changed their lives**. We know that hungry children are unfocused, often dropping out of school. With well nourished, educated children, they will be able to change their world. This one school will literally change generations to come. Imagine the impact we will have through *Epic Climb 2009*.

To assist you in reaching your fundraising goals, we have put together this Fundraising Toolkit. We hope that it will assist you in achieving your goals, and thereby continuing the funding of impactful AAF programs.

*Epic Climb 2009* will be an incredible team-building experience, and a life-changing journey, thank you for joining us!

Warmest Regards,

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## **EPIC CLIMB 2009**

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This document focuses on three main ways for you to raise your *Epic Climb 2009* funds. We have included helpful suggestions and templates for you to use. The three main fundraising vehicles include:

1. Phone call or face to face meeting
2. Email or Letter
3. Hold an Event

Please read on for tips on making the phone call, text to include in your letter and the right amount to ask for.

Other tools available include an informational card that can be printed in colour or black and white and a donation form, both available in pdf format. Check the website for these downloadable files.



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## **Phone Call or Face to Face Meeting**

Don't know who to ask? Start with family and friends. Then talk with your co-workers, neighbours and your employer. Your company may even have a matching gifts program. Also consider asking businesses that you frequent on a regular basis such as your dentist, drycleaner, etc.

Bring informational cards or donation forms with you wherever you go, so you have the necessary tools at your fingertips!

## **Making the Phone Call**

1. Introduce yourself
2. Speak with a 'smile' in your voice
3. Ask if it is a good time to talk
4. Refer to letter, note, referral or previous call (if applicable)
5. Give a succinct reason to meet
6. Build rapport
7. Be ready to handle objection(s) to meeting
8. Set time and location

## **TIPS**

1. Keep the pace of the call appropriate
2. Maintain the purpose of the call
3. Use humour when appropriate
4. Generate options to objections and obstacles
5. Maintain energy throughout the call



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## Call Worksheet

Potential Donor Name: \_\_\_\_\_

Call Attempt Date & Time: \_\_\_\_\_

Call Attempt Number: \_\_\_\_\_

Phone Number: \_\_\_\_\_

When & Where to Call: \_\_\_\_\_

Potential Objections/Denials:

Meeting Date & Location: \_\_\_\_\_

Other Notes:



## Meeting Worksheet

Potential Donor Name: \_\_\_\_\_

Visit Location & Time: \_\_\_\_\_

Other Meeting Attendees: \_\_\_\_\_

Kind of Visit: \_\_\_\_\_ First Meeting / \_\_\_\_\_ 2<sup>nd</sup> Meeting / \_\_\_\_\_ Ask Meeting / \_\_\_\_\_ Other

This will be a good meeting if: \_\_\_\_\_

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## Meeting Script

1. Summarize experiences to date
2. Present Plan
3. Ask
4. Listen (If no, ask is it the project / timing or amount?)

## Likely Objections/Responses

**Summarize the follow-up required from this meeting**



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## Email or Letter

<Date>

<<Name>>

<<Address>>

<<City>> <<Province>> <<PC>>

Dear <<Name>>,

I want to make a difference this year, and I want to do it by climbing the world's tallest free standing mountain ~ Mount Kilimanjaro in Tanzania, east Africa. In many parts of Tanzania, people live in conditions unfamiliar to most of us in the developed world, without access to basics like public education, jobs, clean water and power.

I've been inspired by the Artumas Africa Foundation (AAF) ~ they work closely with the communities of Mtwara and Lindi in Southern Tanzania, focusing on projects that are both sustainable and empowering. AAF has a strong track record with experience in many charitable activities ranging from HIV/AIDS and malaria awareness programs, to grant and micro loaning through their Enterprise Development Program. They have established a local vegetable farm, constructed business centers, and funded the construction and operation of local secondary schools.

In 2007, AAF reached the summit of Mount Kilimanjaro and raised over \$300,000 in an incredible team-building experience, and a life-changing journey.

In August 2009 I will endeavor to join 60 others in ***Epic Climb 2009***, all in an effort to raise \$1 Million for the Foundation.

**I'd like to ask you to consider supporting me as I seek to raise \$10,000, which is the total cost to join the Epic Climb 2009 team.**

It's easy and simple to donate ~ please go to the AAF website at [www.artumasfoundation.org](http://www.artumasfoundation.org) and click on the "**donate now**" button. Once on this page you can click on the **Canada Helps** icon, insert your donation amount and payment method along with a note indicating your support for me.

Thank you so much for your support.

Yours truly,

*PS ~ Please visit the Artumas Africa Foundation website at [www.artumasfoundation.org](http://www.artumasfoundation.org) for more information about Epic Climb 2009!*



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### Hold an Event

Events can be great ways to raise funds for your *Epic Climb*. First of all, consider life events that are happening for you, like a birthday. If you are holding a party, ask for a voluntary donation at the door that will go towards your climb. In lieu of birthday gifts, request that your friends make a donation towards your climb.

Some people like to hold special parties or gatherings with the specific intent of raising funds. You may want to host a party, or an information session to tell a group about your climb and how you need their support. Consider charging a flat fee or asking for donations. You could also consider holding an auction or raffle. Ensure you provide enough copies of the donation form so people can make donations before they leave the event. We suggest using a low cost or free venue, like a community center or a local church, to keep your overhead down.

Involve your network in a sporting tournament such as golf, basketball or volleyball. Add an incremental amount to the admission that will go to your climb. Always provide the option to make a special donation by having donation forms available.



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## The Right Amount to Ask For

Points to consider in your estimation:

1. Gifts are usually based on a person's income
2. Consider age, number of children, family obligations
3. Attitude towards Philanthropy
4. Level of interest in Africa or the projects of the Foundation

Always offer a suggested amount. It should be a specific number and presented in a way that is neither annoying nor demanding. Many donors will welcome and consider a request made in the following manner (this is a suggestion only):

*In August, I am joining a team of climbers up Mount Kilimanjaro in an effort to raise a million dollars for the Artumas Africa Foundation. The Foundation works closely with communities in Southern Tanzania, focusing on projects that are both sustainable and empowering. They have a strong track record with experience in many charitable activities ranging from HIV/Aids and malaria awareness programs, to grant and micro loaning through their Enterprise Development Program. They have established a local vegetable farm, constructed business centers, and funded the construction and operation of local secondary schools. The funds raised through our climb will continue the great work they are doing.*

*To help me meet my personal goal of \$10,000, I am asking 100 friends to make a gift of \$100. Just think of it as a specialty coffee a day for one month. While this suggested amount was developed with that in mind, the final decision is whatever is right for you. Whatever you give will be sincerely appreciated.*

## Pledging You Up

Ask the donor to support your climb even further by "Pledging You Up". If you successfully reach the summit, ask them to increase their support by 25%, 50% or even 100%!