

**Harvest of Peace Fundraising Checklist**

* INVITATIONS:

It will be helpful to send an email invitation to your community of members and friends that includes information about the Harvest of Peace at your center. You may wish to mention your Harvest of Peace fundraising campaign, and if so, remind everyone to bring checkbooks, credit cards or cash if you are doing fundraising at your event.

There will be a general welcome encouraging to all members to join in a Harvest of Peace event at a local center. If you are not doing a Harvest of Peace event at your centre, your members may receive a general fundraising email. Any funds contributed at Harvest of Peace by your members will contribute to your center’s annual transfer commitment. If you are not doing fundraising and wish your members to not receive a solicitation, please let Julie Martin ([julie.kaija@gmail.com](mailto:julie.kaija@gmail.com)) know by September 10, 2016.

FUNDRAISING GOAL:

All centres are asked to attend to fundraising during the autumn, which can extend through December. Your fundraising can include a membership drive or simple one-time gift fundraising for your centre. Decide what projects at your center you want to fund and how much you want to raise. This is a great time to raise funds to meet your budget; your centre has likely already budgeted for your annual transfer commitment. If your centre is already at the 25% transfer rate, this is a great time to raise money for your center’s general fund or special projects. Harvest of Peace is an excellent time to make progress toward your 25% transfer and all of your financial goals.

* HOW TO MAKE GIFTS:

Make sure your instructions for how to make gifts are clear on your pledge cards and any email solicitations.

* In email invitations: decide whether you will direct online donors to your centre website or to the shambhala.org/giving website. Donations made by your members through the **shambhala.org** giving page for Harvest of Peace will be recognized as from your center.
* ***Note that all centres are asked to process all donations that are made at your centre***, **and to simply make a transfer to the Shambhala Finance Office for any amount you are sending on behalf of your community or to meet your centre’s annual transfer commitment.**

All gifts made online through the Shambhala.org Harvest of Peace giving page will be processed and credited to your centre. All donation checks should be made out to your local centre and processed at your centre. If you are not able to process credit card donations locally and this is a concern, please contact [finance@shambhala.org](mailto:finance@shambhala.org).

DONATION PLEDGE CARDS:

● Create your own pledge cards or use either of the customizable pledge card templates.

● Be sure to include clear instructions for online giving or credit cards.

SET UP:

* ● Have the pledge cards and envelopes ready (*centre provides envelopes – affordable gold colored envelopes work well*)
* ● Room set up: Have an elegant container for gathering envelopes as people are ready to hand them to you
* ● Arrange for one or more people to personally pass out the cards and envelopes.
* ● Decide logistics – Any procession for offering pledge cards should be led by the centre leaders (i.e. the governing council) and not just as people leave the room. Have someone at the door to take cards, in case people do need to leave early. If you prefer to collect the pledge cards rather than have people offer them at the shrine, be sure to introduce the person who is collecting, and create a time/space in the fundraising portion to specifically collect the cards.
* ● We recommend that your fundraising be completed BEFORE playing the Sakyong’s address to the community.
* MAKING THE ASK

● Decide who will make the fundraising ask at Harvest of Peace and when that will happen during the gathering– This is an ask that supports your centre (since your centre is already part of global Shambhala through your annual transfer.) You can review the Talking Points provided, then practice your ask.

Possible sequence:

a. Practice period

b. Harvest of Peace fundraising

c. Sakyong’s address

d. Hospitality and celebration

COLLECT & TRANSFER FUNDS:

● Collect the donations cards and pass them on to your center’s finance officer for processing as appropriate. Centres will do all processing of donations, and then simply make a transfer to the Shambhala Finance Office for the full amount you are sending to move closer to the 25% transfer rate (or if you are already at 25%, as a gift on behalf of your community.)

AFTER THE EVENT:

* ● Leave additional pledge cards and envelopes in an appropriate place for people who  were not at the Harvest of Peace event, with a secure (and secure­looking!) container for  collection.
* ● Send out a follow­up email to the community if you are fundraising.  Suggested time: one week after your Harvest of Peace event.
* ● Send out a final HoP follow­up and thank­you email to the community. Suggested time: around Dec 1.
* GOOD LUCK, HAVE FUN AND THANK YOU FOR FUNDRAISING FOR SHAMBHALA