



#32BreaksGround Fundraising Toolkit

Thank you so much for signing up to help fundraise for our new home! Your participation is key to the success of this campaign and we are so excited to have you onboard for the exciting journey to make this building a reality.

This toolkit has been put together to make this process as easy and enjoyable for you as possible.

We know fundraising can be intimidating so we've put together templates, tips and tools for you in one place.

If you have any follow up questions please don't hesitate to reach us on info@ugandanartstrust.org

Setting up your page

On our [Donate page](#) click

 I Want To Fundraise For This

Then click "Create my own Page". You'll then be prompted to create an account with Give Lively, the platform we are using for our fundraiser.

Personalise your page

Add your own text, pictures or video. Your potential donors are more likely to donate because they are connected to you, so let them know why you are personally invested in the success of this project. [Here's a link](#) to a folder with more project images that you can use for your page and future social media posts.

Set a goal

By setting internal goals you accomplish two things: **first** you create more urgency when you ask friends and family for support and **second**, you have an easy excuse for following up with people because you get to update your contacts when you reach specific goals. Your goal should be ambitious but attainable, and can be specific to the goal markers that we have on our main page:

\$250 - Stock the Library

\$500 - Equip our Workshop

\$1,000 - Support Skilled Contractors

\$2,500 - Help us go Solar

\$10,000 - Artist Studio

If you need any help setting up your page, email us at info@ugandanartstrust.org and we'll get you on your way.

All fundraisers will receive the following benefits:

- Acknowledgement on our website and the Building's Patrons Board
- Special invitation to our grand opening
- Exhibition Previews
- Quarterly Newsletter
- 10% off editions and prints of artworks

Getting Started

Once we've launched, we'll send weekly updates with suggestions for how to keep those donations flowing. Here are some first steps to get you started:

1. Make a first donation to your page

Other people are more likely to donate to your page when they see that it already has a contribution. Donating some of your own money also demonstrates to your potential supporters that you are serious about the cause.

2. Spread the word

15th March (Soft Launch) Individually email 5-10 very close contacts

These are the people most likely to donate and getting your inner circle to donate to your page will help you build momentum. It also helps warm you up to fundraising, once you see those donations coming in it will be much easier to start reaching out to more distant contacts.

16th March (Launch Day) Email 10-15 close contacts i.e your entire circle of good friends

17th March Email as many other contacts you feel comfortable to sending a message to (colleagues, friends of friends, Instagram followers, extended family, your phone contacts, etc)

18th March and onwards Post on social media

The reason for this sequence of communication is so when your more distant contacts see your page with some progress, they will be more likely to join the "movement".

3. Following Up

Reach back out to people who haven't responded when you're nearing an internal goal (ex. I've raised 50% of my \$300 goal). Remember people may have missed your initial email, or just forgotten to respond. Updating them on your progress is a nice low pressure way to remind them to support your fundraiser. We'll also be posting frequently from all our social media pages and emailing you with ideas for posts, so feel free to use any of the content we share.



Communication Templates

Email Examples

These are suggestions for the first few emails you send to reach out to potential supporters, but you know your closest contacts better than anyone so don't feel like you have to stick to a set template. If a one line email works best, go for it.

Subject line: I'd love your support to raise \$(insert amount) for 32° East's new home

Dear (name),
[Customize intro based on the person you're reaching out to]

I'm raising funds for 32° East | Ugandan Arts Trust, an amazing art centre in Kampala that is building a ground-breaking new home for artists in the region. The centre will host 6 artist studios, a library and workshop space, a gallery, accommodation, and café and art shop. They've raised \$300,000 so far, which is enough to complete a phase of construction but need our help to see the entire project through.

For 10 years 32° East has been an invaluable resource for artists and other creative professionals in Uganda, [Insert a personal reason for why you are supporting this project]. I would love for you to help me in supporting their work and pledging to their campaign today. On their page you'll see lots of exciting ways that your contribution can be recognised. Please also help us spread the word by sharing the campaign with others.

I can't wait to bring this project to life, and hope you'll be part of it with us.

Thank you!

Dear (name)
Thanks for taking a few minutes out of your busy day! I'm writing because I've committed to raising (personal fundraising goal) on behalf of 32° East | Ugandan Arts Trust.

It would mean a lot to me if you could provide your support, and if you can give even \$5 it would make a difference. Donating is easy. Simply follow the link to my campaign page.

Please don't hesitate to reach out with any questions.

With gratitude,
(Your name)

Social Media Post Examples

1) I'm supporting @32degreeseast by raising (insert amount). The proceeds of my fundraiser will help 32° East build the very first art centre in Uganda. Any amount makes a difference. Will you join me? (insert your page link)

#32BreaksGround

2) Thank you to everyone who has helped me raise (insert amount) for 32° East's new centre! We're making amazing progress

3) I'm halfway to my goal! Will you help me raise (insert amount) more to bring 32° East's new centre to life?

(insert your page link) #32BreaksGround

Facebook: facebook.com/ugandanartstrust

Twitter: twitter.com/32degreeseast

Instagram: instagram.com/32degreeseast/

Call/Whatsapp: 0793 325 372 / 0701 935 813

Email: info@ugandanartstrust.org



Better Together - Start a team!

Level up your fundraising and build a team. By creating a team, you not only multiply your impact but you can also aim to reach higher goals and have your team's contributions recognised. Combine forces with other supporters of 32° East, or anyone else who wants to join in on the fun

Here's what to do next!

On our [Donate page](#) you'll see an icon that says "I want to Fundraise for this". Then click "Create a Team". Follow the prompts to personalize your team page and get to recruiting.

Recruitment Template

Hi (name)! I'm excited to be leading a fundraising team in support of 32° East | Ugandan Arts Trust. The organisation is building a new ecologically sustainable new art centre. Will you join my fundraising team [Team Name] to help 32° East reach its \$200,000 goal and break ground on their brand new home? Together we can make a big impact. Sign up here: (link to your team's fundraising page).

Come up with a Goal

We have lots of different ways to recognise your support.

Give people incentives to give and share

Remind your supporters that even if they can't afford to donate, sharing is free! Offer fun perks to your friends like a Zoom date with you, or a video of you hula hooping if it gets to 100 likes!

Keep Communicating

Send motivational messages to your team every week or so to keep your team engaged and on track.

Post team-wide updates on the Team Fundraising page. Updates can be broadcast publicly, or shared privately with team members only.

You can also create a group chat on Signal/Telegram/Whatsapp etc to share ideas, and help motivate each other

Community is at the heart of our new centre and we could not think of a better way to bring it to life than doing this together.

Thank you for being a part of this great adventure with us!

Toolkit Extras

Personalising Your campaign

When you are working on your campaign page, or emailing potential contributors let them know why this cause matters to you. Some prompts to get you thinking:

- What makes 32 special to you?
- What's your favourite memory at 32?
- What do you think this art centre could do for our art scene?

Facts about 32° East

32° East | Ugandan Arts Trust is an independent non-profit organisation, focused on the creation and exploration of contemporary art in Uganda. Our programme offers artists in residence and members one on one drop in sessions for critique and professional development, workshops for practical skills and our regular discussion series, Artachat, for social engagement.

Over the last ten years 32° East has worked with over 200 artists and art professionals through our residency and public arts festival KLA ART. Many of our alumni have gone on to exhibit at major institutions and art events, and have received nominations for - or won - prestigious awards including the Absa L'Atelier Awards, and have featured in publications such as the New York Times, Hyperallergic, ContemporaryAnd, and Africasacountry. Alumni include Stacey Gillian Abe, Ian Mwesiga, Immy Mali, Pamela Enyonu, Letaru Dralega, Leilah Babirye, Serubiri Moses, Eria Nsubuga and many more.

We have facilitated international exchanges for artists between Brazil, Colombia, Curaçao, DRC, Egypt, Ethiopia, Germany, Greece, India, Indonesia, Kenya, Kyrgyzstan, Mali, Mexico, Portugal, Rwanda, South Africa, Tanzania, The Netherlands, United Kingdom, United States, Vietnam and Zambia.



More info about the New Centre

- **Six artists' studios** increasing our current capacity by 100%. We will have three studios dedicated to our residency programme and then have three additional studios that we would lease out to local artists who are more established in their practice and wish to be surrounded by a community of artists who give additional inspiration, feedback, and possible collaboration opportunities.
- **A well resourced learning centre and library**, to house 32° East's extensive art library. It will also offer free computer and WI-FI access and an editing suite for digital artists, filmmakers and sound designers.
- **A purpose-built public art gallery**, to present a rolling programme of free, local and international exhibitions. This gallery will especially highlight non-commercial, more experimental art to serve as a well-resourced space for more adventurous work.
- **Accommodation for visiting artists**, to improve our facilities for artists and reduce costs.
- **Café and art shop**, to bring in regular income and reduce our reliance on donor funding. The café will welcome new audiences who may otherwise never visit an art centre and will promote a sustainable ethos by using fresh produce from our on-site garden. The art shop aims to be a convenient and quality resource for artists who can now go to one place for canvas, brushes, paints etc.



Frequently Asked Questions

Q: Are donations tax deductible?

A: If you are a US Taxpayer, your donation can be tax deductible. Donations to this crowdfunding campaign will be processed through our US fiscal sponsor, the King Baudouin Foundation United States (KBFUS). Because KBFUS is a public charity, within the meaning of Sections 501(c)(3) and 509(a)(1) of the IRC, donors may claim the maximum tax benefits allowed by U.S. tax law for their contributions.

Q: Is this donation eligible for Gift Aid?

A: Not if you make your donation on this page, as this platform GiveLively, is specifically for US based, and US fiscally sponsored charities. However, as part of our membership in the Triangle Network, we have partnered with their UK registered charity, Triangle Arts Trust to ensure that donations are eligible for Gift Aid. Donating through Gift Aid means charities and community amateur sports clubs (CASCs) can claim an extra 25p for every £1 you give. It will not cost you any extra.

Q: Can you accept donations through Mobile Money?

A: Yes. Mobile money donations can be sent to 0752 092 017. Please encourage anyone using mobile money to inform you when they have made the transaction, and to let you know which name to list with their donation. Through GiveLively we can manually add offline donations so they can also be reflected in our progress bar.

Q: Can I join any team?

A: Teams are not open, so only members invited by the team leader can join a team. We hope you'll create your own team or fundraise individually!

Q: Can I just donate?

A: Yes, of course! You can donate directly to the cause [HERE](#) or, even better, choose a fundraiser or team member to support and help them reach their goal!

