

Pride & Care

Raise \$ 100.000 for Nothing But Nets in 365 days. Suggestions in ten steps!
Look at the back side of this leaflet for best practices and suggestions to optimize your action.

What to do on national JCI level:

1. Stimulate JCI Chapters to join the World Malaria Day in April, use your personal network within JCI, visit Chapters with a presentation, make use of your internal communication for instance website, e-newsletter, JCI MGZN.

In the Netherlands we contacted all 100 Chapters in person, with the request to join us. 30 Chapters responded with fundraise actions during World Malaria Day and throughout the year 2009.

2. Meanwhile, search for a partner that wants to double or multiply every raised euro by a certain %.

We managed to involve Cordaid, one out of three biggest organizations on international development in the Netherlands operating in 80 countries worldwide. Also one of our members introduced a way of raising money not by donating money, but by collecting secondhand clothes: the campaign 'Textile for bednets'. The company: bag2school.com sells the clothes and donates one bednet for each two bags. A very friendly way of raising funds in times of economic crisis.

3. Facilitate each Chapter with a toolkit: sponsored bednets to decorate their event, flyers for donations done by companies and forms of payment authorization that individuals can fill out on the street just by donating the amount, that is necessary for one bednet. Emphasize it's a one-time request and that one bednet saves three children. With the forms, the money could be cashed from bank accounts so you won't have to keep cash with you. Take into account that some people prefer to give cash, while others prefer to have it transferred from a bank account. We used it also as a market-research tool to look for potential members. People were asked if they were between 25-40 by asking to point out their age-group they belong to and if they would be interested to receive information about JCI (after we shortly introduced JCI to them).



On local/Chapter level:

4. "Malaria out of the world" is the 6th millennium goal of the United Nations, which is set by 2015. Many governmental organizations support these goals. Contact your local authority/municipality.

You can think of local municipalities who have funds to participate in your JCI Chapter event. The Chapter of Utrecht raised € 2.000 to organize their event this way. Above all, it's publicity-wise a good thing to involve the public sector, because a Major or Deputy Major can participate in, or start your event to generate free publicity.

5. When you organize a fundraise action, be aware of choosing a crowded place. Some famous shops have their special sales day when lot's of people are in the streets.
6. See if you can involve a famous person/national hero or African who supports your event. It's good for publicity for the campaign.
7. Emphasize that you are doing this on a voluntary basis. It creates sympathy.
8. Some, but that's up to your ethics, involved their own children to raise money.

The most effective question of a six year old was, "Sir, would you like to donate by a form to save three children under five from malaria or do you prefer to give some cash?"

9. Be creative on the subject of your fundraise action.
To give you some ideas, we briefly show our best practices on the back side of this leaflet.

On a national level:

10. Support the publicity for events nationally by producing formats for press releases that each Chapter can use for their local and regional press contacts. Gather ALL activities that take place on World Malaria Day and line them up to contact special interest magazines and national press.

In the Netherlands we reached publications in two national newspapers and many regional and local newspapers.

Best Practices in the Netherlands, secrets revealed

25 april

On 25th of April 2009, many Dutch chapters organized the kick-off of World Malaria Day. Also later on different chapters organized an event to contribute to Nothing But Nets. Below you find some examples, the results and some suggestions to share experiences and knowledge.



JCI Utrecht

Event: PR-stunt: JCI Utrecht placed canopied beds on one of the most crowded places in the city of Utrecht. A clown entertained children with a fish hook, so JCI Members could approach the parents if they would like to give something for Nothing But Nets. Later in the day a 20-people big band got people's attention.

Suggestion: tell people you do this voluntarily and it's a one time request and that JCI supports Millennium goal 6. Approach local municipality for a grant to organize your event.

Result: enough money to distribute 267 bednets (€ 2.000,-).

JCI Drechtsteden

Founding Father of: Textile for bednets, about ten Chapters participated.

Extra event: sale on Queen's day (national free market in the Netherlands on 30th of April).

This is where the ORANGE gadgets and clothes come from traditionally. All Dutch people wear orange this day likewise on international JCI conferences.

Result: € 1.000,- (134 bednets).

JCI Arnhem

Event: Running dinner among JCI members (theme: Fishing behind the net) starter is eaten at a member's home, for main course you travel to another member's address and so on for the desert. Instead of bringing flowers or wine to the host of each address, members brought a contribution to Nothing But Nets.

Result: Fun evening where you learn to know each other better and € 802,- (107 bednets).

JCI Woerden

Event: Celebration of 25th anniversary of biggest outdoor shop of the Netherlands. The shop was open 25 hours. JCI Members joined in with a darting-game. Dart on the map of Sierra Leone; this was the country we focused on together with the UN-foundation. The outdoor shop added value depending on the result of the darts. Throwing in Sierra Leone's capital was good for € 20. Each participant paid five euro to throw three darts. Also t-shirts were sold.

Result: € 3.500,- (467 bednets)

Suggestion: "we were a small chapter with at that moment nine members only, but although small, you can always do a lot for Nothing But Nets".

JCI Eemland

Event: During big sales at a garden centre JCI Eemland was there with a JCI-stand to approach visitors.

Result: € 832,- (111 bednets), four potential new JCI members and visibility JCI as organization

Suggestion: a competition among members helped enormously to raise more funding.

Chocolate letter project:

A deal was made with a chocolate manufacturer. One chocolate letter for the good cause. From each five euro, two euro's for Nothing but Nets. The letters were sold to companies to give to their employees to say: *Thank You*.

Result: € 5.200,- (693 bednets).

Suggestion: Also in times of financial crisis companies are willing to reward their staff by giving them a little thank you present.

JCI De Betuwe

Event: Sale of whisk's and games for children.

Result: € 750,- (100 bednets).

Suggestion: organize sponsored little prices. Disney-gadgets worked very well.

JCI Amsterdam

Event: Charity cabaret as network event. Famous Dutch cabaret people joined in for free. Tickets were sold for € 15,- each.

Result: € 3.235,- (431 bednets).

Suggestion: use Nothing But Nets as a Network event.

Involve JCI Senate

Event: € 10,- auction of banknotes signed by 60 famous Dutch people.

Result: € 4.000,- (533 bednets).

Suggestion: keep an auction of a special attribute of famous people. E.g. the cuffs of our Prime Minister were sold for 100 bednets.



JCI Oostelijk Flevoland

Extra event: Textile for bednets: request to all participating members of the national conference to clean up their wardrobes and bring their old clothes.

Result: 975 bags full of clothes = 85 bednets.

JCI Groningen

Event: Just about right bus not quite. Everyone dressed up in the most wrong combinations of clothes.

Result: € 1.000,- (134 bednets)

Suggestion: parties always work!

JCI Rotterdam, Rotterdam Haven, Drechtsteden

Event: Ratrace, people run four km in their business suits through the city centre of Rotterdam.

Result: € 3.700,- (493 bednets).

Suggestion: organize it annually and make JCI a known organisation.

JCI Ter Snaeke

Event: Sailing competition among companies

Result: € 2.000,- (267 bednets).

Suggestion: order nice weather.

JCI Bergse Maas

Event: Ice skate contest.

Result: € 500,- (67 bednets).

Suggestion: be the first contest when it's freezing.

JCI The Netherlands

Event: Donate five bednets to each chapter that had an anniversary.

Result: five chapters x five bednets.

Suggestion: Organize the Jumpi-award competition: The award for the Chapter that raised the most funding for bednets, generated the most press coverage and organized the most creative event.

JCI Leiden:

Event: Network dinner with first year Hotelschool students. Learning by doing. From each dinner 75% was donated to Nothing But Nets.

Result: € 750,- (100 bednets).

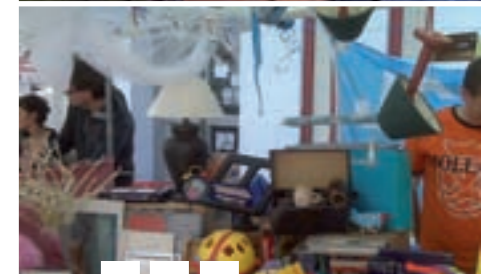
Suggestion: This way it's a win-win situation. Hotel school students need to learn and practice, JCI members could invite their network relations and Nothing But Nets had again 100 bednets.

JCI Kennemerland

Event: Experience auction. By selling a day sailing out, a training or consult, members could promote their business and the revenues, what one was willing to pay (the highest bid) was directed to Nothing But Nets.

Result: € 2.685,- (358 bednets).

Suggestion: organized the auction at at JCI National Conference. Like JCI Oostelijk Flevoland has done.



For more information, please contact the Nothing But Nets team at nbn@jci.nl

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We wish you lot's of creativity and fun!
NBN team JCI The Netherlands