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Questions, concerns, worries- we've got you covered

My friends and family want to know about Irise. What should I tell them?

Irise International is a UK registered charity supporting the education and empowerment of women and girls in the UK and East Africa.

Irise has done a lot of work on the issue of Menstrual Hygiene Management (MHM). We estimate that 1.5 billion girls in low and middle contexts are held back by their period because they lack the materials and information they need to menstruate with dignity and negative attitudes to menstruation cripple their self-worth. Irise works with communities to create menstruation friendly schools and ensure that all girls can realise their full potential all month long.

If you would like to learn more about our work, take a look at an 'Introduction to Irise' available at this link:

<https://drive.google.com/open?id=1WiVYiRRu9F1l9l8wvzgknaS5gLTnBQaH>

I'm worried that no one will sponsor me. Help!

Don't panic! It's difficult taking a stand for something you believe in, but with the right message and enough enthusiasm you'll be surprised by how generous and excited your friends and family will be to rally behind you.

A few top tips:

Get the ball rolling early. You will feel much better once you get going. Make a list of close family and friends and approach them first. Ask them specifically to donate early and share to help you get started.

Make sure you tell as many people as possible about what you are doing, because if they don't know, then they can't support you.

Consider getting others involved. The more people you can get involved, the more people you can reach. (Plus, it's always nice to have a friend on board).

If you've already started promoting and the sponsorship money hasn't started coming in yet, consider the following:

- Are you putting out the right message? Its easy to feel embarrassed about asking people for money but its important to remember that you're not asking for money for yourself. You're giving your friends and family an opportunity to do something good for somebody else. Ditch any embarrassment and make sure your message is all about giving people an exciting opportunity to help.



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- Have you asked people personally? Facebook posts are a great way to build momentum but people respond best to a personal ask. Draw up a list of everyone you think might sponsor you and send out some personal messages or emails explaining why you would like them to support your campaign.
- Have you thought about reminders? If people say they want to support you then they probably do, but people lead busy lives. Carefully timed reminders are really important. Plan a couple of points during your campaign when you will remind people to sponsor you. For example, you could share a short video on facebook just before you begin your sponsored activity reminding everyone that its time to donate, or after you complete the activity contact everyone to tell them you did it with a final opportunity to support.

How do I inspire people?

Personal stories are always the most powerful, that is why we always seek to tell the stories of the women and girls we support. Their voices alongside yours will be an inspiring combination. Make sure to add how many girls you aim to reach, for example, Irise can support a girl for just £5, so if your target is £300 that's 60 girl's lives you will help to change.

Tell people why the 'No More Limits' campaign is important to you; are you a female sports player pushing for equality in a heavily male dominated field? Why do you care about the experiences of girls on the other side of the world?

Showing people how this campaign resonates with your personal experience through photos, videos and posts will inspire and motivate your friends and family to support you.

My colleagues aren't that into charity. What do I do?

Some people are sceptical about charity. We have two recommendations:

1. Make your pitch funny. Let them know how difficult this will be for you and how they can personally contribute to the pain and suffering that you are about to endure. Keep it quick, simple, funny, and most importantly positive.

2. Make sure you're up to speed on Irise's work. Be ready to answer questions about what Irise does and what makes us different.

Our ['Introduction to Irise' Pack](#) might help.

Don't let one negative comment get you down. There are always challenges when you put yourself out there and try to do something different. Remember you are effectively taking a stand for women and girls' rights and not everyone will be entirely comfortable with that. Reflect on what you'd do differently next time so you can learn from the experience and move on.



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How do I choose a fundraising target?

In our experience, somewhere between £200-300 is a good starting point. Most people manage to raise this through their immediate contacts.

Another trick is to do a quick mind map of people you know and attach an estimate of how much you think they'll donate i.e Family £100, University friends £30 etc. Then calculate your target from there. Try to actually list the people in each group so you know who you need to contact and get on board to hit your target.

What happens if I don't hit my target?

As little as £5 helps us reach one more girl. Irise can use whatever money you raise to support marginalised women and girls and you will have raised awareness about the importance of girls' rights. Remember this is for charity, nobody is going to punish you, unfriend you or send you into exile, you've still done a great thing for a great cause and that's all that matters.

I really want to do this but I'm worried I won't have time.

Our events are quick and easy to get involved in. Setting up a donation page and letting everybody know what you're doing only takes a couple of hours and that's all the prep you need to do until the big day.

Sponsored campaigns are all about timing, make an announcement to the world about what you're doing and then gently reminding people until the big day when you get people really excited.

My fundraising page has been up for a week and I'm not even halfway to my target. I should probably give-up, curl up into a ball and never leave my house again.

Believe it or not, this is totally normal. Fundraising comes in different peaks, expect some donations when you first launch your campaign (these are usually from close family and friends), the day before the event, on the day of the event and after the event when you post a big thank you.

Remember you do not have to have hit your target before the event, but if you feel like you need a little extra help, give us a bell. We're experts at this stuff and have lots of experience helping people fundraise (email emily@irise.org.uk for some extra tips and tricks).



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My friends are all boring and rubbish (currently re-evaluating all my friendships). I want to do it but not on my own)-:

Why not make new friends with all of the amazing people we will connect you with once you've signed up? Not only will you have a team of people around you all rooting for you, we aim for everyone to have a champion who will work closely with them for moral support.

P.S. you could always get your friends to sponsor you or arrange a small get together where you tell them about what you're doing.

Top Tips for Hitting Your Fundraising Target

1. Identify your network

Complete a 'contact mapping' exercise. Start by putting yourself in the middle of a page and map out who you have in your network, who would donate to you, and roughly how much you think they would donate. Try to be as specific as possible, listing names in each group and estimating how much you think they might donate.

2. Create a fundraising page

You will need a donation page. Irise International are registered with mydonate.com, and you can set up your own page on this site (see instructions in the back of this pack). The Irise team will be on hand to help if you have any problems

3. Think about your Message

In step 1 you identified the different audiences you want to target. Now you need to plan what you are going to say to them. Think carefully about what motivates them and which part of the campaign or Irise's work with women and girls they will find most interesting. For example, if you know your friend is a committed feminist, she will likely find a message about how you are helping to tackle the neglected girls' rights issue of Menstrual Hygiene Management very inspiring, whereas your granny might be more motivated by hearing about how your own education has inspired you to help other girls who are struggling to stay in school.

Write down the key messages you will communicate to each audience on your contact map from Step 1- this sheet of paper is your campaign plan.

4. Create some materials to share

You will need to share your fundraising page via your social media networks, so you will need to create some posts that will engage your networks in supporting disadvantaged women and girls. We've included some template emails and Facebook posts you can personalise.



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Remember to include in your initial posts:

- What you're doing
- Why you're doing it
- How much you want to raise
- How people can donate


Remember to focus on the impact you will have on the lives of women and girls- that is why we are all doing this.

For example, instead of "I'm raising money for Irise International" say "I'm helping 100 disadvantaged girls stay in school and realise their full potential by raising funds for Irise," or "I'm helping to create world where girls can define their own futures by completing a sponsored xxx for Irise."

Here's a couple of good examples:

 **Isabel Morris**
October 1, 2017 · 🌐

Many of you know the work I've done with Irise International, it's a fantastic charity that listens and responds to the voices of women and girls to identify neglected barriers to their empowerment and develop effective solutions that help girls stay in school and create income generating opportunities for marginalised women.
In support of this, I'm taking part in 2 physical challenges over the next couple months, alongside some other amazing women. Any donations that you could spare will be highly appreciated!! ❤️



Isabel takes on the KFAC and Mud Slog 10k for Irise International on MyDonate
On 14th October I will be taking on the Krypton Factor Assault Course and on 5th November I will be taking on the Mud Slog 10k in support of...
MYDONATE.BT.COM

 **Emily Wilson**
May 16 · 🌐

Ena and I are climbing the highest mountain in the peak district, 'Kinder Scout' to show that women and girls can do anything!
We will be scaling new heights to support Irise' campaign for International Menstrual Hygiene Day 2017, helping to raise awareness of the challenges that women and girls face.
Kind Scout is a whopping 2087 ft above sea level and the highest point in the whole of the East Midlands.
Please sponsor us! Your donations will help us get to the top and will all go to support projects working with marginalised women and girls in East Africa and young people in the UK.
<https://mydonate.bt.com/events/emilyenaextravanganza>



Short videos of your talking about why you are taking action to support women and girls can also be really effective, particularly before, during and after your sponsored activity.



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5. Call up your Granny

Remember to contact anyone you think would be happy to donate but is unlikely to do so online. Make it as easy as possible. You can accept 'offline' donations in cash, add them to your online total and then you simply donate the money to Irise yourself.

Think carefully about the most effective way to communicate with the different groups on your contact map. You might also want to note down the communication channel you will use for each audience e.g. facebook message, personal email, phone call, text etc.

6. Finally...share, share and share again!

The more you share the more people you are going to reach. The best times to post on social media are usually early evening around 6pm when everyone has finished work and are scrolling through their Facebook pages on the bus/train home.

Don't be afraid to keep posting in the run up to your event, during and after. In order to avoid your updates becoming boring or repetitive, share updates on how close you are to your target, say thank you to people who have already supported and share more information about the women and girls you are supporting and the cause you believe in. Try to strike a balance between asking for sponsorship, inspiring/informing your network about why your cause matters and thanking them for their support. You will need to do all three in order to mobilise your network to make a difference to lives of women and girls.

