



Fundraising Toolkit



Fundraising Instructions

1. Create an online fundraising page by visiting <https://secure.getmeregistered.com/SSCMembership>.
 - a. Click the “become a fundraiser” button
 - b. Fill out the fundraising page form
 - c. Click “edit your homepage by clicking here” to personalize your fundraising page with a message and photo
2. Email all your friends and family to let them know you are climbing for mountain gorillas. For your convenience, we’ve provided a [pledge letter](#) template. Fill in the climb description and pledge amount per ft. donation chart included in the pledge letter.
3. Ask donors to support you by selecting an amount to donate per ft. of elevation gained.
4. Collect donations and record pledges in the “Amount Pledged” column of the Silverback Summit Club [pledge form](#).
5. Remember you are eligible for great fundraising [pledge incentives](#)!
6. Summit Mt. Bierstadt and have a picture taken of you at the top wearing a gorilla suit and holding a [sign](#) indicating the mountain, elevation, and location.
7. Drop off donations & pledge form on the day of the organized climb or mail, along with check donations, to:

MGCF “Gorilla Headquarters”
4380 S. Syracuse St. #320
Denver, CO 80237
8. Send [follow up letter to supporters](#).

Credit Card donations:

Credit card donations will be processed via Get Me Registered (<https://secure.getmeregistered.com/SSCMembership>). Provide your personal fundraising page URL to donors & they can visit your page to make a secure donation online.

Offline donations:

You can collect cash donations or checks made payable to MGCF. Record fundraising dollars on the [pledge form](#) and mail or drop off at MGCF.

Pledge Letter to Send to Supporters

Hi There! I recently became a member of the Silverback Summit Club, a fundraising group of individuals created to benefit the highly endangered mountain gorillas in central Africa. On August 12th, I will venture to the top of Mt. Bierstadt wearing a gorilla suit. My total elevation gain will be 2,391 ft.

I am raising funds for the Mountain Gorilla Conservation Fund (MGCF) and asking you to help by making a contribution. You can sponsor my total elevation gain or pledge any dollar amount.

If you are interested in supporting me, please indicate the amount you intend to sponsor per ft. of elevation gained (see the pledge per ft. donation chart below). To make a secure online donation, please visit my fundraising page at [*INSERT FUNDRAISING PAGE URL*]. Cash donations and checks made out to MGCF are also accepted. I will inform you when I complete the climb and send you a picture of me on top of Mt. Bierstadt in my gorilla suit.

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 build a new expansion that will provide new lecture halls and a wildlife museum to conserve gorilla remains for future studying. 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!! Please forward this email to as many people as you can to encourage them to donate!

If you would like more information about the Mountain Gorilla Conservation Fund and how funds are used, please visit <http://www.saveagorilla.org/>.

Climb Description: **Name:** Mt. Bierstadt
Starting Elevation: 11,669 ft.
Summit Elevation: 14,060 ft.
Elevation Gain: 2,391 ft.

Pledge per ft. donation chart:

\$.01 = \$23.91	\$.02 = \$47.82	\$.03 = \$71.73	\$.04 = \$95.64	\$.05 = \$119.55
	\$.10 = \$239.10	\$.25 = \$597.75	\$.50 = \$1195.50	

Follow Up Letter to Send to Supporters

Dear [*DONOR*],

I completed my climb! Please see the attached picture of me on top of Mt. Bierstadt wearing a gorilla suit. My total elevation gain was 2,391 ft.

Thank you for pledging [*INSERT PLEDGE*] per ft. of elevation gained, for a total donation of [*INSERT TOTAL*] to Mountain Gorilla Conservation Fund.

In 1986, a building was donated to MGCF to start the first ever Wildlife Animal Resources Management (WARM) Department in Uganda. The classes in this facility teach students to become veterinarians so they can help protect Africa's struggling wildlife. Over the past 26 years, this program has become so popular that it has outgrown the building. With your donation, the Mountain Gorilla Conservation Fund is answering the call for action and now expanding the facility to become the Ruth Morris Keesling Center of Wildlife Health and Medicine to house the WARM Department. The brand new facility will include: two main lecture rooms, two large scale research laboratories, and postgraduate and grant research offices. The lower section will contain a Wildlife Disease Surveillance Biohazard Level 1 Bio Bank.

Thank you for your support,
[*INSERT NAME*]

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 climbing 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 _____ August 12, 2012.

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!

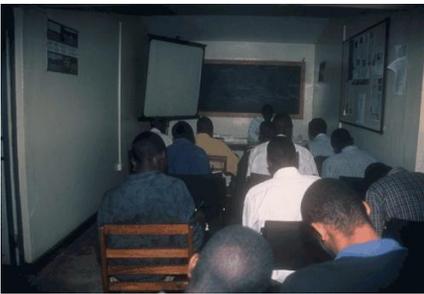
Why are we doing This?



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 790 in the wild. These animals are not seen at zoos, but only in the wild. Since we are their closest relatives, we need to help them.



The locals set snares in the National Park to capture deer or duiker (their food source), but the gorillas also get caught in the snares. If the gorilla are not tended to, they will die from the snare wounds, poaching and diseases. In response to the need to protect the gorillas, Ruth Keesling started a project called, "Mountain Gorilla Veterinary Project", and Veterinarians were installed on location.



Ruth Keesling started the Wildlife Animal Resource Management at the Makerere University in Kampala, Uganda. This department teaches local Ugandan, Rwandan, Tanzanian, Kenyan and Congolese to become qualified as park rangers or they can continue on to become Veterinarians. This is the first of its kind for Africa and over the years, the department has become the fastest growing in the University. The current building is no longer large enough to house the number of veterinary students. Today, we are answering the call for action and now expanding the facility to become the Ruth Morris Keesling Center of Wildlife Health and Medicine to house the WARM Department. The brand new facility will include: two main lecture rooms, two large scale research laboratories, postgraduate and grant research offices. The lower section will contain a Wildlife Disease Surveillance Biohazard Level 1 Bio Bank. 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."



Silverback Summit Club Pledge Form



Climber Name: _____ Email: _____

Climb Description: **Name:** Mt. Bierstadt
 Starting Elevation: 11,669 ft.
 Summit Elevation: 14,060 ft.
 Elevation Gain: 2,391 ft.

Pledge per ft. donation chart:

\$.01 = \$23.91	\$.02 = \$47.82	\$.03 = \$71.73	\$.04 = \$95.64	\$.05 = \$119.55
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Sponsor's Name	Email	Amount Pledged (per ft.)	Total Pledged (Total elevation gained X amount pledged per ft.)	Cash	Check
<i>Mt. Bierstadt Example: John Smith</i>	<i>johnsmith@example.com</i>	<i>\$.02</i>	<i>\$47.82</i>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
Total				<input type="checkbox"/>	<input type="checkbox"/>

- Please make checks payable to: MGCF
- Bring this form with you on the day of the organized climb, drop off at the office, or mail to: MGCF "Gorilla Headquarters" 4380 S. Syracuse St. #320 Denver, CO 80237
- The donor's 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	T-shirt 
\$125	Plush Gorilla 
\$250	Fleece vest 

Pledge incentive prizes are cumulative.

Raise \$250 and you'll receive the fleece vest, plush gorilla, and a t-shirt!

Summit Picture Sign

Mountain:

Elevation:

Location:
