

SOCIAL CHANGE LEADERSHIP
MARKETING & MESSAGING



Messaging FAQs

FOR BETTER FUNDRAISING RESULTS

COMMON MESSAGING

FAQs

When fundraising and asking people to donate their hard, earned money, it is important that you can answer any questions they have.

If you do not know the answer, off the top of your head, to a question they are asking, DO NOT make it up. It is okay to say, 'Good question. Let me consult my notes' or 'I will get in touch with my Facilitator and ask.'

THE FOLLOWING ARE ANSWERS YOU CAN USE TO SOME COMMON QUESTIONS

QUESTION : **WHAT IS CREATE CHANGE FOUNDATION?**

Create Change Foundation is a registered Canadian charity with a mission to lead a self-sufficient model of charity that is run by empowered youth – like me. We are powerful change-makers dedicated to empowering young women and their families to climb out of extreme poverty. We believe that providing youth with confidence, an education, and opportunities to lead, changes more than their individual lives – helps their families, their communities, and their country.

QUESTION : **CAN I GET A TAX RECEIPT?**

Absolutely. If you donate \$20 or more, we will send you a tax receipt. If you become a monthly donor, a tax receipt will be issued to you at the end of the year.

QUESTION : HOW DO I KNOW THE MONEY IS GOING TO WHERE YOU SAY THE MONEY IS GOING?

Create Change is a registered Canadian charity that is monitored by the Canadian government like all registered charities here in Canada. We have been raising funds to empower others since 2008. As a registered charity our financials are listed on the CRA website which are public documents that anyone can look up.

ACTION: Give them information and direct them to the website for more information. If they donate, get their email address and ask them to fill out their information (name, phone number and mailing address) so that we can send a tax receipt.

QUESTION : CAN I DONATE ONLINE?

Absolutely. Here is the website. When donating online make sure to fill out the section 'give on behalf of a student or student team', and be sure to give me/ my team credit so it is added to our fundraising records.

QUESTION : CAN I THINK ABOUT IT?

Of course you can. I would love to get your email so that I can follow up and let you know about our team's next initiative and some of the progress to change the lives of girls' my own age and to answer any future questions you might have.

QUESTION : HOW COME I HAVE NEVER HEARD OF THIS ORGANIZATION BEFORE?

As a small grassroots charity, we spend as much money as possible on empowering girls in Ghana and local youth, and thus don't invest in expensive marketing campaigns. Instead we work with local youth to spread the organization's message, providing youth with an opportunity to learn about marketing, fundraising and leadership.

QUESTION : WHAT IS THE ORGANIZATION'S ADMINISTRATIVE COSTS? HOW MUCH OF MY DONATION WILL ACTUALLY BE USED TO HELP SOMEONE?

Made up principally of volunteers and passionate youth, Create Change's admin and fundraising costs are generally less than 10%. Part of the reason the organization can keep its costs so low is instead of investing in expensive fundraisers and marketing campaigns, the organization chooses to invest its resources into local students like me, empowering us to be able to do marketing and fundraising ourselves.

QUESTION : HOW MANY PAID EMPLOYEES DOES THE ORGANIZATION HAVE?

The organization has only one full time employee in Canada, as well as a few that work on contract. In Ghana it has a fantastic local team, primarily made up of former alumni students who were once sponsored by the organization but now have university degrees and help to operate Create Change. The organization aspires to become 100% operationally self-sufficient, meaning it will be completely led by the girls it has educated.

QUESTION : IF CREATE CHANGE WORKS IN AFRICA, HOW CAN YOU BE SURE THERE IS NO CORRUPTION HAPPENING?

Corruption is very real in many parts of the world, and Create Change has built a unique model to address the issue. Create Change hires its student alumni after they have been educated to be able to take charge of the organization themselves. Create Change's unique model to hire women who have once been living in extreme poverty themselves ensures that its staff is completely committed to helping other girls and their families to climb out of poverty, just like Create Change assisted them to do. This creates loyalty by the employees, as they themselves once benefited.

QUESTION : AM I SUPPORTING A SPECIFIC GIRL OR CHILD THAT I WILL BE CONNECTED TO?

Create Change does not do one-to-one sponsorship because of the great administrative burden that places on the organization. Instead, we share stories on social media and on an ongoing basis so donors can learn about the various young women, children and communities that are being supported through Create Change's work.

QUESTION : CAN YOU GIVE ME SOME EXAMPLES OF HOW THE ORGANIZATION HAS CHANGED LIVES?

Choose a success story that resonates with you and share that one.

QUESTION : WHY DO YOU WORK IN GHANA? DO YOU WORK ANYWHERE ELSE?

We work extensively with local youth in Canada, but overseas our first operation is in Northern Ghana. We work in Ghana because it is politically stable, has no history of violence, and the local population is very cooperative and is interested in education. Northern Ghana still has about 50% of the population living in extreme poverty, but with a stable government and economy, it is very easy to create sustainable change.

QUESTION : WHY DO YOU FOCUS ON GIRLS AND NOT BOYS AS WELL?

Actually, Create Change's efforts are to help both girls and boys, men and women out of extreme poverty. However it is now widely agreed upon in the development community, investing in women's leadership and girls' education is a key strategy in eliminating poverty for everyone.

QUESTION : WHY SHOULD I GIVE TO THIS CAUSE WHEN IT IS INTERNATIONAL WHEN I CAN GIVE TO SOMETHING LOCAL THAT WILL HELP MY OWN COMMUNITY?

Well, a unique element about donating to Create Change is that you are supporting both local and international students. Local students, like me, learn through our work here, in a real world setting valuable skills such as marketing, sales, fundraising, and communications. We get to enhance our leadership skills and get hands-on business skills and transform into changemakers for a cause we are passionate about. In turn, your donation also transforms the lives and communities of students internationally. Although Create Change works overseas, we are a local charity that is based in Vancouver, so if you wanted you could even meet the founder if she's not overseas working on Create Change's programs.

QUESTION : CAN YOU TELL ME ABOUT YOUR PROGRAM AND HOW YOU ARE INVOLVED?

This is going to be part of your pitch. Must be personal.



Social Change Leadership

WE ARE IN THIS TOGETHER.

