



Donate your BIRTHDAY

As an NPO committed to transforming the lives of children, we flourish for their good when we're in a community of support. Your time, energy, and donations, they all make us strong so that our babies, preschoolers, and teacher trainees can thrive. **TOGETHER, we can transform lives.**



You can DONATE YOUR BIRTHDAY, telling friends, family, and co-workers to buy gifts for the children of Botshabelo in place of gifts for you this year. Then, you and a small group can join us for a tour of our Babies Home or other programmes to see first-hand what you're supporting.

Between our 3 programmes, there are plenty of options:

- BABIES HOME: formula, nappies, toiletries, groceries, etc.
- PRESCHOOL: stationery, groceries, storybooks, etc.
- TEACHER TRAINING: stationery, storybooks, etc. for the children at their preschools

Your friends, family and co-workers can save your receipts to show the value of items purchased.

Tax Receipts/BEE Certificates will be given (as applicable).

STEPS (see the attached form for tips)

- 1) Plan your scope (timing, donation types, participants)—see the attached form
- 2) Communicate (tell us, your friends/family/co-workers your plan)
- 3) Gather Donations
- 4) Drop off donations, take a tour of the BOTS programmes, and take a pic with friends under our sign (please contact us to schedule the tour)

Contact Us: office@botshabelo.co.za | 011 702 2141

www.botshabelo.co.za



DONATION DRIVE PLANNING

SCOPE	Timing:	
	(Often it's best to target a particular period of time—two weeks, one month prior to the BIG DAY. This creates momentum, and helps close the deal on an end point)	
	Goal	
	What donations do you want to gather? (formula and nappies for the Babies Home, second hand clothing for our SHOP, stationery for the preschool?)	
	Participants	
	Who do you want to include? (make a list: friends, family, co-workers, etc.)	

COMMUNICATION	Initial Message	
	Plan your first approach (Facebook call, Whatsapp message, phone call, a poster/letter at work, etc.)	
	Check In	
	Plan how to make your next approach (a follow up Facebook message, another Whatsapp message, a group NOTE at the water-cooler/coffee machine, etc.)	
	Follow Up	
	Plan another appeal---if you don't plan, the time passes and you lose momentum.	
	THANK YOU	
	Don't forget to say THANK YOU---whether they go with you to BOTS to drop off and see first-hand or NOT...make sure to send a THANK YOU message with pictures afterwards.	

GATHERING DONATIONS	Pick Ups	
	Make a list of who you need to visit to PICK UP donations.	
	Drop Offs	
	Make a list of who is DROPPING OFF donations with you (remind them / check in)	
	Meet at BOTS	
	Make a list of who is meeting you at BOTS to drop off—and take a tour with you.	

Connect with Botshabelo, to schedule your drop off/tour: office@botshabelo.co.za