



OPERATION
BROKEN SILENCE



GOOD PEOPLE GOOD BEER GALA
TEAM CAPTAIN RECRUITMENT & FUNDRAISING PACK

If you haven't actually started your team fundraising page yet, but already registered for the [Good People Good Beer Gala](#), shoot Audrey Tetzeli a quick email atetzeli@operationbrokensilence.org. She can start your team page and add you as the captain. If you already started your team page, here are two awesome benefits of having your own fundraising team:

1. You're in the running for the *Top Individual Fundraiser* and *Top Fundraising Team* prizes. The more you and your team members raise and recruit, the higher your chances of beating out the competition are!
2. You get to decide who comes to the event. Whenever someone hits *Join Team* on your team page and completes the process, that means they've secured their spot at the Gala!

We want your Team Captain experience to be as smooth possible. This packet has some easy-to-use recruitment and fundraising resources in it to quickly organize your efforts.

TRACKING SHEETS

Ticket Tracking Sheet:
easily see who you have invited to join your team and attend the Gala.

Donor Tracking Sheet:
easily see who you have asked to give to your personal fundraising page. This is a tool you can give to your fundraising-entry team members as well!

RECRUITMENT FORM

The *Join Me* form has some information about our mission and the Gala, as well as easy registration instructions.

Just add the link to your fundraising team, print, and hand them out to people you've added to your *Ticket Tracking Sheet*!

TEMPLATES & TIPS

We've included a few email and social media templates you can use to get your friends to register or donate.

And finally, we provide some general fundraising and recruitment tips our previous team captains wanted us to pass along to you!

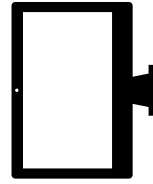


**JOIN ME AT THE GOOD
PEOPLE GOOD BEER GALA!**

Operation Broken Silence is a Memphis-based 501(c)(3) nonprofit organization building a global movement to empower the Sudanese people through innovative programs. We create stunning media and events that raise hundreds of thousands of dollars every year for education and medical programs in war-torn Sudan.

On March 23, 2019, this amazing organization I am a part of is hosting the 7th annual *Good People Good Beer Gala* at the Memphis Grand Carousel. This Masquerade-themed fundraiser supports our education program in Yida Refugee Camp, South Sudan, where we sponsor a top-performing primary school and a new high school for the children living there.

This year, you can actually get into the Gala for FREE by joining my fundraising team and raising \$125. The donations you raise will support these two amazing schools. Here's how to do that:



1. START YOUR FUNDRAISING PAGE

Visit this link and hit the purple *Join Team* button!



2. ASK FRIENDS & FAMILY TO GIVE

Email, call, and text out your fundraising page asking people to give! Then share it on social media. Repeat until you hit your goal!



3. GROW OUR TEAM

After you reach your goal, you can help our team even further by asking a few of your friends to attend the Gala as well!



4. AND IF YOU NEED HELP...

As your Team Captain, I'm here to help you succeed! Operation Broken Silence staffer Audrey Tetzeli will also be sending you fundraising tips and tools that will help us all reach our goals!

EMAIL, TEXT, & SOCIAL MEDIA RECRUITMENT TEMPLATES

These templates are great for asking friends to register as part of your team or make a donation. We do encourage you to take a minute and edit them a bit to make them more personable.

EMAIL, TEXT MESSAGE, & FACEBOOK* FUNDRAISER TEAM RECRUITMENT TEMPLATE

Hey (insert name here)!

I'm reaching out to you today because I wanted to invite you to join me on March 23rd, 2019 at the Memphis Grand Carousel for the 7th annual Good People Good Beer Gala for Operation Broken Silence. OBS is a Memphis-based nonprofit building a global movement to empower the people of Sudan through innovative programs, and this event will be to support their education program in Sudan. The gala will be a Masquerade-themed fundraiser with dinner, drinks, games, the opportunity to dress up, and so many amazing people and things to do there, and I'd love for you to be a part of it too!

This year, you can get into the Gala for FREE by joining my fundraising team and reaching a \$125 goal. The donations you raise will sponsor the students and teachers at a top-performing primary school and new high school in Yida and will empower them to create a better future for themselves after being displaced by genocide and war.

Would you be interested in joining my team and coming to the gala? You can sign up by visiting my page and clicking "Join Team": (insert link to fundraising team)

**If you would like to tag us and the event on Facebook, we are @Operation Broken Silence and @Good People Good Beer 2019*

INSTAGRAM FUNDRAISER TEAM RECRUITMENT TEMPLATE (place link to team page in bio!)

Hey! I'm reaching out to you today because I wanted to tell you about an awesome nonprofit and event that I'm a part of! @obsilence is a Memphis-based 501(c)(3) nonprofit org that is building a global movement to empower the people of Sudan through innovative programs. On March 23rd, 2019, they're having their 7th annual Good People Good Beer Gala at the Memphis Grand Carousel to benefit their education program. I want to invite you to join us this year by attending! It's a Masquerade dress-up theme with dinner, drinks, games, and more, and will sponsor a top-performing primary school and new high school in Yida Refugee Camp. This education program means so much to us and allows students and teachers who were displaced by war and genocide to build a better future! You can go to the gala for FREE by fundraising \$125 to go to these incredible schools! Would you be interested in joining my fundraising team and being a part of this? I'd love for you to join me! The link is in my bio to sign up if you want to register! There's also a great video that will tell you more :)

TWITTER FUNDRAISER TEAM RECRUITMENT TEMPLATE

Hi! I'm attending @obsilence annual Good People Good beer Gala on March 23! You should join my team so you can come as well! Deets here: (insert link to fundraising team)

EMAIL, TEXT, & SOCIAL MEDIA DONATION ASK TEMPLATES

These templates are great for asking friends to register as part of your team or make a donation. We do encourage you to take a minute and edit them a bit to make them more personable.

EMAIL, TEXT MESSAGE, & FACEBOOK DONATION ASK TEMPLATE

Hey (insert name)!

On March 23rd, 2019, I'm joining Operation Broken Silence for their 7th annual Good People Good Beer Gala at the Memphis Grand Carousel to raise funds for their amazing education program in Sudan. We're sponsoring a top-performing primary school and new high school in Yida Refugee Camp so that Sudanese students and teachers can receive the tools they need to build a better future for themselves after enduring genocide and war.

I have set a goal to raise \$125 for these schools and I've raised _____ so far. Could you help me reach my goal by donating \$25 or any amount you can to my page? You can visit my page here and learn more about the incredible impact these schools are having: (insert link to personal fundraising page)

**If you would like to tag us and the event on Facebook, we are @Operation Broken Silence and @Good People Good Beer 2019*

INSTAGRAM DONATION ASK TEMPLATE (place link to personal page in bio!)

Hey! On March 23rd, 2019, an awesome organization I'm a part of, @obsilence, is having their 7th annual Good People Good Beer Gala at the Memphis Grand Carousel. We're raising money for our education program in Sudan, which sponsors a primary and high school in Yida Refugee Camp. Through this program, thousands of children are able to go to school, and Sudanese teachers are able to work again after being displaced due to genocide and war.

I've set a goal of raising \$125 for these two amazing schools and would love your help! Could you donate \$25 to my fundraising page? You can visit the link in my bio to make a donation and learn more about why this program is so impactful!

TWITTER DONATION ASK TEMPLATE

Hi! I'm fundraising for @obsilence 2 schools in #Yida Refugee Camp. Can you give \$25 towards my goal? Deets here: [\(insert link to personal fundraising page\)](#)

FUNDRAISING & RECRUITMENT TIPS TO GET STARTED!

Once you have your tracking sheets filled out, some recruitment forms printed off, and your templates edited you are ready to go! Here are some final tips from previous captains and fundraisers:

KNOW YOUR IMPORTANCE

Most of the support we raise every year is not from grantmakers, it's from our movement members. The average donation size to our work in Sudan is only \$35. *You are a leader in our movement.* The Gala is going to be a blast, but the whole reason for the event is the two schools we sponsor in Yida Refugee Camp. As you ask people to get involved, know that you aren't just our ambassador, but the ambassador for 24 Sudanese teachers and nearly 1,500 students. It's up to us to get them the support they need.

BE GENUINE & SMART ONLINE

Mass email blasts won't get you very far. Instead of sending out a mass email, personalize your templates and reach out to people individually. Our top captains and fundraisers in the past have seen the most success by sending one person an email or text or giving them a personal phone call.

For social media, save the bulk of your posts for when you're almost at your goal. That's when people are most likely to give *because they want to be the one* that pushes you across the finish line.

FOLLOW-UP, FOLLOW-UP, FOLLOW-UP

Everyone's fundraising experience is different, but our previous captains and fundraisers have all told us one thing: *consistent follow-up gets the job done.* People are busy and things fall through the cracks. It's common to have to ask someone 2 or 3 times to register or give. Getting them to sit down for 1 minute to just do it is the hardest part. Afterwards, they'll wonder why they waited!

LEVERAGE THE FACEBOOK EVENT PAGE

Here's a nifty trick we've seen work in the past: *a day or two before you ask someone to register, invite them to [the Facebook event page](#).* That way when you ask them to register there's a good chance they've seen the event and will already be interested.

FUNDRAISING & RECRUITMENT TIPS TO KEEP THE MOMENTUM GOING!

ENCOURAGE YOUR TEAM MEMBERS TO RESPOND TO OUR STAFF!

Every year, we have a few attendees who struggle to reach their goal. 99% of the time they aren't using the resources we send them and aren't responding to our staff. Fact: *we have a full-time Fundraising Enthusiast on staff. Her job is to help your fundraisers succeed.*

If you have a fundraiser on your team who is struggling, ask them if they've talked to Audrey yet. Push them towards Audrey if they haven't been responding to her. She'll gently guide them in the right direction.

TURN A SAD REGISTRATION "NO" INTO A HAPPY DONATION "YES"

Odds are you are going to ask a few people to register under your team and they won't be able to. They really want to come to the Gala, but they'll be out of town or already committed to something else. This doesn't mean they can't help though! *Why can't they make a donation to your personal page instead?* As the Team Captain, taking this approach is the best way to both recruit team members *and* reach your personal goal at the same time. Pretty cool, right?

LEAD BY EXAMPLE

You'll probably be your team's top fundraiser. This is a powerful motivator for your team because:

1. Some people you ask to register may have never fundraised before and are nervous about it. You showing them your success and how easy it was to exceed your goal *is a huge selling point.*
2. Don't forget there is an award for the Top Individual Fundraiser at the Gala. You being out in front sets the bar higher for those really competitive members on your team who want to beat you!
3. You get to talk the talk and walk the walk. We're only asking fundraising-entry attendees to raise \$125 each. When you exceed \$125 on your personal page, you can go back to your team members and ask them to keep going as well. Not for us, but for the teachers and students. And hey, there's a Top Fundraising Team award out there waiting for you to win.

USEFUL LINKS!

Fundraising Resources: <https://www.operationbrokensilence.org/resources/fundraising-support/>

About OBS & Our Work: <https://www.operationbrokensilence.org/about/>

Good People Good Beer Gala Ticketing Site: <https://fundraise.operationbrokensilence.org/beergala2019>

Good People Good Beer Gala Facebook Page: <https://www.facebook.com/events/322525778293845/>

AUDREY TETZELI

OUR FUNDRAISING ENTHUSIAST

The granddaughter of a Holocaust escapee and Spanish Civil War survivor and the daughter of a Cuban refugee, Audrey grew up in Memphis, TN. Originally a yoga instructor by trade and Facing History and Ourselves alum, her vibrant personality and passion for the Sudanese people inspire those around her.

Audrey empowers and guides our fundraisers, donors, and event hosts in raising more funds for the life-changing programs we support in Sudan and Sudanese refugee camps.

Have questions? Reach Audrey at:
[**atetzeli@operationbrokensilence.org**](mailto:atetzeli@operationbrokensilence.org)

