



Twelve Ways YOU Can Support Project Aruna

Raising funds and other resources to support our programs is one of the greatest gifts you can give to the organization. Here are twelve ideas to get you started.

1. Spread the Word

Sharing your passion for Project Aruna's work will get other people excited too. Talk to your family and friends who are interested in similar organizations, "like" the Project Aruna [Facebook page](https://www.facebook.com/ProjectAruna) (<https://www.facebook.com/ProjectAruna>), sign up for Project Aruna's newsletter, and share the organization's updates. Share information about Project Aruna with your contacts in person and via social media, and encourage them to donate, spread the word, and to "like" the organization's Facebook page themselves.

2. Host an Aruna Event

Hosting an event for Project Aruna is the perfect way to bring people together in one place to learn more about Project Aruna and encourage donations. Organizing a House Party can be a simple and fun first event: Invite between 25-50 friends and colleagues, provide light snacks and refreshments, and have Project Aruna staff give a brief presentation on the organization, and then ask for donations. Project Aruna's easy-to-follow house party guide will walk you through every step of the process.

3. Promote Project Aruna's crowd-funding campaigns

Each year, Project Aruna hosts an end-of-the-year online giving campaign via Indiegogo.com. Reaching our fundraising goal for this campaign is crucial to ensuring the organization's ability to continue to operate its programs. Share the campaign launch with family, friends, and supporters via a personal email appeal for donations, and share updates on Facebook and other social media.

4. Provide introductions to foundations and other philanthropic organizations

Project Aruna currently relies on a network of individual and corporate support, in addition to its volunteer staff and board, to support all its activities. To broaden the organization's base of support, it is currently seeking additional support in the form of grants. In-person or email introductions to staff of foundations that might be interested in funding Project Aruna dramatically increases the organization's ability to access this kind of support.

5. Give money yourself

This is the easiest way to support Project Aruna for those who are able. Consider making an annual donation or a recurring monthly donation to sustain Project Aruna's work.

6. Make an in-kind donation

Give Project Aruna something we need or ask your friends to do the same. Ideas include a new computer, filing cabinets, office supplies and paper, software programs, etc. Donations of skills or in-kind services (art to sell at fundraisers, graphic design services, fundraising expertise, etc) can also make a huge impact on the organization. This is good for people who don't like asking for money but who don't mind asking for things that cost money.

7. Put on a bake sale, book sale, dinner or garage sale

Ask two to five friends to help you bake the goodies or get the books or the other stuff required for the sale, staff it and clean up afterwards. Planning a benefit dinner at a temple, church or union hall or other big room with a large kitchen is another variation on this idea. This is an excellent way to get people involved in fundraising without ever actually asking them directly for money.

8. Donate your frequent flyer miles

Sell your frequent flier miles to friends or donate them to the organization for a raffle. Many airlines let you give away miles, and you may be able to sell your miles as long as you don't go through a mileage broker. In addition to raising funds for Project Aruna, donations of miles help us involve more student leaders in our service learning and travel programs.

9. Build support among local businesses

Local businesses are an important source of support for Project Aruna. Take printed information (Project Aruna postcards or fact sheets) to 10 businesses in your neighborhood. Ask them to either donate a percentage of profits for a certain day, month, or on an on-going basis, or to make an in-kind donations (Recent examples include Farley's Emeryville donating a percentage of proceeds for a month and Blue Bottle Coffee donating gift certificates to encourage larger individual cash donations).

10. Canvass your neighborhood

For one evening, ask a group of friends take literature to all the neighborhoods around you, pass out Project Aruna information, and ask for donations at the door. Be sure to comply with city and county ordinances.

11. Reach out to your faith community

If you attend a church, temple, mosque, or atheist collective, find out if Project Aruna can be a "second collection" (where proceeds from passing the plate are donated to a previously-selected organization), or if your faith community has another program to support non-profits that are important to their constituents.

12. Seek out corporate matching gifts

Find out which of your friends work in corporations with matching gift programs, and then ask them to donate and get their gift matched for your organization. Ask them to share their donation with their coworkers to encourage further matching donations from their place of work.

Thank you! ¡Gracias! Chjonte!