



Ponheary Ly Foundation

PLF Advocate's Toolkit for Fundraising



Below is a step-by-step toolkit to help PLF Advocates raise funds for the Ponheary Ly Foundation. DO NOT PUT PERSONAL TRAVEL AND LODGING EXPENSE FUNDS IN THIS ACCOUNT. THE MONEY GOING INTO THIS ACCOUNT WILL BE SOLELY FOR PLF PROJECTS AND STUDENTS. Email volunteer@theplf.org with any questions, suggestions, or to give an update on your progress! Thank you. – The PLF team

STEP 1: Set up a fundraising page



Choose one of these links to create your own donation page. Follow the instructions on these sites.

- Razoo.com
 - Use PLF's Advocate page on Razoo as your donation link to send to donors. (<http://www.razoo.com/story/Plf-Ambassador-Fund>)
 - Set up your own, personalized Razoo fundraising page (<http://www.razoo.com/story/new>)
- Firstgiving.com (<http://www.firstgiving.com>) (similar to Razoo)
- Gofundme.com (<http://www.gofundme.com>)
- Charitybirthday.com (<http://www.charitybirthday.com>) (donate your birthday)



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If you'd rather not set your own page up, just share our general donation page link (<http://www.theplf.org/wp/donate>)

Step 2: Use our pictures and media on your fundraising page



If you need descriptions, pictures, or video of the PLF for emails or your fundraising page, feel free to use any of the below:

Website: <http://www.theplf.org>

PLF on Facebook: <https://www.facebook.com/theplf>

PLF on Twitter: <http://www.twitter.com/CambodiaPLF>

Images you can use:

https://www.facebook.com/theplf/photos_stream

Videos and other media you can use:

<http://theplf.org/wp/about-2/media/>

Step 3: Use these tips to get things going

- Keep it simple. Make it **easy** for people to donate.
- **Little things add up.**
- Whatever you do, get the word out:
 - Use **email**, **Facebook**, **Twitter** and your other social networks. And remember give **updates** to supporters.
 - Like our page on Facebook, follow us on Twitter. Share some of our updates with your own network
 - A picture is worth a thousand words! Use **photos** or **video** where you can.
 - **Make it personal**. Make sure your own passion and voice shines through.
 - If you are doing something over time for fundraising, set up a blog and share updates

Add an automatic **signature** at the end of emails to support your campaign



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Other creative fundraising ideas



- Run a marathon!
- Give up smoking or go on a daily exercise regime for a period of time.
- Solicit donated products from local businesses or collect your own things and auction them on Ebay.
- Take an extraordinary roadtrip! (<http://www.barbarashooter.blogspot.com>)
- Good at doing or making something? Exchange your products or services for donations!
- If your company offers to match funds, take them up on that offer! Also, if your company gives money to United Way, you can direct that United Way money to PLF because we're under the United Way umbrella of organizations. All you have to do is ask. PLF's EIN number is: 20-4277315.
- Here are some other ideas:



- <http://www.signupgenius.com/nonprofit/50-creative-and-easy-fundraising-ideas.cfm>

Host a fundraising event:

- Dinner party: some members have returned home and hosted a dinner consisting of what the children eat for breakfast every day.
- Collect change: a group of elementary school students sends us \$1,000 annually just from collecting change all year and throwing it in a barrel at their school.
- Bake sale: a high school girl bakes and sells cookies and sends a yearly donation.
- Book club: One supporter had her book club read *"First they Killed my Father"* and then passed around the hat.
- Have an artistic talent? Put on a show or exhibition where proceeds are donated.

Instead of material gifts, donations!



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- Have an upcoming birthday, anniversary, graduation or wedding? Set up a Razoo page (<http://www.razoo.com/story/new>) and give your well-wishers a chance to give something really meaningful. It's free and easy.
- Ask for donations instead of gifts during annual gift-giving holidays.
- Donate your birthday. Online tools: <http://www.razoo.com/story/new> or <http://www.charitybirthday.com>.

Fundraise for a specific PLF program

- We are always in need of funds to run PLF's initiatives in general, but we know sometimes donors prefer to invest in tangible causes that match their own interests. We welcome that too! We've set up separate Donate pages for each of these PLF programs:

Student Scholarships (<http://theplf.org/wp/donate/scholarships-2/>)

Bicycles (<http://theplf.org/wp/donate/donate-to-the-plf/bikes/>)

Food and Wellness (<http://theplf.org/wp/donate/food-wellness/>)

Uniforms and Supplies (<http://theplf.org/wp/donate/uniforms-supplies/>)

Teacher Support (<http://theplf.org/wp/donate/teacher-stipends/>)

Enrichment Programs (<http://theplf.org/wp/donate/enrichment-programs/>)

Technology (<http://theplf.org/wp/donate/technology/>)





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