

**CONCERN**  
worldwide US

# Concern Worldwide US Fundraising Handbook

A guide to raising awareness and critical funds  
for the world's most vulnerable communities  
living in extreme poverty across 25 countries.



# WHO WE ARE



## Our Mission

Our mission is to help people living in extreme poverty achieve major improvements in their lives that last and spread without ongoing support from Concern.

Our role is to ensure that people living in extreme poverty are able to meet their basic needs, achieve their rights and manage their own development. We do so by working with communities and by using our shared experience and knowledge to address the root causes of extreme poverty. To achieve this mission, we engage in long-term development work and respond to emergency situations.

## Our Vision

Concern's work is informed by a vision for change. We envision a world in which no one lives in poverty, fear, or oppression; in which all have access to a decent standard of living and the opportunities and choices essential to a long, healthy, and creative life; and in which everyone is treated with dignity and respect.

## Our Values



- The fundamental belief that all people are entitled to equal rights, regardless of circumstance.
- A commitment to rapid and effective emergency response in strict adherence to humanitarian principles.
- The operational imperative that all of our work starts with listening to people, ultimately partnering with communities to transform lives and livelihoods.
- The relentless pursuit of solutions that are innovative as well as pragmatic, in response to specific community needs.
- Complete accountability and transparency in all of our actions and use of resources.

# OUR AREAS OF FOCUS



## Emergencies & Refugees

Emergency response is a core pillar of Concern's work. Whether it's conflict, a natural disaster, or a refugee crisis, Concern responds rapidly while ensuring that local priorities guide our actions, and we stay long after the headlines fade to help communities rebuild.

## Health & Nutrition

Concern has led the way in standard-setting programs that strengthen local health systems and provide quality nutrition support to the world's most vulnerable communities. And because hunger doesn't happen in isolation, we integrate our health and nutrition programs into all other programming.

## Livelihoods

To break the cycle of poverty, we identify and address the underlying issues faced by people living in extreme poverty. Our livelihoods programs help people manage their natural resources and gain the skills and knowledge they need to work.

## Climate & Environment

Climate shocks are becoming more intense and more frequent each year, and too often, those who bear the least responsibility for climate change suffer its effects the most. We promote eco-friendly programming tailored to local environments and designed to help communities sustainably manage food, water, and other natural resources.

## Education

All children have a right to a quality education. With education being key to breaking the cycle of extreme poverty, we strive to create safe learning environments for children and support the creation of quality teaching and learning.

## Gender Equality

Gender inequality is a major barrier to ending poverty. Every program that Concern implements is designed to be gender transformative to address and combat harmful gender dynamics in the communities with which we partner.





# HOW DOES YOUR FUNDRAISING MAKE A DIFFERENCE?



**\$25**



Can help provide 3 books for library boxes to improve reading practices for children.

**\$100**



Can treat two children with malnutrition.

**\$500**



Can construct a new handpump to provide clean water.

**\$1,000**



Can teach 20 refugee families to grow vegetables with climate smart agriculture techniques.

# FUNDRAISING IDEAS



## **Bake Sale**

Who doesn't love a sweet treat? With your team, bake some of your favorite baked goods, pick a date and location – outside of your school, in your town, or at an event – and start selling!

## **Garage Sale**

This is a great way to clean out your house and raise money for Concern! Organize a garage sale and get your friends and family in on it too - they can donate items to sell and help increase your impact.

## **Bottle Collection**

If you live in a state that has a redemption value on bottles and cans, set a collection day with your team, friends, family, and community and spread the word that your collections will go to a great cause!

## **Social Media**

Reach out to friends and family via social media! Whether you set up a fun challenge for people to join along, or simply create a series of fundraising posts, social media is a simple way to get involved.

## **Facebook Live Fundraiser**

Consider inviting experts or professors on a topic related to Concern's mission to give a talk and lead a Q&A on Facebook Live. Or, provide entertainment by asking a local band to perform.

## **Celebrate with Concern**

Celebrate a special occasion with this simple and personal way to make a difference. Ask friends and family to donate on your behalf for your birthday, wedding, or other special day.

## **Raffle**

Set up a raffle with each ticket sale going towards your fundraiser! You can connect with local businesses to donate prizes for the raffle. The raffle can take place at an event or party, or on your social media.

## **Contact Local Businesses**

Local businesses are great resources for fundraising. Reach out and ask if they're interested in donating, ask to set up a donation tin in their store, or ask if they can donate a raffle prize!

# GETTING STARTED



## 1. Define Your Goals

Identify the programs or project you want to support; then, determine the target amount to fundraise and the specific objectives to achieve.

## 2. Choose a Fundraiser Idea

Select a fundraiser idea from the suggestions provided or create your own.

## 3. Build a Team

Recruit volunteers by forming a group of dedicated friends, coworkers, students, faculty members, or family that will help you with your fundraiser.

## 4. Start a Fundraiser Page

Visit [concernusa.org/getstarted](https://concernusa.org/getstarted) and click Start a Fundraiser. You can customize your page and share your story (why does Concern's work matter to you?).

## 5. Lead by Example

To jump-start your fundraiser, we recommend making a gift of any amount first to inspire others to follow suit.

## 6. Spread The Word

Gain the support of your friends, family, and colleagues by sharing your fundraiser in person – including hosting the event, if needed – or online.

## 7. Collect and Send Your Donations

Collect any cash or in-person donations and add them to your fundraising page.

## 8. Send Thank You Notes to Donors

Make sure to thank each donor for their contribution. Reach out in person or via email; if your fundraiser is on social media, thanking them publicly may inspire others to donate as well!

# SAMPLE RESOURCES

## Sample Outreach Letter

*Reach out, in person or via email, to businesses and individuals to ask for their support:*

I'm fundraising for Concern Worldwide US, and I need your help!

Around the world, one billion people struggle to live on less than \$1.90 a day. In order to break the cycle of poverty, Concern partners with communities to develop innovative and sustainable solutions. I'm excited to fundraise for such an impactful organization, and I hope to raise \$\_\_\_\_\_.

Please join me in making a difference by donating today. For every dollar donated to Concern, \$0.93 goes directly to their programs, making the largest impact possible.

Thank you again for your support!

## Sample Thank You Letter

*Reach out, in person or via email, to thank everyone for their support:*

Thank you so much for your generous contribution to Concern Worldwide US! I really appreciate your support.

Your kindness and support mean the world to the communities that Concern partners with everyday, and with your help, Concern is working to break the cycle of extreme poverty, whatever it takes.

Thank you again for your support. Be sure to check in to my fundraising page for updates on my progress, or follow me on [social media channel]!

Thank you,

[Name]

# THANK YOU!

Thank you for your support to Concern Worldwide US fundraising efforts! Your commitment to making a difference in the communities we serve is amazing, and we want to extend our thanks for taking an interest in our organization and our programs.

Your involvement in our organization has been invaluable, and we appreciate the time and effort you have invested in helping us fundraise. It is through the generosity of individuals like you that we can continue to make a positive impact on the communities we serve.

The money you helped fundraise goes a long way in helping us achieve our goals and bring about change in the world. With your help, we are one step closer to providing assistance and creating a brighter future for the people we serve.

Thank you for your dedication to our fundraising efforts. We are truly grateful for your involvement and your belief in our mission to eradicate extreme poverty.

Questions? We're here to help! Reach out to the team at [donorcare.USA@concern.net](mailto:donorcare.USA@concern.net).

Program Activities | 93%

Fundraising | 4%

General & Admin | 3%

When you fundraise for Concern Worldwide, 93 cents of every dollar donated goes directly to our programs operating in 25 countries.





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