

HOW TO BE A  
**KICKA\$\$**  
**FUNDRAISER**

## STEP ONE

# KNOW YOUR STUFF

A wise philosopher once wrote, “You can’t always get what you want.” We think that philosopher is wrong (but still totally awesome). The key to getting what you want—fundraising, in your case—is convincing other people that what you want is important. We’d argue that Team Rubicon is pretty important, so let’s get the word out to your friends and family.

### **Team Rubicon is a veteran-led disaster relief organization.**

Many veterans, after fighting over a decade of war, are returning home and finding it difficult to transition from military to civilian life. Meanwhile, there is a definite gap in traditional disaster relief and a tangible need for experienced volunteers.

### **Team Rubicon pairs the skills and experiences that veterans**

**learned in the military** (things like emergency medicine, risk mitigation, decisive leadership, small-unit tactics) **with first-responders and disaster relief professionals.** We send these teams across the United States and the world, helping communities recover from natural disasters or humanitarian crises.



Check out some of these videos  
to gain a bigger picture of TR

*Now that you know more about TR, how are you going to help? ►*

## STEP TWO

# BREAK IT DOWN

Knowing about the organization isn't enough, people want to know exactly how their hard-earned dinero is going to make a difference. Lucky for you, we made it easy.

## \$60

outfits a volunteer with personal protective equipment (PPE)—if we can't ensure the safety of our volunteers, we're unable to put them to work.



## \$120

trains a volunteer in incident management, so once they're out in the field, they can provide aid like a boss.



## \$300

drops a tools, tactics, and techniques knowledge bomb on a volunteer, ensuring he or she is even more of a badass in the field.



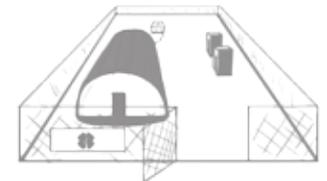
## \$600

deploys and outfits an entire strike team for a one week operation. Chainsawing trees? Debris removal? These guys do it all.



## \$1200

builds a Forward Operating Base (FOB). From the FOB, we're able to direct our strike teams and organize gear and supplies, key for a large-scale response.



## STEP THREE

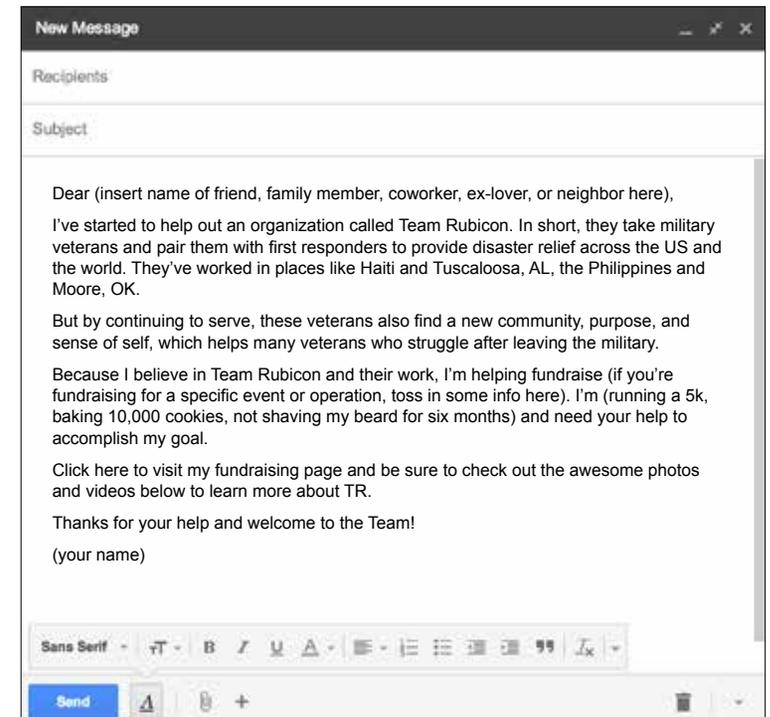
# BROADCAST

Getting your message out is the next step. There are a ton of ways to do this: messages in a bottle, carrier pigeons, waving a sign on a street corner. We recommend emails and social media.

Here are some suggested tweets or posts, but feel free to mix it up!



Email is definitely the best way to engage your friends and family in fundraising. Use this badboy to get serious—and don't forget to add a personal touch.



## STEP FOUR

# MAKE IT PERSONAL

Finally, put some thought into your fundraising campaign. Tell your story. Are you good at running? Maybe tie your fundraising to a 5k. Or say you'll grow your beard out for one month for each \$100 you raise. Here are some ideas:

- Instead of birthday presents, ask family and friends to donate to TR.
- Run, bike, swim, hang glide: have people sponsor you for every mile.
- Hold a BBQ, invite friends over for some cool TR stories and delicious brisket.
- Organize a bake sale. Everyone loves cookies.
- Lock yourself in a cage and promise to not come out until you've hit your fundraising goal (we don't actually suggest doing this).