

5 FUNDRAISING TIPS



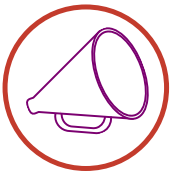
Make it easy and have fun

During the COVID-19 pandemic, grandmothers groups are adapting events and trying online and virtual activities as well as events that can be done safely, like fitness-based activities, trunk or yard sales, and author talks.



Talk to One Another and to the SLF

Meet regularly in person, or virtually, to keep one another energized—and keep everyone up-to-date and inspired! The Grandmothers Campaign team at the SLF is always available to help. Join the monthly Campaign Calls on the third Thursday of the month to hear from other groups, exchange ideas and share tips and strategies. Email campaign@stephenlewisfoundation.org



Get the Word Out

Outreach and publicity are critical to the success of your activities. Invite family, friends, and supporters to join your activities. Eventbrite, community newspapers, and social media are all great ways to publicize your event. Tag us, @SLFGrandmothers, on Facebook so we can follow your success.



After the Event

Submit all proceeds or donations to the SLF. Together with the group, reflect and review what worked well, and what you might change for your next event. Honor the work you've done, and celebrate your success!



Be Part of a Movement

The funds raised by your group's efforts and activities go directly to the grandmothers and their community-based organizations in sub-Saharan Africa who are responding to the intersecting pandemics of HIV and AIDS and COVID-19. They restore hope, resilience and well-being in communities affected by HIV and AIDS. Your involvement, support and solidarity is part of a dynamic international movement of grandmothers and grandmothers raising funds and amplifying grandmothers' voices!