

# PEER FUNDRAISER TOOLKIT 2023



To Benefit Kenya's Dream

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# AN INTRODUCTION

## to Kakenya's Dream

### WHO WE ARE:

Founded in 2009, Kakenya's Dream leverages education to empower girls and transform communities in rural Kenya. We believe every girl, no matter where she is born, deserves a chance to dream, learn, and achieve her full potential.

### WHAT WE DO:

At Kakenya's Dream, we invest in girls from rural Kenya through educational, health, and leadership initiatives to create agents of change. We offer three girl-centered, community-driven programs:



## OUR PROGRAMS:

1



**CENTERS FOR EXCELLENCE:** Located in the remote Maasai villages of Enoosaen and Isampin, almost 250 miles west of Nairobi, the Kakenya Center for Excellence campuses are beacons of hope in the community. Our talented staff take a holistic approach to educating marginalized, vulnerable girls and, in addition to providing a world-class education, incorporate health and leadership elements along with STEM, arts and culture, and critical thinking into the classroom curriculum.

The first classroom building on our Enoosaen campus opened in 2009 and, from 2010 to 2017, it expanded to meet the needs of its growing student population, offering computer and science facilities, safe dormitories, teacher housing, a multi-purpose hall, and a library. In 2018, we broke ground on our second campus in Isampin, which will serve grades 7-12 once completed.

2



**NETWORK FOR EXCELLENCE:** We created the Network for Excellence program to support our Center for Excellence alumnae as they make the critical transition to secondary and tertiary education at a time when most girls in our community are at risk of dropping out, early marriage, and teenage pregnancy. We

ensure each student receives essential financial assistance and academic support so they are equipped with the skills and resources they need to succeed in high school and beyond. 100% of our alumnae receive scholarships, mentoring, tutoring, career guidance, and assistance applying to universities, technical schools, and vocational programs around the world.

3



**HEALTH AND LEADERSHIP TRAINING:** Our Health and Leadership Trainings reach youth across the community with critical information as they approach and navigate through adolescence. This program reaches at-risk girls and boys beyond our boarding schools, providing training and resources on reproductive health and rights as well as the harmful effects of

female genital mutilation (FGM) and early marriage. During our weekly after-school workshops, we partner with skilled facilitators to lead fun and engaging sessions on a variety of topics, including leadership, gender equality, sexual and reproductive health, self-defense, child rights, and life skills. To date, we have reached nearly 25,000 girls and boys through these trainings.

# WHY SHOULD you get involved?

Where we work, 66% of girls undergo female genital mutilation (FGM), 50% marry before age 19, and 76% have not finished high school, effectively robbing our girls of a future of their choosing.

## **This is where you can make a real difference!**

By fundraising for Kakenya's Dream, you become an integral part of our fight to ensure that every girl, no matter where she lives, receives the same opportunities as boys and the chance to achieve her full potential. Nearly 100% of our girls finish their secondary education, head to college, and live free from FGM and child marriage!

By becoming a fundraising ambassador, you show your commitment to gender equality and education - some of the most effective tools in the fight against global poverty. Thank you for joining us!

## HOW ARE YOU HELPING?



Our students' mental and physical wellbeing is just as important as the quality of education they receive. To that end, we provide our girls with everything they need to thrive in and out of school, from uniforms, toiletries, medical care, and more!

**\$50** - Provides a uniform for 1 student

**\$100** - Equips 2 students with textbooks for every subject

**\$750** - Provides fully-stocked backpacks for 50 girls

**\$1,500** - Provides healthy meals for 25 girls for a year

**\$2,500** - Equips 50 girls with textbooks in 5 subjects

**\$5,000** - Fully supports 4 students for a year

The amounts specified above are examples of what your generosity will provide.

# FUNDRAISING IDEAS

## to jumpstart your campaign

Do you want to donate to Kakenya's Dream but aren't sure how to fundraise or where to start? Get creative! Listed below are just a few of the many ways you can fundraise in order to support the services that Kakenya's Dream offers our students and the community.

### COMPANIES & BUSINESSES:



#### DONATE PERCENTAGE OF THE PROCEEDS

If your company sells consumable or material products like food or clothes, pick a day to donate a percentage of your proceeds. For businesses that offer services like yoga or art classes, you can donate class fees. Create a marketing campaign to let customers know that on a specific day, week, or month, you will be donating a percentage of proceeds to Kakenya's Dream!



#### HOST A GALA

If you are looking for a way to show appreciation for your staff and also want to donate to Kakenya's Dream, host a gala! Invite your staff (and guests) to a gala with food, live music, and include fun activities. You can charge an admission per ticket and donate the proceeds!



#### CASUAL DAYS

An easy way to get your office to raise money for Kakenya's Dream is to incentivize them to donate. One way to do this is to host a "Casual Day" at the office! Once a month, employees who make a minimum donation can dress casual to the office!



#### MATCHING GIFTS

If your company has a corporate matching program, add Kakenya's Dream to double the donations and support for girls' education. Click [here](#) to check if your employer has an established program. If they don't, reach out to your HR department to request one!

## INDIVIDUALS & GROUPS:

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### DONATE YOUR BIRTHDAY, WEDDING, OR BABY SHOWER

Do you have a birthday, wedding, baby shower, graduation, or another upcoming celebration? In lieu of gifts, ask for your friends, family, and colleagues to donate to Kakenya's Dream on your behalf of your special day!



### TRIVIA NIGHT

Host a trivia or game night with your friends or family! Ask each player to make a donation to participate and donate the proceeds to Kakenya's Dream. This is a great activity for both in-person and virtual get togethers.



### 5K/10K/MARATHON

Coordinate your own race with friends or sign up for an organized race and ask friends and family to make a donation for each mile you run. If you are really up for a challenge, you can run a mile for every dollar raised over a designated timeframe!



### SPORTS OR VIDEO GAMES COMPETITION

For every level of activity, host a sports or video games competition! Ask each player to pay a fee to participate, and then donate the proceeds to Kakenya's Dream. This is an easy way to exercise (or not!) and have fun while supporting our mission.



### CLASSIC FUNDRAISER WITH A TWIST

Host a classic fundraiser, like a bake sale, garage sale, or car wash, but add a fun twist. To incentivize gifts, up the ante by doing something silly every time you hit a fundraising milestone. For example, when you hit \$1,000, you will wear a pink tutu and a blue wig to class or work!



### HOST A PARTY

Want a perfect excuse to host a party? Look no further! Host a dinner party, movie night, tea party, or any other gathering, charge an entry fee and donate the proceeds. This is a fun way to get together with friends and family while making a difference in the lives of our students.



### PUT YOUR TALENTS TO USE

Host an online or in-person event and ask each participant to make a donation to learn a new skill. Get creative! You could teach people how to make a few specialty cocktails, how to cook your famous chili, or how to paint their pet!

# EXAMPLES

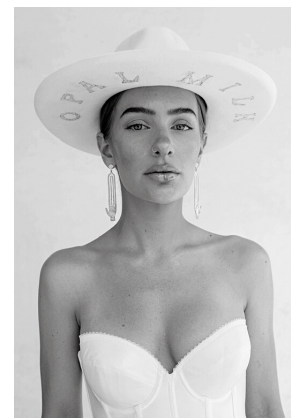
## of creative fundraisers

Get inspired! Below are some examples of creative projects carried out by two of our talented and generous fundraising ambassadors!

### RYE WILLIAMSON OF OPALMILK:

Rye Williamson is the Founder of OpalMilk, a jewelry and art company based in Dallas, TX. During the COVID-19 pandemic, she wanted to do more to empower women and girls, so she designed a new pair of earrings and donated 50% of the proceeds of each pair sold!

“I dream of a world where all women have a chance to make a huge impact. To have respect, feel safe, to be mothers and wives only if they choose to be, and to thrive outside of those roles if they choose. Education is the first step toward that. What Kakenya’s Dream is doing is so authentic. All you really need to do is show the faces of these beautiful girls and tell their story. Asking people who cannot financially contribute to just simply ‘share’ via word of mouth or their social media platforms is super helpful. I didn’t always sell the earrings, but every time somebody shared about the organization, that meant hundreds or thousands of eyes were on Kakenya’s Dream that might never have been otherwise.”



### GRACE’S MASK PROJECT:

Grace McGuire is a senior at Walt Whitman High School in Bethesda, Maryland. At the onset of the COVID-19 pandemic, she was determined to help the global community, so she used her sewing skills to make masks for friends and family in exchange for donations to Kakenya’s Dream.

“I know how important education is to the future of all girls. Raising funds for Kakenya’s Dream is infectious and easy. When people hear about the story of Kakenya and her amazing students, they want to get involved. This has been one of the most meaningful ways I have spent time during the pandemic.”

“Raising funds for Kakenya’s Dream is infectious and easy. When people hear about the story of Kakenya and her amazing students, they want to get involved.”



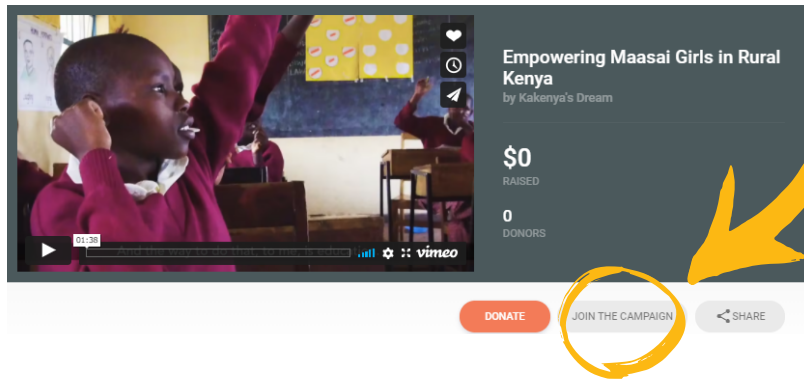


# GETTING STARTED

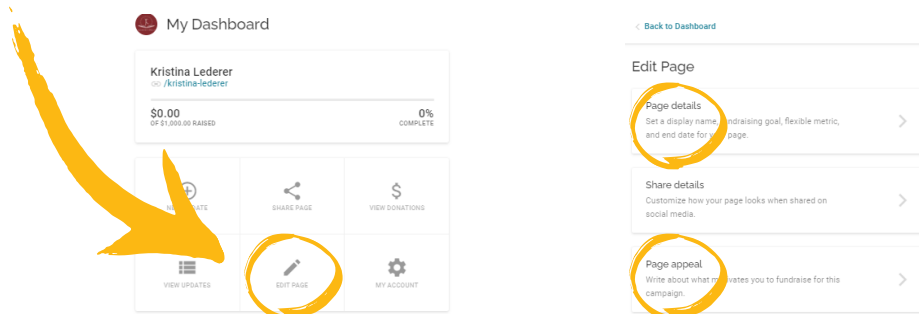
## & launching your campaign

### GETTING STARTED IS AS EASY AS 1-2-3!

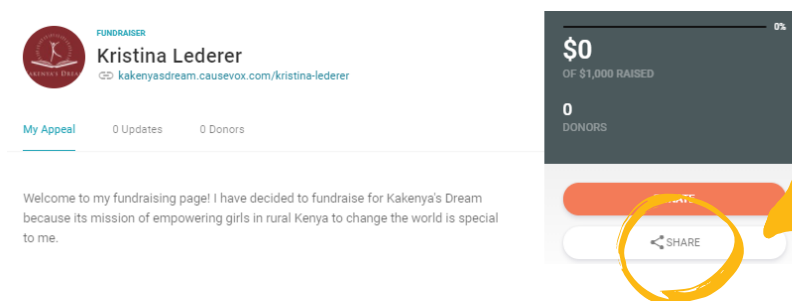
**1** SIGN UP! Go to our fundraising page [here](#), click on “JOIN THE CAMPAIGN,” and create an account by entering your email address and creating a password.



**2** PERSONALIZE! Go to “My Dashboard” and click “Edit Page” to personalize your page. You can set a fundraising goal, create a customized URL, upload a profile photo, and share why supporting girls’ education is important to you. Consider kicking off your campaign by making the first donation!



**3** SHARE! Spread the word far and wide! Email your story with your customized URL to your family, friends, and colleagues and post to social media! You can copy-and-paste the URL or simply click the “SHARE” button on your fundraising page!



# FAQS

## Frequently Asked Questions

- + WHAT PLATFORM DOES KAKENYA'S DREAM USE FOR PEER FUNDRAISING?**  
Kakenya's Dream uses the platform Causevox for our peer fundraising.
- + CAN I ADD AN OFFLINE DONATION SUCH AS A CHECK OR CASH?**  
While Causevox does not allow us to add offline donations, you can simply have your contact mail us a check and we will credit it to your total in our internal database. Our address is 4250 N Fairfax Drive, Suite 600, Arlington, VA 22203.
- + IS THERE ANY COST TO SETTING UP A PEER FUNDRAISER THROUGH CAUSEVOX?**  
Not at all! Setting up a fundraiser is completely free for fundraisers!
- + CAN I FORM A TEAM AND FUNDRAISE TOGETHER?**  
Each team member can create their own unique fundraiser, but, unfortunately, we are unable to host team fundraisers on our platform at this time.
- + CAN I ADD A PERSONALIZED MESSAGE TO MY CAUSEVOX FUNDRAISER PAGE?**  
Absolutely! In fact, we encourage you to do so! Telling your donors why Kakenya's Dream means so much to you creates a deeper connection and increases the likelihood that your friends and family will make a donation.
- + WILL I RECEIVE NOTIFICATIONS WHEN SOMEONE DONATES USING MY PAGE?**  
Yes, you will receive an automatic email immediately after someone makes a donation to your fundraiser.
- + CAN I SHARE MY PAGE ON SOCIAL MEDIA?**  
Social media is a great way to share your cause! Causevox enables a fundraiser to share his or her page directly to Facebook, Twitter, Pinterest, LinkedIn, as well as by email. To do so, simply click the "SHARE" button on your fundraising page.
- + ARE DONATIONS TAX-DEDUCTIBLE?**  
Definitely! Kakenya's Dream is a registered nonprofit. Our tax ID is 26-3658409.



### FUNDRAISING TIPS & TRICKS:

- Gather a group of friends & family to fundraise with!
- Share on social media and via emails!
- Set a specific fundraising goal!
- Celebrate fundraising milestones!
- Personalize your fundraising page!
- If you are fundraising with a competitive group, create a leaderboard!

# FUNDRAISING

## Templates & Materials

### EMAIL SAMPLES

#### EMAIL 1: INITIAL ASK

DEAR [NAME],

This year, one of my goals is to actively support organizations whose missions I align with and feel are critical to transforming vulnerable communities. Recently, I discovered Kakenya's Dream - a nonprofit that invests in girls from rural Kenyan communities through educational, health, and leadership initiatives to create agents of change. Kakenya's Dream stood out to me because they are a community-driven, rights-based organization whose mission centers girls' education and empowerment.

I am reaching out to ask if you would be so kind as to join me in my efforts to raise money for Kakenya's Dream. In order to fundraise money, I am [EXPLAIN FUNDRAISING PROJECT]. With your help, I will be one step closer to reaching my goal of [\$ AMOUNT]. Your gift to Kakenya's Dream would enable the most vulnerable and underprivileged girls in Kenya to receive life-altering education in a safe, supportive learning environment.

To learn more about Kakenya's Dream and their programs, you can visit their website [here](#). If you do decide to support my fundraising efforts, you can donate using my personal fundraising page: [INSERT LINK].

Thank you so much for your time.

Sincerely,  
[YOUR NAME]

#### PRO TIP #1

*Talk about the why! Make sure to tell your network why Kakenya's Dream matters to you. Do you have a direct connection with girls' education? Are you fundraising in honor of someone? Have you been to Kenya? Your family and friends will be even more inspired to give!*



# FUNDRAISING

## Templates & Materials

### EMAIL SAMPLES

#### EMAIL 2: FUNDRAISING UPDATE / SECOND ASK

DEAR [NAME],

A few weeks ago, I told you about Kakenya's Dream, an amazing organization that uses community-based educational, health, and leadership programs to empower girls in rural Kenya. Kakenya's Dream has a mission that's absolutely critical in today's world - to educate girls so they become agents of change in their communities and the world.

I am immensely grateful to all who have supported my fundraiser so far. To date, we have raised [\$ AMOUNT], and I once again would like to ask for your invaluable support. With your contributions, I will move closer to reaching my goal of [\$ AMOUNT]. *[Using item costs above, you can add in something about what Kakenya's Dream will be able to do if you reach your goal].*

To learn more about Kakenya's Dream and their programs, you can visit their website [here](#). Should you decide to join me in my efforts to empower marginalized girls in Kenya, you can donate via my personal fundraising page at this link: [\[INSERT LINK\]](#).

Thank you, from the bottom of my heart, for your support.

Sincerely,  
[YOUR NAME]

#### PRO TIP #2

*Add a personal video! Campaign pages with personal videos raise 150% more than those that don't have videos! Upload a video to your page explaining why Kakenya's Dream means so much to you and the impact that everyone who donates will make!*

# FUNDRAISING

## Templates & Materials

### SOCIAL MEDIA SAMPLES

Social media is another easy and effective way to spread information about your fundraising efforts to a large audience! To help you get started, we have created some sample social media posts for you to use below. Simply copy and paste them into your preferred social media platform and fill in the bracketed sections of the text. Or, you can make it personal and create your own post!

#### PRO TIP #3

Did you know 44% of donors are motivated to give again after prompt acknowledgement of their gift? If you think a donor wants to be publicly acknowledged, tag them on social media to say thank you!



Hi everyone! [This week/This month] I am raising money for an organization called @KakenyasDream - a nonprofit based in rural Kenya that invests in girls from some of the most marginalized communities through educational, health, and leadership initiatives. My goal is to raise [\$ AMOUNT], but I need your help! If you would like to donate, please click here: [INSERT LINK]. By supporting Kakenya's Dream, you are enabling girls in Kenya to receive life-altering education in a safe, supportive learning environment.



Hi, everyone! Last [week/month/in month], I started a fundraiser for @KakenyasDream, an organization that empowers marginalized girls in rural Kenya through educational, health, and leadership initiatives. To date, you've helped me raise \$X,XXX of my \$X,XXX goal. Thanks to you, I only need to raise [\$ AMOUNT]! Can I count on you to help me achieve my goal? [INSERT LINK]

Hi, friends! When I started my fundraiser for @KakenyasDream last [week/month/etc.], I did so because the mission of empowering girls in rural Kenya to become agents of change is close to my heart. [Today/yesterday/last week], I hit my goal of raising [\$ AMOUNT]! Thanks to you, @KakenyasDream will be able to reach even more girls with quality education, health, and leadership initiatives. Your support means so much to me - thank you from the bottom of my heart! [INSERT LINK]



Hi everyone! I'm raising money for @KakenyasDream - a nonprofit in rural Kenya that invests in girls through educational, health, & leadership programs. My goal is to raise \$XX,XXX and I need your help! If you would like to donate, please click here: [INSERT LINK]

*I recently started a fundraiser for @KakenyasDream, an organization that empowers Kenyan girls through educational, health, & leadership programs. To date, you've helped me raise \$X,XXX of my [\$ AMOUNT] goal! Can I count on you to reach my goal? Donate here - [INSERT LINK]*

*I just reached my goal of [\$ AMOUNT] for my fundraiser in support of @KakenyasDream! Thanks to you, we will reach more girls in rural Kenya & empower them to change their communities and the world. Your support is so inspiring - thank you from the bottom of my heart. [INSERT LINK]*

# ADDITIONAL RESOURCES

## CONTENT USE POLICY

To learn more about how Kakenya's Dream uses and distributes content, please visit: <https://www.kakenyasdream.org/content-use-policy>.

## CONTACT US

Fundraising for Kakenya's Dream should be fun and rewarding! If you have questions, we're here to help! Contact us if you have any questions or need help getting started.



[www.kakenyasdream.org](http://www.kakenyasdream.org)



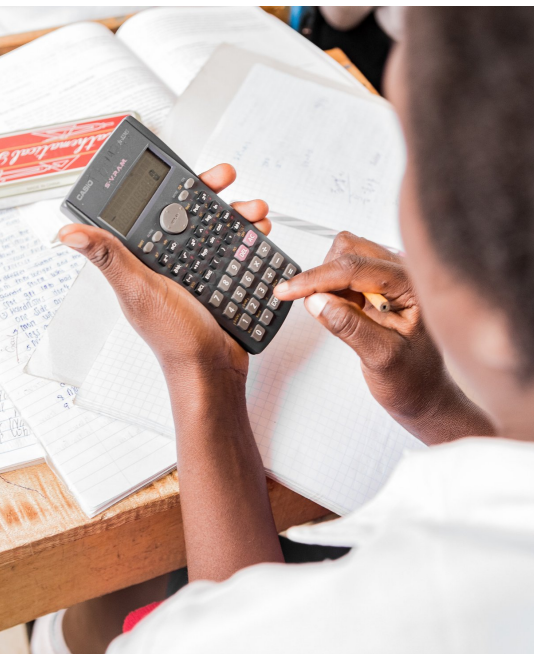
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**Thank you for believing in the power of an educated girl!**