



Fundraising Toolkit

Lighting Up Lives with One Million Lights

This toolkit is designed to assist you with outreach for One Million Lights and ways to reach your fundraising goals for solar light distribution projects!

The toolkit Includes:

- Information about One Million Lights, the problem we strive to address, the mission and the impact we will have in the global community
- Activity: Setting Goals for Your Fundraising Initiative
- Activity: Brainstorming about Outreach
- Activity: Mapping your Network
- Fundraiser Ideas
- Donor Solicitation Letter

We hope that the toolkit will help you reach your fundraising goal as well as making this process a fun, service learning experience. Also, if there is anything that you may need assistance with that is not covered in the toolkit please contact us for further information and assistance. We'd love to help you reach more people with clean, safe light!

Contact Us:

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One Million Lights
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or (214) 505-9877 cell
Email: joan@onemillionlights.org
Website: www.onemillionlights.org





Fundraising Toolkit

Being Informed

As a volunteer and spokesperson for One Million Lights, potential donors, co-workers, friends and family may ask you questions about the organization and the lights you will distribute. The following information includes the mission of One Million Lights, what makes us different from other non-profits and how we will make a difference in the world. We hope it will help you to feel comfortable representing One Million Lights in your community.

The Problem:

The need for clean, safe lighting in impoverished areas is urgent.

- Over 1.6 billion people worldwide lack access to electricity. To avoid being plunged into darkness at sundown, they depend on kerosene lamps that represent a significant economic burden and create many environmental and health risks.
- Families may spend up to half of their income on kerosene, even though it provides inadequate illumination and is responsible for 1.5 million deaths from burns and respiratory illnesses annually—62% of which are children.
- The rural poor are the largest users of kerosene, often walking great distances to purchase it. Our lights help families shift wasteful kerosene cost to productive investments in education, nutrition, and healthcare.
- Used 4 hours a day, a kerosene lamp emits over 100 kg of carbon each year. Consequently, the worldwide combustion of fuel for lighting results in 190 million tons per year of carbon emissions.

Lack of clean, safe lighting is only one of many problems facing those at the bottom of the economic pyramid. We believe that providing clean solar lights creates a ripple effect of positive change that will ultimately help individuals to lift themselves out of the debilitating cycle of poverty.

In remote, impoverished areas, there is a lack of infrastructure and funding to support an electrical grid, which would allow access to light. And although solar lights have existed for many years, local indigenous communities lack awareness of them and have no ability to purchase solar lights.





Fundraising Toolkit

The Mission:

Our goal is to identify high-need areas without access to electricity and create local programs to provide solar lights that enable children to study, adults to earn more income, decrease preventable accidents and health problems caused by kerosene, and also reduce greenhouse gas emissions.

Compared with households that rely on kerosene, solar lighting users are healthier without the negative effects of kerosene such as stinging eyes, upper respiratory infections, and burns from accidental fires. Solar lighting means a cleaner environment while still moving the developing world towards prosperity. Simply put, One Million Lights provides a tool to help families improve the way they live in a sustainable manner.

Our global distribution programs are gender neutral, and targeted at that segment of the population that cannot afford a light on their own. We have found that these people are completely dependent on kerosene, candles, or disposable batteries. They are highly motivated to improve their lives, but simply cannot afford or gain access to a solar light. Our programs are centered on schools, healthcare providers, and community groups.

The Impact:

From our preliminary research and data, if we distribute 1,000,000 lights to remote villages of the rural world, each year we will:

- Allow 2.5 million children and their families to enjoy clean, solar light rather than using kerosene lamps
- Add 6 billion hours of safe study and work in the home
- Detoxify and make more enjoyable the 11 billion hours that would have been spent in close proximity to a harmful kerosene lamp
- Enable our light recipients to save 1/4 of their income and repurpose it towards items like medicine, education, food, and clothing
- Offset 1 million tons of carbon emissions - that's 100 kg of carbon/family!

Through the work of our volunteers and interns, we will be able to stay in contact with our in-the-field partners to monitor light usage and ensure that lights are working properly.





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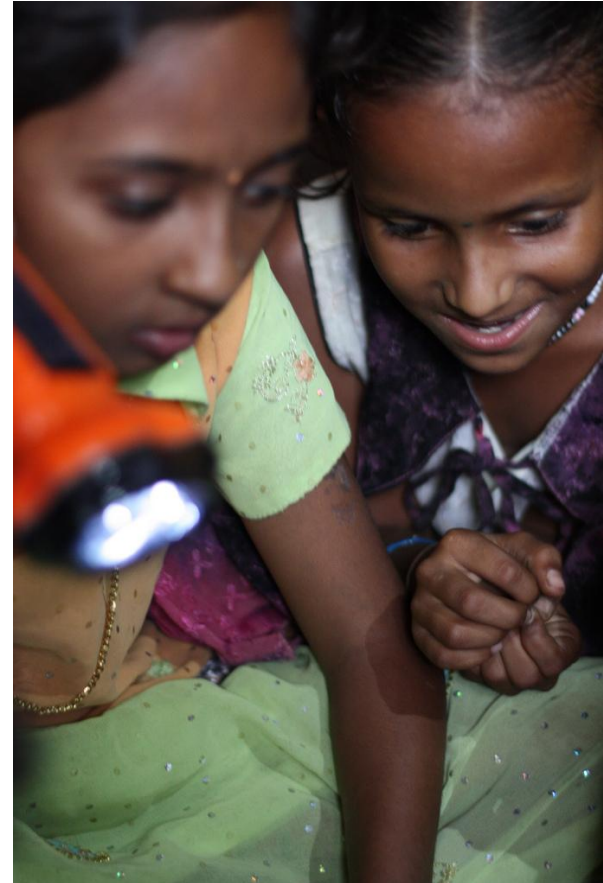
Defining Your Goals

Setting goals before beginning any project is a great way to stay on task and focus on what you want to get done. Before you begin fundraising for One Million Lights, list three goals you would like to accomplish. They can be anything from the number of people you would like to recruit to become a volunteer to any particular skills you might want to develop like public speaking.

Goal #1:

Goal #2:

Goal #3:



Now that you have listed your goals, keep in mind that you can share them with others, especially people such as potential donors and friends. Remember to revisit your goals periodically for any changes.



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Brainstorming about Outreach

Identify five groups or clubs at your school or in your community that could help spread the word about One Million Lights. They can be cultural, sports or even professional clubs.

A _____ B _____ C _____ D _____ E _____

Identify five people that could help spread the word about One Million Lights. They can be friends, teachers, school administration, co-workers or even family!

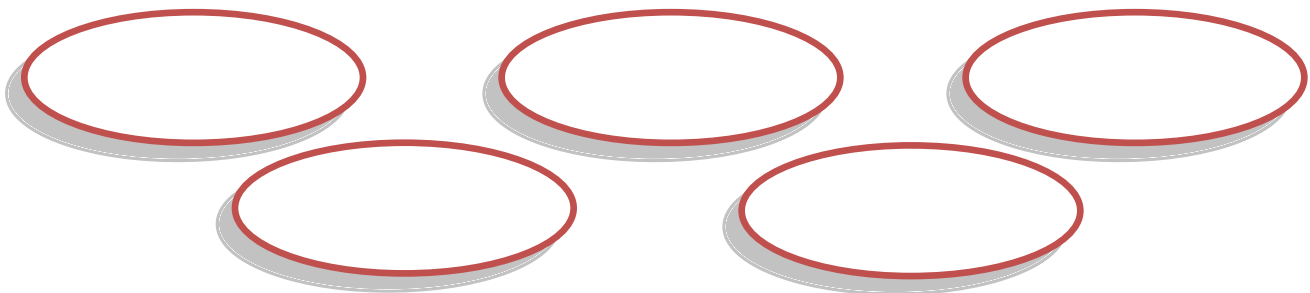
A _____ B _____ C _____ D _____ E _____

Identify five places that you could hold events, put up a table, flyer, or put posters up that will target the most students, workers or community members.

A _____ B _____ C _____ D _____ E _____

Now go back to each of the people, places and things you identified and rank them 1-5 on which have the most influence.

From the fifteen things you've identified, choose five that you would like to target for outreach and fundraising.

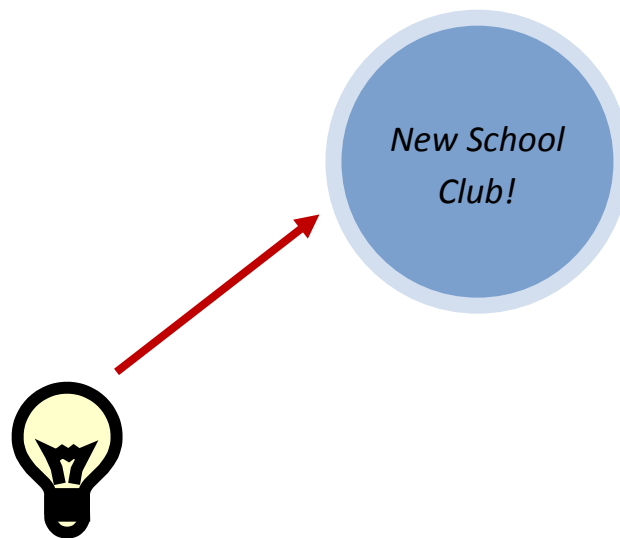




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Networks

Time for you to build a web of networks and spread the word about One Million Lights and your goal! There are numerous ways to do this, but first you have to pick a target audience, such as your student body or co-workers. There are many ways to get community members attention and inform them about One Million Lights. There are assemblies, community meetings, clubs, class room presentations, email a listserv, and social gatherings... just to list a few. So many possibilities!



Make your own web! Think back to the school mapping worksheet and the five main people, clubs and places you came up with. Expand on potentials ways to spread the word.



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Documenting the Process

Take photos and videos of all activities involved in the One Million Lights fundraiser. Write down your thoughts about the program and ask for stories from others involved. Send these to us and we can create a page on our site all about your work!



Students inspire their school to bring in their change for a "Penny Power" fundraiser



A classroom learns about a region of the world that needs solar light



College students challenge a rival dorm to a fundraising contest



Corporate employees donate & pledge to volunteer at an Earth Day Fair



Community members raise funds at a walkathon for light



Neighbors donate to attend a weekend brunch get-together

Submission: Please save photos, videos and stories onto a flash drive. Additional documents related to stories (such as children's drawings) can be scanned and saved onto the flash drive, too. Mail to One Million Lights; PO Box 444; Palo Alto, CA 94302.



Fundraising Toolkit

Ideas for Fundraisers and Outreach

There are a many different ways to do outreach. The following are just a few ways to spread the word about One Million Lights. Be creative and have fun!

Class Presentation: Are you learning about international development or covering a community in the world that lacks basic resources? Talk to your teacher about arranging a time for you to make a short presentation about One Million Lights to your classmates. Practice presenting in front of a mirror, family and friends and think of ways to connect what you're talking about to the audience. Bring in your solar light so that your classmates can see what they would be investing in.

Start a Club: Talk to your friends and classmates to see if they are interested in starting up a club with you at school. You could sign up as a group to fundraise for solar lights to donate to a community of your choice. You would have a team to work with on presentations and any other future projects. Each semester or school year you can fundraise for a different community.

Set Up a Table at an Activity: Set up a table during lunch, at a fair, or a school rally. Pass out OML flyers and information. Show the solar light to people. Tell them about what your goals are and the impact the lights will have.

Garage Sale, Book Fair, or Bake Sale: Ask your community to donate items such as gently used items from home, outgrown books, and baked items. Set up a day or week at school or the office to sell these items. Make sure to advertise the event in advance with emails and posters. Set up a booth at the event to share the One Million Lights idea and make sure everyone knows that purchases go straight towards solar lights for people in need.

House party: Invite friends, family, or neighbors over for appetizers, dinner, a movie night, or anything fun and easy. Ask everyone to contribute a reasonable amount (between \$10 and \$50 depending on your guests and the event). Give a plug for One Million Lights, then enjoy the event!

Birthday: Donate your birthday, anniversary, holiday, or other gift receiving event by letting people know to donate a light in your honor rather than giving you gifts. You can put this on invitations to your party, email this out to friends and family, post it on Facebook (you can even host a campaign through Facebook causes with One Million Lights as the beneficiary).

Look for a Sponsor: Approach local small businesses or larger corporations to sponsor your project. Their donation would be tax deductible, and they would be helping their local community through funding your service learning project.

For all donations made for your project, 100% of funds go towards program expenses including purchasing solar lights, delivering them to a community in need, and careful management of the distribution.



Fundraising Toolkit

Donation Letter Template

Use this letter as a template for your project. Personalize it before sending to your network!

October 1, 2010

Dear Mr. and Mrs. John Doe,

One Million Lights believes that light is as fundamental a need as food, water, and shelter. They send the gift of rechargeable, environmentally friendly, solar LED lights to individuals and families in poor, rural communities around the world without access to electricity.

Why light, you ask? Through their solar light distributions, they are improving lives through eliminating the need for toxic and expensive kerosene lanterns. Their solar lights enable children to study and get an education, reduce preventable accidents and health problems caused by kerosene, eliminate greenhouse gas emissions in order to improve the environment, and finally allow families to save 1/4 to 1/2 of their income usually reserved for kerosene and other expensive forms of evening light.

As a volunteer for One Million Lights, my personal goal is to fundraise for **25 solar lights**. With your help, we can light up lives through solar power and improve the living conditions of a poverty-stricken community that is motivated to help themselves.

Together we can replace kerosene lanterns with solar lights in order to help the environment, improve health, improve education, and make life easier for children and their families. Please consider contributing to my goal.

Donate a solar LED light for \$28.00 and join me in being part of a change people can see.

With Kind Regards,

Duff Mina

Duff Mina

Volunteer for One Million Lights

YES! I want to contribute to One Million Lights and help Duff reach her goal as a Global Ambassador!

I would like to donate:

1 Light (\$28) 2 Lights (\$56) 3 Lights (\$84) 4 Lights (\$112) Other: _____

This donation is in Honor of: _____

Online via Credit or Debit Card at:

www.OneMillionLights.org

Comment Box: Ambassador Duff Mina

Please make checks payable to:

One Million Lights

P.O. Box 444

Palo Alto, CA 94302, USA

Thank you for your generous contribution!

All donations to World of Color dba One Million Lights, a 501(c)3 nonprofit FEIN 26-3027982, are tax-deductible.