



Toolkit for Volunteer “Friend” raising Events

Dear Friend,

Thank you very much for your interest in hosting an event to spread the word about global poverty, microfinance and Grameen Foundation. Inside this toolkit you’ll find a registration form, mock itinerary, donation form, and many other documents to organize a great get together. Once you register and your event is approved, then you will receive a simple Events Agreement to sign and return. Should you have any questions, please feel free to contact me at development@grameenfoundation.org or call (202) 628-3560 x125.

Thanks again for getting others engaged so together we can realize sooner the vision of Professor Yunus, founder of Grameen Bank and 2006 Nobel Peace Prize winner, of a poverty-free world.

Sincerely,

A handwritten signature in black ink, appearing to read "Helen Yuen", written over a light blue horizontal line.

Helen Yuen
Manager of Annual Giving

Next Steps

1. Before you begin organizing your event, please register it with us by filling out the Registration Form in this packet and return it to Grameen Foundation; 50 F Street NW, 8th Floor; Washington, DC 20001; Fax (202) 628-2341
2. We will contact you when we receive the Registration Form and let you know if your event has been approved or not.
3. If we approve the event, you will receive a simple Event Agreement to sign and return to us. You can then begin organizing your event.
4. The day of the event, don’t forget to display the Solicitation Information Form, contained in this packet, at your event. And have fun!
5. After the event, mail any donations you collected, the Evaluation Questionnaire, and the Guest Sign-In Sheet to Grameen Foundation; 50 F Street NW, 8th Floor; Washington, DC 20001

Thank you!



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Registration Form

Thank you for organizing an event to help us spread the word about Grameen Foundation! Please complete this form as a first step, **before** you begin planning your event. Our staff will then contact you and let you know if your event has been approved or not. If it is approved, we will send you a simple Event Agreement for you to sign and return.

Name_____

Address_____ City_____

State_____ Zip_____

Phone_____ Email_____

Description of your event

Place where you will hold
event_____

I agree to wait to organize my event until my event is approved and I receive, sign and return the Event Agreement.

Signature Date

Please return this form to

Grameen Foundation
Attn: Manager of Annual Giving
50 F Street NW, 8th Floor
Washington, DC 20001
Fax: (202) 628-2341



Event Ideas

Here are some ideas for events to get your brainstorming started:

Brown Bag Lunch- Hosting a brown bag lunch for your coworkers to raise awareness about Grameen Foundation and microfinance is a great way to raise global awareness. If your company has a matching gift program, your donation and that of your co-workers can be multiplied to have an even greater impact. Find out if your company works in countries where Grameen Foundation is spreading microfinance.

Tea Party- Gather friends for an afternoon of conversation about Grameen Foundation over coffee and tea. You might share interesting facts with your guests, such as where the coffee or tea you are drinking originated; discuss the problems facing that region and Grameen Foundation's efforts there. Provide sweets and fruit for guests and pass out materials on Grameen Foundation from our Web site or toolkit.

Dinnerless Black Tie Event- Invite your guests to a formal function without serving dinner. Our borrowers often live on just one meal a day. To foster a connection to the families you will be helping, encourage your guests to forgo a meal and donate the money they would have spent. Make an introduction to Grameen Foundation and show your guests our DVD entitled "Breaking Through," which includes stories of borrowers whose lives have changed due to microfinance. Take donations and provide drinks, music and dancing.

Poker Night- Invite a small group over for a night of poker and social awareness. Provide snacks, drinks and a discussion about Grameen Foundation's programs and how your guests can contribute. Be adventurous and try different games, like Texas Hold 'Em and Five Card Draw, then donate the winnings to Grameen Foundation. And, of course, abide by the gambling laws in your state.

Sample Event Itinerary

7:00PM to 7:30PM - Greet your guests and have them sign the Guest Sign-In Sheet.

7:45 – Show our video "Breaking Through," available at http://www.grameenfoundation.org/resource_center/video_breaking_through/

8:00 - Read aloud the borrower stories or trivia questions found in this toolkit.

8:30 – Let guests know they can make a difference through actions such as spreading the word and making a gift either online or with the Donation Form in this toolkit.

9:00 – Thank your guests, fill out the Evaluation Questionnaire and mail it with the Guest Sign-In Sheet and any donations to Grameen Foundation.



Tips for a Successful Event

Do

- Maintain a focus on the borrowers we help serve! People give to people, so by including the human element, you will help your guests stay engaged.
- Refer to the Fast Facts page in this toolkit to answer guests' questions about Grameen Foundation and microfinance. Make materials like our newsletter and annual report available. Feel free to direct your guests to our Web site.
- Disclose your name and that you are an unpaid volunteer [i.e., that you are NOT a paid solicitor, professional fundraiser, etc.
- Think about your guests' interests and factors such as your time and resources. Delegate if needed or gather others to help you.
- Remember to capture your guests' contact information so we can appropriately acknowledge their donations if they make a gift. Be sure to mail this after your event along with donations and Evaluation Questionnaire.
- Thank everyone for donating and attending your event.

Don't

- Use any deception, fraud, false pretense, false promise, or misrepresentation in connection with raising funds for Grameen Foundation. Do not conceal, suppress, or omit any material fact with the intent that others will rely upon such concealment, suppression or omission in connection with raising funds for Grameen Foundation.



How to Bring Your Event Online

You can spread the word about your event with friends and family online by using a template we provide to create a quick, easy and free Web page. Share the power of microfinance in your own words and images, and track the gifts of your friends towards your personal fundraising goal. Friends who cannot attend, as well as guests at your event, can make a donation with a click of a button from your page. You'll be notified when they make a gift.

To set up your free Web page:

Step 1. Go to <http://ga4.org/grameen/community> and sign up for a Web page.

Step 2. You'll be directed to an online template. Fill out the five fields of information. Click submit, and your Web page is live!

What your finished page can look like:

Donate online

Grameen Foundation : Get involved : Donate online

My Donations: Campaigns Report This Page

Other ways to give:
[Give in someone's honor](#)
[Corporate matching gifts](#)
[Gifts of stock](#)

Help more women start new lives.

Thanks to supporters like you, Grameen Foundation and its partners have reached 11 million people in poverty. Your gift ensures millions more can begin lifting themselves above poverty through microfinance.

0% 25% 50% 75% 100%

Dollars Donated by Friends: \$13100.37 My Goal: \$20000

Donate Online - Grameen Foundation

About Grameen Foundation

Done

→ Your personal message

→ An image you choose

→ Your friends' donations



Solicitation Information Form

****For Display at Your Event****

Your name:

Date of event:

Grameen Foundation's mission is to empower the world's poorest people to lift themselves out of poverty with dignity through access to financial services and to information. Your contribution will be used by Grameen Foundation for the project(s) that Grameen Foundation determines is most in need of funding.

Grameen Foundation is recognized as a tax exempt under section 501©(3) of the Internal Revenue Code. 100 percent of your contribution will be used for charitable purposes and may be deducted as a charitable contribution as allowed under federal and state law.

The Grameen® Foundation is used with its permission, which in now way constitutes an endorsement, express or implied, of any product, service, company, individual or political position.

For more information about Grameen Foundation, please call (202) 628-3560; e-mail development@grameenfoundation.org or write us at

Grameen Foundation
50 F Street NW, 8th Floor
Washington, DC 20001
www.grameenfoundation.org



Date of Event:

Organizer:

Guest Name	Address	Email	Updates on GF News and how to help
Helen Yuen	50 F Street NW, #8; Washington, DC 20001	hyuen@grammeenfoundation.org	√



Donation Form

Yes! I want to help women and families around the world lift themselves out of poverty and achieve self-sufficiency. Please complete the form below.

 \$50 \$100 \$150 \$250 \$500 Other \$

To make a gift by credit card, please visit: www.grameenfoundation.org/give.

Please make your check payable to: Grameen Foundation; 50 F Street NW, 8th Floor; Washington, DC 20001

Your Information:

First Name: _____ **Last Name:** _____

Address: _____ **Apt/Suite#:** _____

City: _____ **State/Province** _____ **Zip Code:** _____

E-mail: _____ **Phone** _____

Thank you for your generosity!

All donations are tax-deductible to the extent allowed by law. Unless otherwise noted, your contribution will be used by Grameen Foundation (GF) for the project(s) that Grameen Foundation determines is most in need of funding. GF is recognized as tax exempt under section 501(c)(3) of the Internal Revenue Code.

State Specific Requirements

District of Columbia: This does not constitute an endorsement of the solicitation by the District of Columbia, or by any officer or employee of the District. **Florida:** A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. **Maryland:** For the cost of copies and postage, documents and information submitted under this title are available from the Secretary of State. Address: Office of the Secretary of State, State House, Annapolis, MD 21401. **New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. **New York:** Upon request, financial information may be obtained at Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. **North Carolina:** Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at (888) 830-4989. The license is not an endorsement by the State. **Virginia:** Upon request, a financial statement is available from the State Office of Consumer Affairs in the Department of Agriculture and Consumer Services. Address: State Division of Consumer Affairs, Department of Agricultural and Consumer Services, PO Box 1163, Richmond, VA 23218. **Washington:** Grameen Foundation is registered with the office of the Secretary of State. Information relating to our financial affairs available from the Secretary of State. Address: Charities Division, Office of the Secretary of State, State of Washington, Olympia, WA 98504-0422, 1-800-332-4483. **West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, West Virginia 25305. Registration does not imply endorsement.



Event Evaluation Form

Thank you for hosting an event on behalf of Grameen Foundation. We would like the experience to always improve for future volunteers, so we would greatly appreciate your feedback.

1) How many people were invited to the event? ____ How many people attended? ____

2) Describe the type of event that you held (lunch, cocktail party, barbeque, etc.)

3) Which parts of the toolkit did you find useful? Which parts were not useful? How did the toolkit contribute to the success of your event? What else would be useful to include in the Toolkit?

4) What aspect of the evening did you and your guests find most interesting/most enjoyable?

5) Have you held a private fundraiser on behalf of another organization in the past? If yes, how did this fundraiser compare?

6) How did you find out about Grameen Foundation?

7) Do you have any additional comments, questions or concerns?

Thanks! Please return to
Grameen Foundation
50 F Street NW, 8th Floor
Washington , DC 20001



Fast Facts

About Microfinance (“Banking for the Poor”):

- Microfinance – loans generally US\$200 or less, savings accounts, and other services – helps a very poor person start or grow her own small business.
- As a borrower’s enterprise grows, her family’s nutrition and education improve. Her self-confidence and community’s job opportunities increase.
- Repayment rates on loans are 95 - 98 percent. In fact, it is higher than the repayment rate of student loans and credit card debts in the United States.
- Grameen Foundation emphasizes women borrowers because they are more likely to reinvest the profits of their business into their family.

About Grameen Bank:

- In 1976, Professor Muhammad Yunus discovered he could help his fellow Bangladeshis break through extreme poverty when he loaned \$27 out of his own pocket to 42 women. The idea for Grameen Bank was born.
- Today, Grameen Bank serves nearly 7 million borrowers, 97 percent are women. It reaches more than 86 percent of the total villages in Bangladesh.
- The Nobel Peace Prize was awarded to Muhammad Yunus and the Grameen Bank in 2006.

About Grameen Foundation:

- Grameen Foundation was founded in 1997 to replicate the success of the Grameen Bank around the world. Professor Yunus is a founding and current board member.
- Grameen Foundation alleviates poverty by supporting more than 50 local organizations around the world that provide microfinance to poor people. We also provide the rural poor with a means of communication and access to vital information through technology and technology microbusinesses.
- The organization impacts 11 million lives in Asia, Africa, the Americas, and the Middle East (figures accurate as of April, 2006).

For more information, you can read our FAQs at
http://www.grameenfoundation.org/resource_center



Borrower Stories

Below are some stories that demonstrate the courage, ingenuity and perseverance of the women we serve.

Feliz Aticono and Margarita Cortez, Bolivia

Feliza Aticono and Margarita Cortez have been clients of ProMujer, a Grameen Foundation partner in Bolivia, for over six years. Feliza and Margarita are currently on their 10th loan. They are neighbors and both sell chicharron (pork fat) as street peddlers in El Alto. Feliza and Margarita took \$200 and \$400 loans, respectively, to buy meat and corn. They have used past loans to buy a kitchen where they can prepare their food. Before joining ProMujer, they had to rent a space, which diminished their profit. Feliza and Margarita will use their next loan to stock up on supplies for Christmas, when there will be increased demand for the food they sell. They are very happy to be a part of ProMujer and hope that its services will expand to include life insurance. The microfinance institution organizes local meetings for borrowers to repay their loans. Feliza and Margarita find that it provides a space for them to socialize and relax from day-to-day life. Feliza says, "...We are calm here at the meetings. Sometimes things at home aren't so calm, but we enjoy coming here to sit and talk with other clients."



Khalida, Pakistan



Five years ago, Khalida earned money by stitching clothes. Her husband was a day laborer. They struggled to provide for their three sons and two daughters without a steady income. Khalida joined our local partner, Kashf, and used her loan to buy milk to sell. She invested her subsequent loans into her business and gave some money to her son so he could become an entrepreneur, too. Khalida went on to buy cows to resell, but she kept one to sell its milk. Thanks to Kashf, Khalida feels she's been able to realize her dream – to run her own profitable business and provide for her family. She earns about 10,000 rupees per month (approximately US\$167). With the milk business providing a stable income, her husband was able to acquire some rental properties that contribute additional earnings. Khalida has bought land to raise her cows and each of her sons now is the head of his own business too. The children look up to their mother and respect her for the level of well-being she has brought to the entire family.

Mpanso Zawuja, Uganda

Mpanso Zawuja operates a pay phone business in central Uganda where she collects fees from fellow villagers for calls they make on her cell phone. Her business is founded on the Village Phone model, first pioneered by Grameen Telecom in Bangladesh. In rural villages where no telecommunications services have previously existed, the program provides cellular phones via a sustainable financing mechanism to poor entrepreneurs who use the phone to operate a business. Grameen Foundation is successfully replicating the program in Uganda, where more than 2,000 microfinance clients own and operate pay phone businesses. The program has allowed entire villages to be connected with the outside world for the first time. Telecommunications are also bringing significant savings since productive family members no longer have to travel great distances, sometimes across dangerous territory, to gather information.



At first, Mpanso's husband objected to her taking a microloan to purchase a pay phone business. He was worried how they would make repayments. When the phone rang for the first time, the children ran for their lives while crying thinking it was an animal because the ring tone from the phone was a whole new experience for them. Later the children became used to the phone. The steady income from the business has allowed some of the children to return to school. They had dropped out because the family had not been able to pay the school fees. For the village, the phone has brought a new level of connectivity.

Group Lending

The group lending system was pioneered by Grameen Bank and is integral to the success of many microfinance programs. These women are clients of Grameen Foundation's partner SKS in India. The borrowers come together in groups and form a peer support system. Typically, clients gather weekly at "center meetings" to make loan payments. They may also meet informally in smaller support groups to share successes and discuss ideas for solving business and personal problems. Maybe most importantly, they empower each other to stay on the path out of poverty. This mutual support strengthens their resolve and guarantees very high repayment rates.



Trivia Questions

Have fun testing your and your guests' knowledge! Correct answers are bolded and orange.

- 1) What percentage of the world lives on less than two dollars per day?
a) 15% b) 25% **c) 50%** d) 75%
- 2) What percentage of the world's population does not have access to credit?
a) 10% b) 25% c) 50% **d) 80%**
- 3) How many countries is Grameen Foundation currently working in?
a) 10 b) 17 **c) 22** d) 25
- 4) How many millions of borrowers does Grameen Foundation aim to reach by 2008?
a) 1 b) 3 **c) 5** d) 10
- 5) What is the loan repayment rate of the Grameen Bank in Bangladesh?
a) 25% b) 50% c) 75% **d) 98%**
- 6) What is the average loan size in the Philippines?
a) \$60 b) \$85 c) \$110 d) \$150
- 7) What is a common business that microfinance borrowers start?
a) livestock b) produce stand c) weaving/tailor shop **d) all of these**
- 8) What is the largest market for microfinance in the world?
a) China **b) India** c) Bangladesh d) United States
- 9) How many borrowers does the Grameen Bank bring across the poverty line each month?
a) 500 b) 1,000 c) 5,000 **d) 10,000**