

इसलूहवाली प.इ.



Fundraising and Community Building Guide

Thank you for building the Sambhali community.

Volunteers, fundraisers, and community builders are at the heart of everything we are able to do, and we know our impact is changing lives every day.

Because of you, women and girls in Rajasthan, India are scaling barriers, determined to gain control of their lives.

The purpose of this guide is to provide ideas of effective ways to let others know the stories of the women and girls in Sambhali's programs and how they can join you as a supporter.

We welcome your questions and your new ideas. Please reach out to info@sambhalius.org.

Our Mission

The mission of Sambhali U.S. is to support the courageous women and girls of Rajasthan, India who seek to raise their voices with dignity and self-confidence, build a road to economic independence, and ultimately determine their own destinies.



[Sambhali U.S.](#) is a 501(c)(3) non-profit organization that supports the women and girls of Rajasthan through programs administered by [Sambhali Trust](#), an Indian grassroots non-profit organization. We are dedicated to the advancement of women and girls in Rajasthan, India, recognizing the benefit gender equality has on everyone in the community as well as on future generations. We fund efforts to promote self-esteem, education, economic independence, and health and programs to prevent domestic violence, sexual abuse, and harassment. We also help provide technical support to Sambhali Trust when requested and connect interested volunteers to these programs so that they can use their skills and help these causes directly.

Why Your Help Matters



Our Work

At each **Sambhali Trust Empowerment Center**, women attend a vocational training program in sewing and embroidery, with classes in Hindi, English, math, and self-defense, and weekly educational workshops on subjects ranging from health and the environment to business skills and legal rights. Graduates receive a sewing machine and have access to microfinance to open their own small businesses and continue their road to economic empowerment.

In the afternoons, Empowerment Centers are transformed into **Primary Education Centers** where children gain the skills they need to enter school, the ongoing support they need to succeed, and a joy of learning. The Centers also incorporate educational workshops, medical check-ups, and health and nutrition education.

At **Boarding Homes**, girls from rural villages in the Thar desert, who began life headed towards early marriage and only basic literacy, are instead able to attend quality primary and secondary schools, college, and even graduate school—becoming the first women in their families to do so. The boarding homes emphasize academic excellence along with developing self-esteem and leadership skills as avenues to greater independence.

The **Nirbhaya ("Fearless")** project provides survivors of gender-based violence with psychological counseling, legal support, and access to other needed services. Through a community outreach and education campaign, the project also takes action to prevent rape, domestic violence, sexual abuse and harassment, dowry harassment, early and forced marriage, and acid attacks.

At **Aadarsh ("Ideal")** project workshops in schools, young children learn what sexual abuse is and how to protect themselves, and teenagers learn about the physical, mental, and emotional changes of puberty and how to protect themselves from sexual abuse and harassment.

The funds you raise make a big difference . . .

- **\$5200** enables 20 women to attend a year of vocational training and classes in Hindi, English, math, and self-defense.
- **\$1,600** fully funds Sambhali's gender-based violence project for one month with access to psychological counseling and legal services for survivors and educational outreach to 500 people.
- **\$835** provides a girl living in a Sambhali Boarding home with school fees, tutoring, and living expenses for an academic year.
- **\$220** provides a year of classes equipping a child with the skills needed to enter school and to begin a life-long joy of learning.
- **\$79** purchases a sewing machine for a vocational program graduate to start her own small business.



"I can't think of any contribution that goes more directly to actually helping people, not a lot of promotion or anything else. There are no giant CEO salaries, so every dollar you give is helping someone who really needs it." -Bob Macauley

"I am deeply moved by the intense dedication of Sambhali staff and volunteers in providing life changing skills and knowledge to help women and girls create futures that would have otherwise been unimaginable. Sambhali U.S. is a key player enabling Sambhali Trust to reach more women and girls in increasingly meaningful ways." -Jan Goldstein

Fundraising Strategies

There are many approaches to fundraising and strategies for growing the Sambhali community. Below are some of the methods our volunteers and board members have found to be the most successful. We recommend that you:

- Read this list to see the full range of possibilities.
- Pick one or two fundraising strategies that are best for you and how you like to reach out to others.
- Send us an email about your fundraising plans so that we can support you (info@sambhalius.org)

We welcome your questions and suggestions anytime at info@sambhalius.org.

Personal outreach

We have found that by far the most successful fundraising efforts involve individuals reaching out to those in their communities by sending a private message on social media, an email, a call, or speaking with someone in person. Individual messaging also fits well with our philosophy of community building and mutual learning about women's empowerment.

When sending your personal outreach, we recommend:

- Including a story about Sambhali's impact and why all donations make a big difference.
- Explaining why you care about Sambhali and why you have chosen to fundraise to support women and girls.
- Highlighting the ease of donating to Sambhali on our [donation page](#).
- Including our mailing address for those who may want to send a check:
Sambhali U.S. at 100 Grant Avenue, Takoma Park, MD 20912

When sharing with friends, colleagues, family, and community groups, it is also helpful to explain that in addition to financial donations, people can contribute by [joining our mailing list](#), sharing the stories of the women and girls of Sambhali with others, or becoming a volunteer.

Peer to Peer fundraising

Network for Good is Sambhali U.S.'s communications and fundraising platform. It offers the opportunity to create your own fundraising page and to send emails to share your fundraising effort. Many people use this "peer to peer" approach when suggesting donations for their birthdays or fundraising with a specific goal in mind—such as raising \$835 to help a young woman change her life by attending boarding school.

To create a fundraiser:

- Make a list of people you plan to invite / share your fundraiser with.
- Craft an outreach email.
- Craft an outreach message for social media, LinkedIn, and text messages.
- Go to this [link](#) for simple instructions on setting up your fundraising page on Network for Good.
- You can use this [sample campaign](#) for ideas.
- Share the link to your page with the people on your list via email, social media, and text.
- Send thank you messages to donors and encourage others to share your fundraiser.



Facebook Fundraisers

Facebook makes it very easy to conduct nonprofit fundraisers. These are often created to donate one's birthday or around holiday and celebratory giving—such as International Women's Day or Giving Tuesday.

To fundraise on Facebook, we suggest the following steps:

- Click this link to set up your fundraising page <https://www.facebook.com/fund/SambhaliUS/>
- On the left you can select different options for your fundraiser. We recommend choosing an amount that fits your goal – for example \$220 for a child to attend a Sambhali primary education center for a year, or \$400 to fund the entire gender-based violence project for your birthday week.
- Share your story and connection to Sambhali U.S. in the “Why are you raising money?” section. Though people donate to help with our work, they are also donating because they know you and want to support something you care deeply about. For example:

I am raising funds to support Sambhali for my birthday! Every \$79 provides a sewing machine for a vocational school graduate to start her own business. My mom made a living and supported us with her own sewing machine. I've seen first-hand just how much difference a small gift like this can make in a whole family's life.

- Make sure your friends know about your fundraiser by sharing Facebook posts, inviting friends to the page, and sending private messages. Feel free to post multiple times. It's tough to get content seen in the Facebook Newsfeed, and your friends might have missed your post and don't know about your fundraiser.
- Post progress reports and keep your friends updated on what is happening. For example, “We have already raised \$X and know we can make our goal, thanks to everyone who has supported me so far.”
- It is also helpful to ask your friends and family to share your fundraiser on their Facebook pages.
- Countdown to the end of the fundraiser so people know how many days you have left to hit your goal. This is a great way to remind your friends and family what their support means to you. For example, “We are X days away from my goal of raising \$X for Sambhali U.S. Please support me as I work to raise money to enable women and girls to raise their voices with dignity.”

- As donations are made, post and share a “Thank-you” and when your fundraiser ends, let your friends know the impact they have had.
- It is very helpful to include one, or more, posts letting your friends know that another way they can help is by joining our mailing list.
- When someone donates, please ask if they would like to be added to our mailing list so we can send them a thank you note and update them on what is happening at Sambhali. Another option is to include the link to join our mailing list in your thank you message (<https://www.sambhalius.org/subscribe>). Each time someone signs up for our list, it ensures that person can continue to learn more about our work, and potentially become an ongoing donor or volunteer—all of which are so important to growing our impact!

LinkedIn and Community Building

LinkedIn is a powerful networking tool that can help Sambhali U.S. reach a large audience who have the means to give back and the time to help out. However, we need your help to create a thriving LinkedIn community. Here are some ideas. Look for those that fit best with how you use LinkedIn.

- **Join us:** Connect with Sambhali US. on [LinkedIn](https://www.linkedin.com/company/sambhali-u-s/): <https://www.linkedin.com/company/sambhali-u-s/>
- **Connect with others:**
 - ◆ Connect with Sambhali U.S. Board members and other supporters.
 - ◆ Think about the people who would be interested in our work and invite them to connect with us.
 - ◆ Consider the communities you are affiliated with on LinkedIn—or could join—such as alumni associations, community organizations, faith communities, professional connections. Use LinkedIn to identify others in these communities and to search for mutual connections with Sambhali, for example, people interested in non-profits, in women’s empowerment, rights of the girl child, education, vocational training, India, or issues local to Rajasthan.
- **Be active and engaged:**
 - ◆ Share your fundraiser on LinkedIn along with a link to sign-up for our email list (<https://www.sambhalius.org/subscribe>).
 - ◆ Add your volunteer work with Sambhali to your LinkedIn page.
 - ◆ Like, share, and comment on Sambhali U.S. posts.
 - ◆ Consider ways to promote your experience with Sambhali such as through workplace newsletters or alumni association magazines.
 - ◆ If you belong to professional, alumni, or community organizations, please keep Sambhali U.S. in mind as a potential guest speaker. See SUSenance events below.

Host a SUStenance Event

One of the best—and most fun—things you can do to build the Sambhali community is to host a SUStenance event at your home, office, or another community setting.

SUStenance (**SambhaliUS**) events are in-person, virtual, or hybrid events that anyone can host with support provided by Sambhali U.S. The goal is to introduce friends, family, and colleagues to the amazing Sambhali Trust programs in India and how Sambhali U.S. supports those efforts. SUStenance events are not direct fundraisers unless the host chooses to add a fundraising component.

A Sambhali U.S. board member will serve as co-host to assist throughout the planning of the event and will attend the event either in-person or virtually.

The host chooses the particulars: the invitees, the date, and the place (real and/or virtual). The host also determines what aspects of Sambhali to highlight based on their interests and the interests of their guests: women's empowerment, educating girls, or gender-based violence. Participants hear the story of Sambhali Trust from founder Govind Rathore and learn about how a group of Americans has joined together to support these efforts through Sambhali U.S.

To make it festive and fun, there are interactive options such as serving Indian food (maybe even making it together!) or sending guests home with gifts that evoke thoughts of the women of Sambhali, such as handmade items by graduates of the Sambhali Empowerment Centers.

To start planning a SUStenance event email info@sambhalius.org.



Volunteer

While this guide has focused on how to raise funds and engage more people in Sambhali, a precious resource is our time and Sambhali U.S. would not exist without the ongoing commitment of our volunteers. If you're doing anything described in this guide you are already volunteering in some capacity, whether by telling others about Sambhali or raising funds. THANK YOU!

Just as we ask those for whom we think Sambhali will resonate to support us with their financial donations, consider who you know who would be interested in joining you as a volunteer. We have need for volunteers with all ranges of time and a wide variety of skills.

And if you are not yet doing so, please consider becoming more involved by joining our Communications, Finance, Fundraising, or Volunteer Engagement teams. In addition, Sambhali Trust needs committed volunteers to support efforts on the ground in India. Read more about volunteering either in the U.S. or India on our [website](http://www.sambhalius.org) or email info@sambhalius.org.

*“Being a part of the Sambhali U.S. Development Committee gives me the opportunity to do what I am most passionate about, that is contribute in any way to uplift and empower women”
-Shumaila Fatima*

*“Being a part of the Communications Committee has been a privilege for me. It is truly incredible to see the impact Sambhali U.S. has brought about to help empower women and girls in Rajasthan, India. I am very proud to be a part of this wonderful organization.”
-Anush Iyer*



Learn and Spread the Word

Two other vital ways to build our community are to join the Sambhali U.S. [mailing list](#) and to follow Sambhali U.S. on social media—and to ask others to do so as well. Like, love, share, and comment! All of these multiply your impact.



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We are very grateful for your help and support!

Email info@sambhalius.org with any questions or suggestions.