Fundraising Toolkit

Fundraising Instructions

Online donations:

1. Visit https://secure.getmeregistered.com/get_information.php?event_id=10796.
2. Click the "Become a fundraiser" button.
3. Enter your fundraiser name (your name as an individual fundraiser or the team's name for a group fundraising page) and contact information.
4. Personalize your fundraising page to include:
    - Your fundraising goal
    - Why you are participating in the Denver Gorilla Run
    - Include any personal connection to the mountain gorillas
    - Upload an image (gorilla picture, training in your gorilla suit, previous year pic)
5. Send your fundraising page link to all your friends and family! For your convenience, we've provided a pledge letter template.
6. On your fundraising page, use the social media icons to share with your networks and let them know about your fundraising efforts!
7. Remember you are eligible for great fundraising pledge incentives!
8. For additional help and support, email saveagorilla@yahoo.com.

Offline donations:

You can also collect cash donations or checks made payable to MGCF. Record fundraising dollars on the pledge form and drop off at the donations table on event day.

Pledge Letter to Send to Supporters

Hi There!

Remember the movie, "Gorillas In The Mist"? Well, I will be a gorilla for a day participating in the 11th Annual Denver Gorilla Run on November 2nd.

I am raising funds for the Mountain Gorilla Conservation Fund and am asking you to help by making a contribution. I've set a personal fundraising goal of $[*INSERT GOAL*]. Please visit [*ADD PERSONAL FUNDRAISING PAGE WEBLINK HERE*] to donate online quickly & securely. Or, why not join me on the day of the event? Visit www.denvergorillarun.com to register today.

Why are we doing this?
MGCF needs to expand its veterinary program by educating local Ugandans and Rwandans to become veterinarians. The current facility at Makerere University has outgrown itself and we need more room to further the education of locals to first, protect the mountain gorilla, then expand to other wildlife in Uganda and Rwanda. MGCF needs support in raising funds to continue building the new expansion that will provide lecture halls, postgraduate and grant research offices, and a wildlife disease surveillance biohazard level 1 bank. MGCF was the first in the world to ever build an "on location" vet center in 1986 for the protection of endangered animals. Since then, 20 expatriate veterinarians have served in the countries and now locals have been educated enough to take over and protect their own wildlife. This is a great thing for central Africa!

I thank you in advance for your support and really appreciate your generosity!!

Denver Gorilla Run main web site: http://www.denvergorillarun.com

If you would like more information about the Mountain Gorilla Conservation Fund and how funds raised through the Denver Gorilla Run are used, please visit www.saveagorilla.org.

Please forward this email to as many people as you can and encourage them to donate!

Fundraiser Checklist

✓ HAVE A PLAN AND STICK TO IT

The most effective way to achieve your fundraising goal is to create a detailed plan outlining the steps you'll need to complete in order to meet your objectives. Remember, sticking to your plan will ensure success!

- ❑ Set a goal of at least $250.
- ❑ Start early so you can give people ample time to donate.
- ❑ Make it personal. Educate your donors on why this cause is so important to you.
- ❑ Stress the benefits of contributing.
- ❑ Ask BIG before going small.
- ❑ Never feel guilty about asking for donations.
- ❑ Keep track of who you've asked and follow-up.
- ❑ Always ask contacts to forward your email to others.
- ❑ Keep donors updated on your progress.
- ❑ Ask, Ask, Ask!
- ❑ Send thank you notes!

✓ DON'T BE AFRAID TO ASK EVERYONE YOU KNOW

- ❑ Start by making your own contribution!
- ❑ Friends, family members, and co-workers. You never know who is willing to contribute!
- ❑ Ask your employer if they have a matching gift program or would be willing to make a corporate donation…have your donors ask their employers too!
- ❑ Email local businesses that might be interested in your cause. Ask them to sponsor you.

✓ USE SOCIAL MEDIA

- ❑ Update your Facebook status to let your friends know you are raising money for the mountain gorillas.
- ❑ Tell your Twitter followers about your fundraising efforts.
- ❑ Keep everyone up to date on progress towards your goal.

Set a Fundraising Goal

I will raise $ _____ (we recommend $250.00) by November 2, 2014.

I will contact _____ people in order to reach my goal.

Estimate the average contribution will be $50 and that 50% of the people you contact will contribute. If you plan to raise $250, you only need to contact 10 people. Simple!

Mountain Gorillas are one of our closest relatives, sharing 98.6% of our DNA. This makes them the closest link to mankind. The MGCF is working to help save these animals from extinction.

Dr. Dian Fossey asked Ruth Keesling for help in 1983. Since Dian's murder in 1985, Ruth and the MGCF have kept that promise. She started with 248 known mountain gorillas to be alive and today there are estimated to be 880 in the wild. These animals are not seen in any zoos, but only in the wild. Since we are their closest relatives, we need to help them.

The locals set snares in the National Parks to capture deer or duiker (their food source), but the gorillas also get caught in them. If discovered in time a team of veterinarians will go in and assist the animal and release it from the snare. Ruth sent the first veterinarian into the jungle back in 1986 and this has proven to be the leading cause to saving this animal. The mountain gorilla is the only Great Ape primate posting positive numbers within its population in the world.

Ruth Keesling started the Wildlife Animal Resource Management (WARM) at the Makerere University in Kampala, Uganda in 1996. This department teaches local Ugandan, Rwandan, Tanzanian, Kenyan and Congolese to become qualified as park rangers or they can continue on to become Wildlife Veterinarians.

This is the first of its kind for Africa and over the years, the department has become the fastest growing in the University.

RUTH KEESLING WILDLIFE HEALTH AND RESEARCH CENTER

The current building is no longer large enough to house the number of veterinary students who want to be educated in this field. Today, we are answering the call for action and now expanding the facility to become the Ruth Keesling Wildlife Health and Research Center.

The brand new facility will include: two main lecture halls with seating for 100 students, two large scale research laboratories, postgraduate and grant research offices. The lower section will contain a Wildlife Disease Surveillance Biohazard Level 1 Bio Bank.

Each building will house nine labs, eighteen total. The uniqueness of this facility is the samples are studied in the research laboratories right up stairs. Again, first of its kind for Africa.
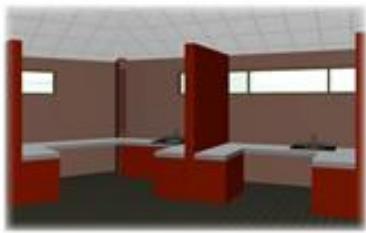
When this building is complete, we have kept our promise to Dr. Dian Fossey!

Dian Fossey's final journal entry:
"When you realize the value of all life, you dwell less on what is past and concentrate more on the preservation of the future."

Mountain Gorilla

Conservation Fund
SaveAGorilla.org

Pledge Form
Denver Gorilla Run November 2, 2014

Participant Name: _____ Team Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ E-mail: _____

Sponsor's Name	Address / City / State / Zip	Email	Amount Pledged	Cash	Check
				☐	☐
				☐	☐
				☐	☐
				☐	☐
				☐	☐
				☐	☐
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				☐	☐
				☐	☐
				☐	☐
		Total			

- Please make checks payable to: MGCF
- Bring this form to the Denver Gorilla Run on November 2, 2014
- The donor's name and address or email must be clearly printed and complete on the form above to receive a tax receipt from Mountain Gorilla Conservation Fund.

Pledge Incentives

Raise this amount	...to receive
$50	Event T-shirt -or- Silverback Coffee of Rwanda (1 lb. bag)
$100	Plush Gorilla -or- Fleece vest
$200	Ugandan Basket or case of Silverback Pale Ale *To claim this prize you must be over 21 and show proof of ID when picking up from the brewery.*
$300	A pink gorilla suit to distinguish you as one of our top fundraisers!

Pledge incentive prizes are cumulative.
Raise $300 and you'll receive a pink gorilla suit in addition to the Ugandan basket or beer, plush or vest, and event t-shirt or coffee.