

Brainstorm of Fundraising Ideas – Individual Fundraising for the LIFE Program & Other NVC Trainings and Retreats

Introduction

Communicate2Connect (C2C) is an incorporated not-for-profit organization based in southeast Queensland, Australia, set up to support and promote Compassionate Communication, also known as Nonviolent Communication or NVC. We want to make NVC trainings accessible to as many people as possible, to support building a world that is more compassionate, peaceful, co-operative and flourishing; a world where all people's needs matter; a world where people can live from their deepest authenticity; and a world where humans live in respectful, appreciative and sustainable relationship with the broader earth community.

We are working to make NVC trainings and retreats accessible in various ways including:

- Supporting people with individual fundraising
- Offering sliding scales for payments at workshops we organize
- Establishing a national NVC Scholarship and Loan Fund to provide subsidized places on NVC trainings in Australia.

For more details see www.communicate2connect.org.au

Here we share a brainstorm of some ideas for personal fundraising.

1. **GET CLEAR ON YOUR VISION & EMBODY IT** Once you're really clear on your vision of why you want to do the LIFE program, or any particular NVC training, what you want to do with it, and how that can contribute to your personal wellbeing/authenticity/effectiveness, your community, or the broader society, get in touch with embodying this vision and the beauty of the needs underlying the vision – from this space write your vision and what kind of support you need (how much \$, goods & services to auction, specific help with fundraising etc.), and start asking for help. Be clear about what your asking people to contribute to – what you want to create or achieve with the training – and how much money you need to raise. Remember you can pay for the LIFE program in instalments.
2. **DECIDE TO HAVE FUN WITH FUNDRAISING.**
3. **THINK ABOUT WHAT OTHERS MAY ENJOY CONTRIBUTING TO** e.g. aspects of NVC or the LIFE program and what you specifically intend to apply it to, that may align with the needs and interests of organisations and other individuals who may give you funds or other support.
4. **ASK YOUR WORKPLACE TO FUND ALL OR PART OF THE TRAINING as professional development**

5. **WRITE UP VISION AND REQUESTS & MAKE IT PUBLIC** Write up your vision, needs & requests and post it to Facebook, your website, NVC website in your country, YouTube, your local newspapers, any local newsletters, fliers on notice boards etc. If using newspapers you could see if you can get an article published.

6. **FIND OTHERS TO COLLABORATE WITH** Get in touch with others in your region who may also be fundraising to do the LIFE program, and see if you can support each other in creative ideas and fundraising activities (ask Tracy Adams in Australia and Phil Toms or Meagan Rutherford in NZ to help connect you – contact details below)

☺ **MAKE REQUESTS TO PERSONAL SUPPORTERS** Email and/or Facebook or snail mail message all your friends, people in the NVC community, family, and anyone else you think might support you – tell them your vision and request support via direct one-off \$ donation, regular small payments by direct debit to your bank account, donation of goods and services to raffle or auction, donation of performance for performance night, or help with fundraising activities. Ask friends and family to forward your request to their networks. Be sure to give details of how they can transfer money to you.

☺ **MAKE REQUESTS TO BUSINESSES & ORGANISATIONS** Talk to local businesses, churches, service organisations (e.g. Rotary, Lions, Zonta), and your local, State and National government local representatives about your vision and ask if they can give a donation and/or support your fundraising from their discretionary funds (e.g. they may give cash donation, may pay for a newspaper ad; put stuff in their newsletter, Facebook & website; pay for cost of hiring hall and sound system if you put on an event; may host you as a speaker at their group, where you can request donations, etc.)

☺ **MICROFINANCE LOANS** Check with banks and credit unions for any microfinance programs – you may be able to get a no-interest or low-interest loan. Details are usually on their websites, often under sections about Community, Philanthropy, Micro-finance etc. Is there a family member or close friend who would give you a no-interest or low-interest loan, that you're confident of being able to repay with regular payments?

☺ **GRANTS AND PHILANTHROPIC ORGANISATIONS** Search for any grants you may be able to apply for, and for any philanthropic organisations who may fund your training.

☺ **CONSIDER USING CROWD-FUNDING** online e.g. Indiegogo, Pozible, Kickstarter

☺ **OFFER SKILLS, SERVICES & GOODS TO GENERATE \$** What can you do, make, sell apart from your usual paid work to raise funds? List everything you're willing to offer at a cost and advertise to your friends, networks, and publicly. Think outside the box – e.g. walk dogs, cook meals, massage, proof-read documents, make special Christmas & birthday cakes,...

OTHER IDEAS – AND ADD YOUR OWN CREATIVE IDEAS – MAKE AS FUN & CREATIVE AS POSSIBLE, and always let people know what your raising funds for, and why.

Ask to be a speaker at a local service club or library, speak about your vision, and ask for donations.

Auction or Raffle (ask friends and local businesses to donate goods & services)

Invite friends to birthday party and ask them to pay

Have a dinner party or soiree and ask friends to pay

Ask a friend to host a dinner party or soiree and ask friends to pay

Have a group of friends work with you to host a progressive dinner for paying guests.

Host Murder Mystery Dinners for paying guests

Hold film nights as fundraisers

Host & facilitate (with help from NVC buddies) an Empathy Swap-A-Thon which people pay to participate in.

Have a fancy dress party, Mad Hatters party, Dance Party, etc. and invite friends to come and pay. Have prizes for best/most eccentric costumes etc.

Hold Solstice & Equinox rituals, celebration, party or similar seasonal theme celebration, and ask people to pay.

If you have friends or contacts who are performers who would donate their performance to you, put on a performance event at someone's home or small cheap hall and invite friends & the public to come for a fee.

Hold an Outrageously Posh Ball (Op Shop Glam) with dance music

Have people sponsor you for a walk-a-thon, dance-a-thon, Speak Peace-a-thon or similar

Have all your friends who love to dance and who want to support you get sponsored for a dance-a-thon then hold the dance-a-thon with great dance music

Clean out your house and have a garage sale or market stall, or sell online. Ask friends & family to contribute good quality things to sell.

Offer free places in future NVC workshops you will run for donors who donate at least the cost of such workshops.

Please add and share any other fundraising ideas or resources you have

☺ May the fundraising force be with you!

You may also find our Fundraising Resources document useful – see

<http://communicate2connect.org.au/fundraising-resources/>

For help finding others in your region who you may be able to collaborate with on fundraising for the LIFE program contact:

In Australia – Tracy Adams 07- 54352993 wildweaver@ozemail.com.au

In New Zealand – Phil Toms at nvcnz@me.com or Meagan Rutherford meagan.rutherford@gmail.com