



# SMILES4SALE

THE GLOBAL MARKET FOR GOOD DEEDS



## SMILES4SALE MANUAL:

# RAISE FUNDS WITH GOOD DEEDS

Are you involved with a non-profit organisation seeking funds to support your cause? Or do you work at a company that would like to raise a nice donation for a good cause?

Selling good deeds is a great way to attract donations. This manual shares some ideas on how to do it.

## FUNDRAISING FOR NON-PROFITS

As a means of raising funds for your cause, organise a little campaign involving the sale of good deeds. First think about which people involved in your organisation might be the ones doing good deeds.

These are some ideas:

- Perhaps you support people in need – for example homeless, teenage mothers, physically impaired people – who in fact are equally capable of helping another by doing good deeds.
- Your staff
- Volunteers and other supporters of your organisation
- A group of people willing to volunteer for a one-off project, for example high school students

Next, invite all the participants to a brainstorming session to think of good deeds. These may be small and cheap, like 'do the ironing for somebody in a depression' or expensive and extensive, like 'organise a fashion show for street kids'. As part of the workshop you could paint signs with the best ideas on them and take pictures of each participant. If this is too much for one session, you could organise two.

Also, discuss which channel(s) will be employed to sell the good deeds. Consider these:

- Your website
- Your social media accounts
- Your mailing lists
- Seek publicity
- Your participants' networks
- eBay



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- PIFworld
- Fiverr
- An event

## DEVELOP A STRATEGY

Think about ways to raise a nice amount with the good deeds. Which price will people be willing to pay? Are some of the good deeds suitable to auction? Do you know small or large corporations interested in buying a good deed? Could you organise a 'good deed day' and get the sold good deeds done rapidly?

Put some thought into how to guarantee the good deeds take place and nice documentation is supplied to the buyers. Once somebody buys a good deed, they will expect to hear how it went within a number of weeks. Can you trust the participants to do what they promised? Will you need to encourage or support them, and what is an efficient way to do so?

## AN EXAMPLE:

*The Youth@school Foundation raises funds for education in Africa. This year, they agree with a local high school to engage the students in a fundraiser. The Foundation provides a workshop in which groups of students come up with ideas...*

*"For every raised \$10 I will clean the streets for 1 hour dressed as Godzilla".*

*"For \$100 we will visit the elderly home and speak about 'your first love' with the inhabitants."*

*They promote the good deeds among parents, local companies and through social media.*

## AT THE OFFICE

The office is also a fun place to start a good deed campaign. Colleagues can enjoy thinking of good deeds together and perhaps buying them from one another. The good deeds may or may not be directed at office staff themselves.

You could organise a large scale staff meeting and conduct a good deed auction as a part of it.

Participants can also involve their contacts from outside the company and encourage them to buy a good deed.

## AN EXAMPLE:

*Employees of a large commercial bank raise money for UNICEF. They do so by selling 'good deeds at the office' to colleagues:*



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*"I will make sure plastic is finally kept separate for recycling - \$25"*

*"I will collect compliments for each member of our team - \$ 25"*

*"I will get my son of 6 to explain once and for all to team leader Harry the difference between a dress and a skirt - \$60"*

*They have lots of fun and the participating departments raise an average of \$434 for UNICEF.*