Thank you for your interest in fundraising for the Mae Tao Clinic!

Any money you raise will go directly to ensuring our programmes stay open, and continue expanding to meet the growing needs of the displaced population on the Thailand – Burma border.

In this toolkit you will find information on how to physically donate any money raised, guidelines to adhere to when fundraising on our behalf, the principles of fundraising, mistakes to avoid, ideas on ways to raise money and what your money could do, as well as a sample thank you letter to send to donors.

Kind regards,

Fundraising and Grants Team
fundraising@maetaoclinic.org

*(Prepared by Yasmin Ahammad)*
Ten Principles of Fundraising

1. Never ask a stranger for money
   People give to people and because of people.
   People who don’t know you or your group are much less likely to give.

2. Inform potential donors before asking
   - Cultivate potential donors through special events, receptions, documentary film screenings, etc.
   - Only ask for a gift after you have had a chance to inform and educate a prospective donor. Be sure to download the Mae Tao Clinic Information Packet and use it to educate donors.

3. Think of the needs of the donor
   Your need for money will not motivate a donor to give; the donor’s understanding and empathy for the situation will. Find out what interests or connection the donor has with the border situation. A corporation, foundation or organisation for example, may want public acknowledgement and an individual may want to find a way to stay connected with the Burmese and/or border community.

4. Ask for support for what you need
   Be clear about what we need. For example, outside Thailand we need cash donations and assistance in finding and connecting with potential institutional donors, rather than donations-in-kind.

5. Personalise your solicitation
   People give more and are more likely to give when asked in person. People give more the more personalised the approach. Personal meetings raise more money than phone calls. Phone calls raise more money than letters.

6. Raise money from the inside out
   Start raising money by asking from your close community circle and enlisted supporters first. Ask any fundraising volunteers and supporters to give before they ask others to give.

7. Raise money from the top down
   Ask your best large-gift prospects first. Large gifts set the pace and build confidence, excitement, and momentum.

8. Make the case larger than Mae Tao Clinic
   Show prospects how:
   - They can stay connected to the Karen, Burmese, and border community.
   - They can use this as an example to their children and community to highlight the importance of human rights, democracy, etc.
   - Donating helps build empathy in their children and empowers them to make changes in their world.
   - They will increase their global connections and be able to make a
clear impact even with small donations.
- They can show support to relatives and friends of the Burmese and Karen relocated within their communities.

9. **Develop a strategy you can accomplish**
Aim for success. Don’t overreach. Fundraising success builds community, donor, and volunteer confidence so you can ask again. Everyone wants to be associated with a winner.

10. **Treasure your volunteer leadership**
Good leaders are rare. Substantial money cannot be raised without good volunteer leaders, so enlisting interested friends, family and community members is very powerful. Don’t take volunteer leaders for granted once they are involved.
Mistakes to Avoid

Don’t forget to ask!
The single most common mistake in fundraising is not asking for a gift. People are often uncomfortable asking for money, so they avoid the issue. People who are regularly approached for gifts know this! They will take your meeting, attend your lovely gala, enjoy a reception and go on their merry way, with cheque book intact unless someone says “Bob, I’m giving a gift of $5,000 to support this organisation, and I was hoping you would match my gift with $5,000 of your own”.

Don’t just ask for “a gift”
When soliciting the gift, be sure to suggest a dollar amount. Do your research and ask around just before your meeting to be sure your prospect doesn’t have an unexpected financial constraint, such as medical bills etc. Figure out what amount would be appropriate to ask for. You want to include the amount you are asking for, or else Bob will write you a check for $50, and you let a prospect worth $5000 get off $4950 light.

Don’t say anything after you have made “the ask”
It can be uncomfortable asking for a gift, and any donor is going to want a moment to ponder his or her response. It is one of those silences that feels like an eternity. Just sit tight and keep your mouth shut. Let them respond. Listen to what they say and continue based on that response.

Don’t wait until the last minute
Start early – really, really early. Plan, plan, plan.

I’ve got my cheque; the process is done
Change your thinking about the process. Most organisations believe the process of fundraising is over the minute they get their cheque. That is the beginning of the process! You now have the opportunity to build a real partnership and lasting relationship with this donor, if you do your stewardship well. The power to leverage is yours if you use it creatively. Focus more time and energy on this aspect of the process, and you will reap the rewards. If it is corporate gift, ensure that Mae Tao Clinic is aware of any of their requests for visibility and it’s followed up on in a timely manner. This could lead to a matching gift programme. Find out when their board meets, and email your contact nice anecdotal information about the progress and success of the program a few days before (you can use Mae Tao Clinic facebook updates for this). You can ask Mae Tao Clinic for handwritten letters from children, heart-warming stories, photographs demonstrating the successes to date, etc. Don’t wait until the end to send in your updates. You will create a partnership if you do this right.

Don’t forget to thank your funders. Again and again and again!
You may think you acknowledge your funders, but chances are they think you could and should do it better. It is one of the easier things to do. Say thank you several different times and several different ways. Hand-written notes make a big impression. Some funders want a public
acknowledgement, others want a more private and personal thanks, but they all want to feel appreciated. Spending more time on this and finding personalised and creative ways to show your appreciation is likely to pay off well in the future.

Do let Mae Tao Clinic know when and to whom you’d like personalised “Thank You's” sent from the Clinic.

**Involve your donors in your organisation**

Once someone has given you a gift, you have an open-door invitation to involve them more in your organisation. Significant donors tend to know other potential significant donors. If they feel they are a part of your organisation, they are more likely to introduce you to their friends and colleagues. People give to people they know and because of people they know. You can involve them by encouraging them to visit the Clinic if they are travelling to Asia, as well as connecting them to the Clinic newsfeeds (via facebook and Twitter).

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**<Case Story Example>**

U San Thaung Kyi is 44 years old and married. He has seven children. Among them three older children are already married, the other four children are staying with him. He is living in Ka Ma Maung, Karen State. He works for family income by doing daily job and his wife is selling household items at home as well. He earns between 5,000 kyat and 6,000 kyat per day but sometimes the income is not enough for family livelihoods. He has faced eye problem, cataract, since he was 42 years old.

He took X-ray in Burma and the doctor told him that he should operate his eye to take out cataract. However, he does not take the operation for his eye as the cost was too high. “In order to operate my eyes, I must have at least 200,000 kyat. We are just normal people how can we pay for the cost? Only testing eyes costs 5,000 kyats, besides medicine. On top of that, I felt that clinic staff treats differently between rich and poor people when I was at the clinic in Burma” said U San Thaung Kyi. So, he left his eyes without any treatment for over two years. Consequently, his eyesight was getting weaker day by day. Fortunately, however, he heard the good news from one of his friends that he can cure his eye at Mae Tao Clinic. His friend explained him about MTC healthcare service.

After that he planned to come to MTC to check his eye cataract. The transportation cost to MTC was 12,000 kyats. When he arrived at MTC, the staff did examination and he was admitted in the eye department to remove cataract. It was the first time for him to come to MTC. Now, he already stayed six days at MTC. He said that he feels like he gets the better eyesight after the operation. In the same time, he wants to share his feeling to us “I do not need to worry for place to sleep and eat, don’t need to pay for the medical treatment, and the staff members are non-discriminatory -- they treat me like a family. This clinic gave me back my good eye like before. Now I can see and read clearly”. After the treatment, he will back to his hometown. (August 22, 2017)
Fundraising Tips

Choosing your fundraising event
Think about your life: what do you do in your spare time? What are your hobbies? Where do you work? What do your friends do? Picking an event that links to your lifestyle will be easier to manage and promote. For example, if you’re a musician, why not hold a concert? If you are a great cook, how about holding a fundraising dinner party?

You probably have a lot of ideas, to narrow them down, consider these questions:
- Who and how many will it appeal to?
- How much time will it take to organise?
- What resources (posters, tickets, refreshments etc.) will be needed?
- Who could help you organise it?
- What could you get donated (venue, food / wine, prizes, photocopying etc.)
- Will it generate a significant amount of money after you’ve paid out costs?

Publicity
Effective publicity can make all the difference to your event. It can provide credibility—people are more likely to believe the money is going to a good cause if they hear about your event on the radio or in their local paper. Don’t just use publicity to attract people to attend your event, you could also contact your local press for a follow up piece where you can thank your sponsors (many of whom would give a generous donation for a mention in the paper/radio) and use this medium as an opportunity to ask for donations from those who couldn’t make it.

Advice from seasoned fundraisers:

Keep it simple.
Successful fundraising doesn’t need to be elaborate -- one community fundraiser sells soup and bread during winter months at her office and donates the proceeds. Simple and delicious!

Use the resources available to you.
Being realistic about your time and resources to shape your efforts is important. Don’t forget to ask for help from friends and family.

Create something sustainable.
The best fundraising creates an ongoing cash flow. A sustainable project which the community enjoys and wants to keep repeating (everyone is addicted to the soup now!) is the most effective.
For family and friends

- Host a documentary movie night at your house and charge admission. Or you can have free admission and charge movie house prices for drinks and snacks.
- Host a travel slide show if you have been to the Thailand – Burma border area. Charge admission or you can have free admission and charge movie house prices for drinks and snacks.
- Host a dinner of Burmese food and decorate with pictures of the Thailand – Burma area. Ask for donations or set a price for admission.
- Organise a charity sports game with your local community league, or with children’s teams.
- Online Auction – Auction some of your hidden gems online and donate the profits to Mae Tao Clinic. Better yet, have a contest with your friends to see who can raise the most and clean out the most closets in the process.
- Hold a ‘service auction’ – we all have hidden talents! Bring a group of family and friends together and ask them to donate some of their talents to auction off (this also works in church groups and service clubs). For instance – a gourmet meal for two, gardening, painting, or even music lessons.
- Organise a garage sale, bake sale, flea market, etc. Get your friends and neighbours to join in. It’s a wonderful way to bring the community together for a good cause.

For Schools, Community Groups, and Workplaces:

- Plan a “Hungry for Change” Fast in your high school or community group. It is a wonderful opportunity to learn about issues of food and poverty while fasting to protest against social injustice. This idea is particularly topical at the moment as Mae Tao Clinic is currently facing severe funding shortages and is in desperate need for funding for the Emergency Dry Food Programme.
- Organise a “Hunger Banquet” lunch or dinner where everyone donates a fixed amount to MTC, but a small number of those attending get a full meal, and others only get beans and rice (something like the real world!). This can also be done in a workplace or school cafeteria. Their admission ticket is screen print or receipt from their PayPal donation to Mae Tao Clinic of the amount you specify.
- Holiday Auction. Ask your boss to donate a week or a few days of paid leave, and then auction it off to the highest bidder.
- Matching challenge. Make a specific donation and challenge your friends and work colleagues or your employer to match it – send out and email challenge.
- Book Group. Organise a regular book group in your community. The books can be related to international development, poverty, human rights, Southeast Asia, or specifically Burma. You can charge a membership to the group, and members can submit their payment via GHAP/PayPal.
- Organise a benefit concert. Ask your friends who are in bands or know

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1 Adapted from Oxfam Canada.
people in bands to donate their time and talents to a worthy cause.
- Ask a theatre production to donate some of their proceeds to Mae Tao Clinic and do a short blurb at the beginning of the show.
- Organise a dance and have images of the Karen dancers from MTC playing in the background. Charge admission at the door.

Social Networking Ideas:
- Invite your facebook friends to become followers of the Mae Tao Clinic page.
- Include media stories and MTC facebook updates in your status updates, link and ‘tag’ MTC in your updates.
- Use social networking sites to ask for donations, rather than gifts for your birthday, holidays, etc.

Examples of what your fundraising could achieve
Donors like to see what impact their donations can make. Below are some examples of what different amounts of money can buy:

<table>
<thead>
<tr>
<th>THB</th>
<th>US$</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>3</td>
<td>One pair of reading glasses</td>
</tr>
<tr>
<td>200</td>
<td>6</td>
<td>Birth registration for one newborn</td>
</tr>
<tr>
<td>200</td>
<td>6</td>
<td>Delivery kit for safe home delivery</td>
</tr>
<tr>
<td>350</td>
<td>10</td>
<td>One month of food and hygiene supplies for one student</td>
</tr>
<tr>
<td>1400</td>
<td>40</td>
<td>Antenatal Care per visit screening and medication for one pregnant woman</td>
</tr>
<tr>
<td>2,500</td>
<td>70</td>
<td>Cataract surgery for one person</td>
</tr>
<tr>
<td>3,000</td>
<td>85</td>
<td>Normal delivery at MTC</td>
</tr>
<tr>
<td>3,500</td>
<td>100</td>
<td>One year of education sponsorship for one student (only academic support)</td>
</tr>
<tr>
<td>6,000</td>
<td>170</td>
<td>Food for all in-patients for one day</td>
</tr>
<tr>
<td>10,000</td>
<td>300</td>
<td>One year of education for one student (all costs included)</td>
</tr>
<tr>
<td>18,000</td>
<td>530</td>
<td>One emergency obstetric care referral to Thai government hospital</td>
</tr>
<tr>
<td>25,000</td>
<td>715</td>
<td>One complete health worker training (8-10 month)</td>
</tr>
<tr>
<td>27,500</td>
<td>800</td>
<td>Essential medicine to treat approximately 420 both in-and out patients for one day</td>
</tr>
</tbody>
</table>
How to donate money to the Mae Tao Clinic

In US Dollars
Our U.S. partner, Community Partners International (CPI) kindly collects donations on behalf of Mae Tao Clinic.

Visit [http://www.justgiving.com/krcwdg](http://www.justgiving.com/krcwdg) to see CPI’s donation page. You will receive a tax receipt for this donation from CPI. Your donation will go directly to Mae Tao Clinic’s relief activities, minus PayPal charges ($0.30 + 2.2% per transaction).

Community Partners International is a 501(c)(3) non-profit organisation (tax id: 94-3375666). All donations are tax-deductible in the United States.

Learn more about CPI: [http://cpintl.org/](http://cpintl.org/)

In UK £
Karen Refugee Camps Women’s Development Group (KRCWDG) is the UK partner of the Mae Tao Clinic. If you would like to make a donation to the Clinic, please use KRCWDG’s JustGiving page to donate [http://www.justgiving.com/krcwdg](http://www.justgiving.com/krcwdg) Put “Mae Tao Clinic Donations” in the subject line of the email, and if you choose to specify the donation for specific use please note the purpose of your donation (i.e. Child Protection).

Karen Refugee Camps Women’s Development Group is a non-profit organisation (Charity Reg. no. SC033290). All donations are eligible for Gift Aid, KRCWDG’s Inland Revenue reference number is CR54189.

100% of your donation will be used for direct relief costs, and 0% for administrative overhead.

In AUS $
All donations can be made by either credit card, cheque or bank transfer through Union Aid Abroad-APHEDA – the overseas humanitarian aid agency of the Australian Council of Trade Unions. Whichever option you choose, please follow the instructions carefully to ensure that funds are directed towards Mae Tao Clinic.

Credit Card
2. For one off donations, scroll down to ‘Part C. One off donations and appeals’ and select ‘One off donation – Burma refugees’ from the drop down menu
3. For monthly donations, scroll down to ‘Part A: Global Justice Program’ and select ‘Global Justice Program – Burma refugees’ from the drop down menu
4. Enter the monthly amount or the one off donation amount into the right hand column and hit ‘Continue’ at the bottom of the page. Enter your credit card and personal details to finalise transaction
5. IMPORTANT: Once complete, please email wconklin@apheda.org.au (CC fundraising@maetaoclinic.org) and confirm that the donation you made online is for “Mae Tao Clinic” as there are other Burmese refugee programs (this is essential).

6. An Australian tax deductible receipt will be posted to you Alternatively, phone APHEDA on 1800 888 674 (free call within Australia) or +61 9264 9343 (for international donors). Please have your credit card ready and confirm that you would like to make a donation to “Burma Refugees- Mae Tao Clinic”. Please give your address and ask for a receipt to be sent to you.

Cheque

Please send a cheque payable to “APHEDA” and include your full name and postal address so that a tax-deductible receipt can be mailed to you. Also please ensure that you specify that the donation is for Mae Tao Clinic (as APHEDA has many, many different programs). Mail all cheques to the address below:

APHEDA Union Aid Abroad
Attention: Zoë Bedford (for BCMF)
Level 3, 377 Sussex Street
Sydney 2000

Direct Debit

Please email wconklin@apheda.org.au or call 1800 888 674 or +61 2 9264 9343 and ask to set up direct debit for “Burmese refugees- Mae Tao Clinic”. APHEDA will ask for your account number and BSB. Next, please email fundraising@maetaoclinic.org and confirm you are making monthly donations and would like to receive reports about the patients. An Australian tax-deductible receipt will be posted to you the end of the financial year (July) listing all your donations throughout the year.

Donations in all other currencies

To make an online donation, please make your donation in USD through our partner Community Partners International (CPI). If you would like to make a donation to the Clinic please do so by following this link:

https://cpintl.secure.force.com/pmtx/cmpgn_Donations?id=7014000000Mdjf
to be directed to CPI’s donation page.

Alternatively, you can deposit donations directly into our bank account:
Bank Name: Kasikorn Bank
Branch: Mae Sot
Bank Address: 84/9 Prasat Withi Road, Mae Sot, Tak Thailand 63110
Account Name: Suwannimit Foundation for Mae Tao Clinic
Account number savings: 016-8-83807-7
SWIFT Code: KASITHBK

Please ensure you email http://fundraising@maetaoclinic.org after making a deposit into this account so we can direct the funds to the right place.
Guidelines

There are just a few guidelines that we would like you to adhere to when fundraising on behalf of Mae Tao Clinic:

- Inform Mae Tao Clinic in advance of your fundraising plans and if you intend to use the MTC name and logo (email fundraising@maetaoclinic.org please include “Community Fundraising” in the subject line).
- Inform Mae Tao Clinic of money raised and through which channel we can expect to receive the funds (Community Partners International via PayPal, wiring direct to MTC, etc.).
- We suggest that you direct all donors to donate via the channels mentioned on our website to ensure that donors can claim tax deductibility/Gift Aid. Note that if you collect and pool together money and donate it yourself, your donors will not have tax deductible documentation. This may be appropriate for bake sales, garage sales, etc. Whenever possible, (like charging admission to ‘movie night’) ask people to donate via PayPal and provide their receipt for ‘admission’, or have a computer available for them to donate via credit card onsite at your event.
- Mae Tao Clinic is unable to reimburse any expenses related to fundraising.
- Be aware of the specific needs of the Clinic. For example, donations-in-kind from outside Thailand may incur customs duty excise charges which MTC is not generally in a position to fund. Therefore, cash donations rather than in-kind donations are requested. Further, child protection and the emergency dry food programme are currently the most critical needs.
- Mae Tao Clinic cannot and does not accept liability for events run in its name.
- Please don’t engage in door-to-door fundraising or make street collections on behalf of Mae Tao Clinic.
- Please don’t allow commercial organisations to use Mae Tao Clinic’s name or logo without written permission from MTC.

Always remember that the spirit is to:

- Ensure transparency of the donation process.
- Ensure tax-deductible benefits for donors.
- Provide Mae Tao Clinic the opportunity to publicise your efforts so that your efforts are recognised and other fundraisers gain confidence, ideas and encouragement.
Appendix: Sample Thank You Letter

Date
Name
Mae Tao Clinic
Address
City, State, Zip

Dear Mr. Ms. __________:

Many thanks for your most generous gift of ______________ to Mae Tao Clinic. (For U.S. Donors: CP will provide documentation relating to your contribution being tax deductible.)

Mae Tao Clinic relies entirely on donations. Thanks to kind gifts like yours, we are able to provide basic healthcare to refugees and displaced people along the Thailand-Burma border, provide training for healthcare workers in Burma and take care of children separated from their parents. For more information, please visit www.maetaoclinic.org or join our Facebook page: www.facebook.com/maetaoclinic.

Once again, many thanks for your generous support. We are most grateful.

Sincerely,

Your Name
On behalf of Mae Tao Clinic