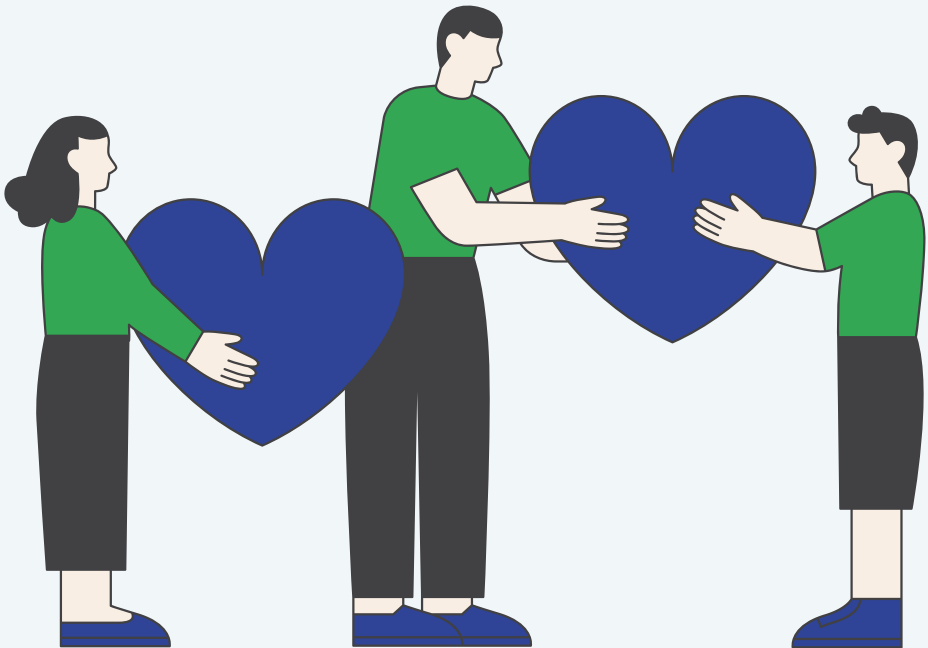




LEBANESE ASSOCIATION FOR
DEVELOPMENT AND COMMUNICATION

الجمعية اللبنانية للتنمية الإجتماعية والتواصل

Salam LADC: Fundraising Guide





Thank you for your interest in fundraising for Salam LADC!

Contents

1	<i>Salam LADC: Who are we?</i>
2	<i>Emergency Situation in South Lebanon</i>
3	<i>How can you help?</i>
4	<i>Sharing our Campaigns</i>
5-6	<i>Peer-to-peer fundraising with Donorbox</i>
7-9	<i>Setting up your own Fundraiser on GoFundMe</i>
10	<i>Fundraising Do's and Dont's!</i>
11	<i>Fundraising Ideas</i>
12	<i>Getting in contact with Salam Branches abroad</i>
13	<i>Thank You</i>



Salam LADC: Who are we?



Salam LADC is a Lebanese NGO based in South Lebanon, the Bekaa Valley and Beirut. Founded in 2006, our mission is to empower and create lasting solidarity between Lebanese and refugee communities through aid, education, social stability activities and livelihood support. We aim to assist the most vulnerable, regardless of gender, nationality, religion or political affiliation.

The situation in Lebanon has rapidly deteriorated since the 2019 economic crisis, resulting in the lira losing 90% of its value and unprecedented price increases for basic necessities. Currently, 80% of the Lebanese population are living below the poverty line, whilst 90% of Syrians and 93% of Palestinians cannot afford to cover their basic needs.



Due to the overwhelming needs of these communities and the increasing tension which exists between them, Salam aims to enhance inter-community dialogue and provide sustainable assistance, filling the gaps where host communities and refugees do not receive adequate support.



Emergency Situation in South Lebanon

In light of the escalating situation regarding Israel, Palestine and Lebanon, we are urgently seeking to increase our emergency response and capacity in the South of Lebanon. According to the International Organisation for Migration, the escalation of violence on the Lebanese-Israeli border has led to almost 26,000 people becoming internally displaced in South Lebanon.

To support internally displaced people (IDP), we have adapted our centre in Kawkaba into an emergency shelter; since October up to 40 individuals have taken shelter here. We also have a limited supply of emergency stock including tents, medical equipment, food, water and blankets. We urgently need to supplement this further with provisions that can be distributed to the influx of IDPs from the border villages of Kawkaba, Chebaa, Ebel el Saqi, Kfarchouba, Hebbariye, and Hasbaiyya.

Whilst our emergency response is currently centralised at our Kawkaba centre, our staff-led activities in the Bekaa Valley and Beirut are continuing to run, supported remotely by our international volunteers.





How can you help?

In light of the increasing violence on Lebanon's southern border, Salam LADC has taken the very difficult decision to temporarily suspend its international volunteer programme on the ground. Although volunteers are currently unable to support our projects in person, there is still a dire need for volunteers to support remotely.

At Salam, we rely on individual donors and collaborations with international NGOs to keep our operations running. This guide contains all of the information you need to help us raise funds. If you have any queries about the following information contact the **Fundraising Officer** at **fundraising.officer@salamladc** who will be happy to assist you.

Salam LADC's Fundraising Campaigns

Salam LADC uses **Donorbox** to create fundraising campaigns. We currently have campaigns to raise money for our Community Centre, Bus Project, Yoga, Green Roof, Olive Branch Social Space and Emergency Support for the South and Vulnerable Families this Winter. Whilst all these projects are in need of funding, our current fundraising priorities are for **Emergency Support for the South and Vulnerable Families this Winter**. You can find a list of these campaigns **[here](#)** or by scanning the QR code below.



Fundraising directly for these ongoing campaigns allows us to centralise funds, making the process more efficient and allowing us valuable flexibility in our use of funds. As such, we request that your fundraiser raises money for these ongoing campaigns.

If you do wish to make a specific fundraiser, before launching, please get in touch with the Salam Lebanon team to discuss the specific needs at that time.



Sharing our Campaigns

One of the easiest ways to help fundraise for our campaigns is through social media. Instagram and Facebook are great platforms that can be used to share the mission and fundraising needs of Salam to your friends, family and wider networks. We have created a social media caption template for each of our campaigns which can be found in our [Social Media Dropbox](#). Alternatively, if you would like to write your own captions, remember to include the following:

1) A link to the Donorbox campaign

Copy and paste one of our campaign links found on the previous page.

2) Photos and videos

These can be found in our [Google Drive folder](#). Remember not to post all photos/videos at once so you can add new material each time you post.

3) An overview of the situation in Lebanon

Information about Lebanon's economic crisis, tensions between host and refugee communities. This information can be found in our [Social Media Dropbox](#).

4) Summary of Salam's work

Our mission statement and information on projects including education, social stability, livelihoods and humanitarian assistance. This can be found in our [Social Media Dropbox](#).

5) A short description of the activity/project Salam is fundraising for

Why this activity is important, who will benefit from these funds, materials that will be paid for. All of this information can be found in our [Social Media Dropbox](#) or on the Donorbox campaign page.

6) Frequency is key.

Post regularly to keep donations coming, and remember to tag us!



[@salamladc](#)



facebook.com/salam.ladc/

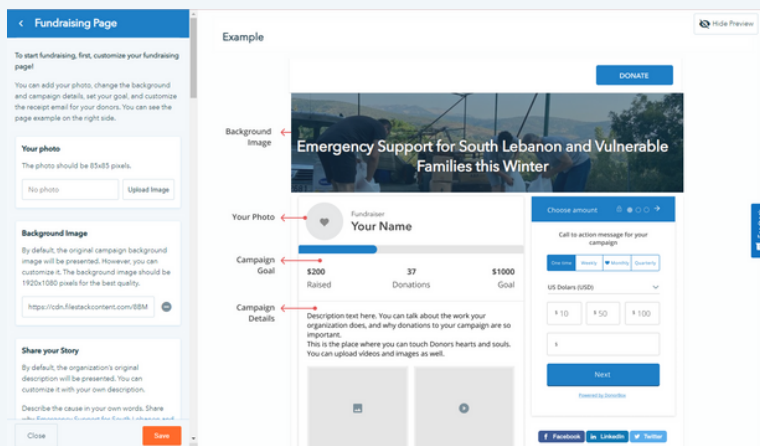
Peer-to-peer fundraising with Donorbox

Peer-to-peer fundraising allows you to individually raise funds for Salam LADC. With Donorbox, you can set up a personal fundraising page linked to one of our campaigns and ask your family, friends and wider network to donate. All funds raised are then directly received by Salam LADC.

If you would like to set up your own fundraising page, email our **Fundraising Officer** at fundraising.officer@salamladc.org with your full name and the name of the campaign you would like to fundraise for.

How does peer-to-peer fundraising work?

- 1) After emailing our **Fundraising Officer**, you will receive an email invitation with a link to create a Donorbox account or login to your existing account to get started.
- 2) You will then be taken to the Donorbox Dashboard where you can see the campaign which you have been invited to fundraise for.
- 3) You can preview the basic fundraising page created for you (see example below) and then proceed to customise it by clicking the 'Edit' button.



Fundraising Page

To start fundraising, first, customize your fundraising page!

You can add your photo, change the background and campaign details, set your goal, and customize the receipt email for your donors. You can see the page example on the right side.

Your photo
The photo should be 85x85 pixels.
No photo

Background image
By default, the original campaign background image will be presented. However, you can customize it. The background image should be 1920x1080 pixels for the best quality.
<https://cdn.filestackcontent.com/88M>

Share your Story
By default, the organization's original description will be presented. You can customize it with your own description.
Describe the cause in your own words. Share why this campaign is important for you. [Learn more about our story.](#)

Example

Background Image

Your Photo

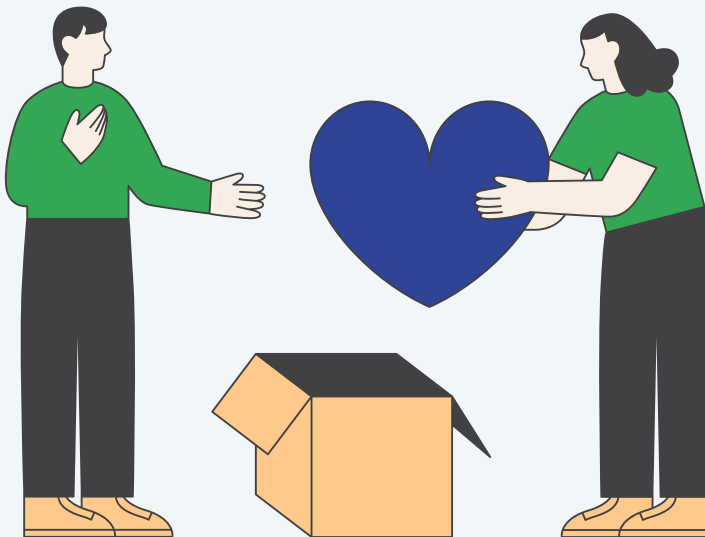
Fundraiser
Your Name

Campaign Goal
\$200 Raised 37 Donations \$1000 Goal

Campaign Details
Description text here. You can talk about the work your organization does, and why donations to your campaign are so important. This is the place where you can touch Donors' hearts and souls. You can upload videos and images as well.

Choose amount
Call to action message for your campaign
\$10 \$50 \$100
\$
Need?
Forward to Donorbox

- 4)** You can keep the images already included in the fundraising page or choose from a wider range from [Google Drive](#).
- 5)** You can also add your individual goal (overall fundraising goal) to the campaign.
- 6)** Once you are done customising your fundraising page, click on 'Update'. You will be redirected to the Campaigns page where you can preview your page.
- 7)** Now that you have a fundraising page, spread the word about your fundraising campaign and share the link within your network.





Setting up your own Fundraiser on GoFundMe

You can also set up a personal fundraiser on **GoFundMe**.

GoFundMe gives you two options:

1) You can set up a fundraising campaign under **Salam LADC's UK branch** (Salam UK LADC). Make sure your fundraising campaign title includes the name of the activity/project to ensure clarity on where the money is being allocated. All funds raised will then be transferred to support our work in Lebanon. See below:

Transfers

How do charities receive the funds?

Donations are processed by PayPal and cannot be transferred through GoFundMe.

Salam UK LADC

RCN: 1173148

18 B Hildreth Street

London, SW12 9RQ

All donations are made directly to PayPal Giving Fund UK, a registered charity (No. 1110538). After the deduction of payment processing fees, PayPal Giving Fund delivers the funds they receive to your chosen charity on a monthly basis. Payment processing fees include PayPal's transaction fee and GoFundMe's processing cost for the secure transfer of funds. PayPal Giving Fund does not charge a fee for its services.

Charities are encouraged to enrol with PayPal Giving Fund to receive their funds. If your charity is enrolled with PayPal Giving Fund, funds donated before the 16th of the month are paid out around the 30th of that month. If, after reasonable efforts have been made, PayPal Giving Fund cannot deliver donations to your chosen charity, the funds (along with any Gift Aid your donors opted in to) may be donated to another similar charity as stated in their policies.

If you work for a charity and would like to enrol with PayPal Giving Fund, [click here](#).



2) You also have the option to set up a personal fundraiser where money raised will go directly into your personal bank account. You can then donate the full amount to one of Salam LADC's Donorbox campaigns or via PayPal at donation@salamladc.org.

To set up a personal fundraiser on GoFundMe, you must be a citizen of one of the following countries:

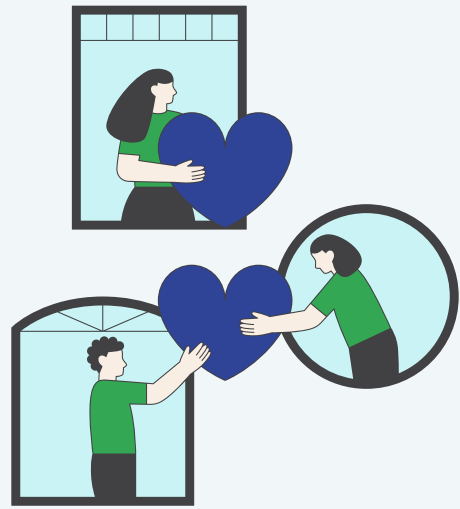
Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, United States.

If you are not from one of these countries and would like to set up a personal fundraiser, please get in touch with **Fundraising Officer** who will be happy to assist you.

Transaction Fees

GoFundMe charges one transaction fee. For personal fundraisers, a transaction fee of 2.9% +25p is automatically deducted. For example, if you raise £1000, £29.25 will automatically be deducted.

For fundraisers under Salam LADC UK, the fee is 1.9% +20p per donation. For example, if you raise £1000, £19.20 will be deducted.



Similarly to when you share Salam's fundraising campaigns, in your personal fundraising campaign, remember to include:

1) Photos and Videos

These can be found in our [Google Drive](#) categorized by campaign.

2) An overview of the situation in Lebanon

Information about Lebanon's economic crisis, tensions between host and refugee communities. This information can be found in our [Social Media Dropbox](#).

3) Summary of Salam's work

Our mission statement and information on projects including education, social stability, livelihoods and humanitarian assistance. This can be found in our [Social Media Dropbox](#).

4) A short description of the activity/project you are fundraising for

Why this activity is important, who will benefit from these funds, materials that will be paid for. All of this information can be found in our [Social Media Dropbox](#) or on the Donorbox campaign page.

5) Links to Salam's social media and website



[@salamladc](#)



facebook.com/salam.ladc/



salamladc.org_





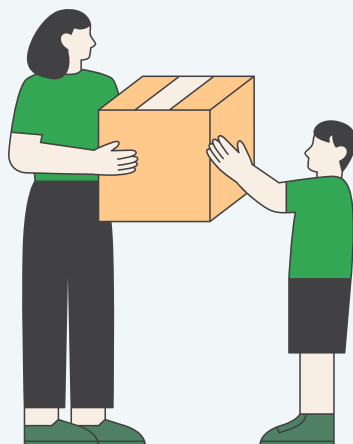
Fundraising Do's and Don'ts!

Do...

- Include photos and videos from our [Google Drive](#).
- Inform people about the situation in Lebanon, the mission of Salam LADC and a summary of our projects/activities.
- Give a breakdown of what the funds will be spent on.
- Regularly share your fundraising campaign on social media.
- Give suggestions on how much people should donate. This helps donors envision their individual impact and motivates them to take action.
- End your campaign by thanking your supporters. You can find an example 'Thank you' email in our [Social Media Dropbox](#)
- Signpost donors to Salam's website and social media pages and tag us in your social media posts.

Don't...

- Include any of your political views. Salam LADC supports everyone in need, regardless of religion, nationality, gender or political affiliation. Including your own personal political views may jeopardise our work.
- Use low-quality or inappropriate photos/videos. If you have already volunteered with Salam before, you may use your own content but ensure that this focuses on the project/activity and does not include faces of beneficiaries.
- Set an unrealistic fundraising goal. If you are unsure, contact our **Fundraising Officer** for advice.





Fundraising ideas

As well as sharing Salam LADC's fundraising campaigns and organising your own, here are some suggestions on setting up your own fundraising events. Remember that any cash donation can be given directly via PayPal at donation@salamladc.org.

- **Host a coffee morning at your work or home.** Have a look at this blog by [Teacups and Tales](#) for some guidance.
- **Host a bake sale.** Check out these tips from [JustGiving](#) on boosting your fundraising.
- **Take part in a sponsored walk.** See [KeepFundraising](#) for advice on planning a successful charity walk.
- **Take part in a running event.** Take a look at one of our team members' previous [running campaign](#) for charity.
- **Organise a film night.** This [Donorbox](#) blog provides you with everything you need to know about hosting a cinematic fundraiser.
- **Host a Lebanese dinner party.** Check out [UNICEF's fundraising dinner ideas](#) to get you started.
- **Organise a quiz night.** Have a look at this guide by [The Trussell Trust](#) on how to plan your quiz night.
- **Propose Salam LADC as your 'Chosen Charity'.** Many companies in their corporate social responsibility endeavours align with charities and non-profit partners that share our mission. Share this with your acquaintances!

Where possible, during your fundraising event, show your friends and family this [presentation](#) on Salam LADC to inform them more about our work.

For more ways on how you can fundraise for Salam LADC, take a look at [GoFundMe's A-Z fundraising ideas](#).



Getting in contact with Salam Branches abroad

Salam LADC has branches abroad including Norway, UK, France, Netherlands, Switzerland, Sweden and Scotland. These have been set up by previous volunteers who have supported Salam in Lebanon and have continued to raise funds and promote the work of Salam across social media.

If you are a citizen of one of these countries, feel free to get in contact with your country's branch to find out more about how you can support.

Salam Branch	Contact Details
Salam Norway	martinkvernbekk@gmail.com www.facebook.com/salamnorway/
Salam UK	www.facebook.com/samladucuk/
Salam France	salamfranceliban@gmail.com www.facebook.com/salamfranceliban/
Salam Netherlands	vpa.vogelsang@gmail.com
Salam Sweden	gropa@hotmail.com www.facebook.com/samladcsweden/
Salam Switzerland	carole.geissmann@gmail.com www.facebook.com/SalamSuisseLADC
Salam Scotland	salamscotland@gmail.com



Thank you for fundraising for Salam LADC!

For more information about the work of Salam LADC, please visit our website and social media pages:



salamladc.org



facebook.com/salam.ladc



instagram.com/salamladc



fundraising.officer@salamladc.org

Thank you for your support. ❤️🌸

