



Getting the Word Out About Your Event

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Dear Supporter,

Thank you so much for wanting to get your community involved. Perhaps one of the most important actions an American Refugee Committee supporter can take is to tell others. Building awareness of the struggles that people face is the first step to creating a better future.

Your willingness to get involved makes a better future possible.

As you already know, our approach to the work we do is simple. We talk with refugees and displaced people to hear what they need to get back on their feet. And then we work with them to make it a reality.

Likewise, we strive to have dialogue with our supporters and funding partners, people like yourself, to hear what's important to you - to see how you would like to interact with the American Refugee Committee.

In fact, that's where our Community Involvement Kit came from in the first place. ARC supporters had asked for some ideas and a little help getting something started in their community, so we put together this kit.

In the kit, you'll find: **1)** A short list of really easy ways to get involved right away; **2)** our Suggested Reading List (in case you want to get your book club involved); **3)** Some examples of how other supporters got their communities involved; **4)** A How-To Press Kit (in case you hold an event and you'd like to draw media attention); and **5)** the 'Registration and Plan for Community Fundraisers' – this just helps us stay updated on your efforts.

Whether you hold a bake sale, a charity drive or a yard sale - **the most important ingredient in getting your community involved is your passion.**

Sincerely,

Daniel Wordsworth
President
American Refugee Committee

P.S. Please, if you have any comments, suggestions or ideas to share, we'd really appreciate hearing them.

Really Easy Ways to Get Involved, Now!

There are a lot of really simple ways that you can get involved to support ARC's work helping people build self-sufficiency and get back control of their lives.

Start using GoodSearch.com. GoodSearch is a regular-old search engine just like Yahoo! or Google. The only difference is that every time you do an internet search using GoodSearch, you can earn a penny for ARC. That might seem like a little, but it adds up.

How many times each day do you use Google or Yahoo? 5 times? If you switched to GoodSearch, you'd be raising \$18.25 per year for ARC! Download the GoodSearch toolbar at: www.goodsearch.com/Toolbars.aspx . And tell a friend about it!

Shop Online With Giveline or iGive – When you use www.Giveline.com or iGive.com to do your online shopping, a percentage of each sale will be donated to ARC.

Link to ARC – If you have a blog, a website or use a social networking site like MySpace, add a link to ARCrelief.org and tell people about us.

ARC IMPACT - e-newsletter – Sometimes the best way to be involved is by just knowing what's happening. Sign-up for our e-newsletter at: www.ARCrelief.org/newsletter . If you think it's interesting, encourage a friend to subscribe. If not, let us know what you'd change.

Start an ARC Giving Circle – Hundreds of Giving Circles are popping up all over the country. They're kind of like investment clubs – but their focus is on philanthropy. Some Giving Circles get together once a month, cook and eat a meal together and select a cause they'd like to support. They pool their money – everyone gives \$20 or \$25 – to make the greatest impact. As far as we know, there aren't yet any ARC Giving Circles. Yours could be the first!

Get Your Employer to Match Your Gift – Does your company have a matching gifts program? Your company probably has a list of charities to which you can give and your employer will match the gift 1:1. 2:1. Or even 3:1! Talk to your human resources department and see if they'll add ARC to the list.

Stay Tuned to ARC's Website – We're always posting new ways for you to get involved! www.ARCrelief.org

Join us on the web – Check out our videos, tweets, updates and more. And help us by being a voice for refugees.

Twitter – www.twitter.com/arcrelief

Facebook – www.facebook.com/arcrelief

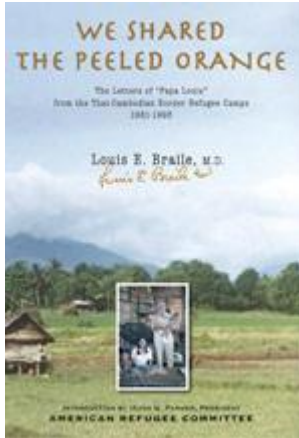
Youtube – www.youtube.com/user/chriskatarc

MySpace – www.MySpace.com/arcrelief

Recommended Reading List

Has a friend ever told you, *Hey, I just read this great book. You should check it out?* Well, that's what this list is all about. If you have a book you want us to add to our list, email us at info@archq.org. Otherwise, happy reading!

ARC Book: We Shared the Peeled Orange: The Letters of "Papa Louis" from the Thai-Cambodian Border, 1981-1993



Dr. Louis Braile, who came to be known as "Papa Louis," was a volunteer physician for the American Refugee Committee on the Thai-Cambodian border from 1981-1993. The chapters of this book describe the challenges and joys, the beauty and the pain, of each of Dr. Braile's tours of duty. From his heartfelt words, the reader will gain insight into the sometimes overwhelming experience of volunteering on the front lines of a humanitarian emergency.

You can purchase the book at:

<http://www.itascabooks.com/index.cfm?page=Detail&isbn=0-929636-34-1>

***IDEA*:** **Do you belong to a book club?** Read one of these books with your book club. You'll stay well-informed and you might expose a friend to something new!

Other Recommended Books

- **What is the What?** - based on the true story of Achak Deng, one of the Lost Boys of the civil war in South Sudan. *Author: Dave Eggers*
- **Lost on Earth: Nomads of the New World.** *Author: Mark Fritz*
- **"A Problem from Hell": America and the Age of Genocide.** *Author: Samantha Power*
- **Banker to the Poor: Micro-Lending and the Battle Against World Poverty.** - written by the 2006 Nobel Peace Prize Winner who founded the micro-credit movement in Bangladesh in the 1970's. *Author: Muhammad Yunus*
- **We wish to inform you that tomorrow we will be killed with our families: Stories from Rwanda.** *Author: Philip Gourevitch*
- **Fire.** *Author: Sebastian Junger*

*Once you're done with these, check out our full list at:

www.ARCrelief.org/learn_suggestedreading

Charity Dream Date

Eden Prairie High School raises \$17,000 for ARC



(Eden Prairie students rehearse before their fundraiser that raised \$17,000.)

"Saving the World, One Bid at a Time" was the motto for Eden Prairie High School's Third Annual Charity Dream Date event on February 12th. This year the students selected ARC as the recipient organization of all funds-raised – more than \$17,000!

"The students clearly worked very hard to put this event together," said Hugh Parmer, ARC president, who spoke at the event. "They had a lot of fun with it. The energy in the crowd was great. The audience really enjoyed it. And they did an amazing service - all at the same time."

Charity Dream Date is an annual fundraiser for a charitable organization and is sponsored by the Eden Prairie High Student Council, DECA/BPA and National Honor Society. Students came up with the idea for a Dream Date auction and were fully responsible for the success of the event.

On the evening of the event, thirty individuals were auctioned - live - with a date package and bid on by students and parents. The students put the packages together with generous donations from local businesses and individuals. The event also included a silent auction, a raffle and lots of fun.

The students put it to a vote, and decided to support ARC's work for refugees with the proceeds from this year's Dream Date. **The American Refugee Committee is very proud and privileged to be associated with such a generous and fantastic group of young people.**

Vena Cava Designs for ARC

Designers Lisa Mayock and Sophie Buhai wanted to help women and children affected by the conflict in Darfur



Vena Cava designers Lisa Mayock and Sophie Buhai have designed and are selling a limited edition t-shirt (pictured above) to benefit ARC's work for people in Darfur. The t-shirts are for sale at ShopBop.com

The t-shirt sales are part of the exclusive 2007 New York Fashion Week fundraising program "Fashion Gives Back", which is sponsored by Glamour Magazine, shopbop.com and Splendid.

"Fashion Gives Back" chose six young female designers to design limited edition t-shirts. And they asked the designers to select a charity to support with the sales from the t-shirt they designed. Mayock and Buhai chose to support ARC's work in Darfur. 30% of each sale will go to ARC.

The t-shirts were available for a limited time only at ShopBop.com.

Minneapolis TAKE COVER

Minneapolis musicians join together to raise awareness of the crisis in Darfur.

Minneapolis Take Cover is an Annual Concert featuring local Minneapolis bands and musicians. This year, the concert was held on February 1st at the Varsity Theatre in Dinkytown in Minneapolis and raised nearly \$2,000 for the American Refugee Committee's work in Darfur.

"All of the musicians and myself are so proud to be able to raise money for ARC and all the important work ARC does," said the organizer of the event. Take Cover's performers included Chris Koza, Haley Bonar, Cowboy Curtis, Bill Mike, One For The Team and Seymore Saves The World.

In addition to some great music, the event also provided an opportunity for people to learn about what is happening in Darfur. ARC and other local organizations were on hand to bring more awareness to the crisis in Darfur and talk to concert-goers about what they can do.





Press Coverage Checklist

- Choose a member of your group to be responsible for press coverage.**
This should be done in the beginning stages of event planning.

- Get on Community Calendars.** Mail, Fax or email a press release to community calendars. And, call your local cable television stations and ask them to list your event on their “community calendar”.
You should begin doing this a month-and-a-half before your event. Publications request you submit your event at specific times.

- Make follow-up calls** to confirm they received your press release or PSA. If they misplaced the first copy, offer to send them another
This should be done one month before the event

- Write a letter to the editors** of newspapers in your area. In 150 words or less, highlight your concern over the need for humanitarian aid in areas around the world. Encourage people to join your event and provide contact information and the date, time and location of your event.
This should be done one month before your event

- Get the word out in your community.** Create fliers to distribute to community centers, schools, coffeeshops, movie theatres, grocery stores and department stores. What other places in your community might be good?
This should be done two to three weeks before your event.

- Mail, fax, email or deliver your press release to those news media** who may do a story on your event.
This should be done two weeks before your event. And you should make follow-up calls one week before your event and then again the day of your event.

- Assign someone to take photos during your event** – including captions.

- Advertise your event on Social Networking Sites** to let friends and others know. If you know a blogger, talk to them. Maybe they’ll mention your event in their next post.
This should be done one week prior to your event. Send people a reminder a couple of days before the event.



Creating a Media Contact List

Creating press lists for print, television, and radio contacts is easy.

- Use the internet or Yellow Pages to compile your media contact information. Find listings of newspapers, television and radio stations in your area and call them to get the names of the people you should contact.
- Calendar editors, public service directors, and community ‘bulletin boards’ at television and cable stations can put your event on Community Calendars. But keep in mind that their deadlines are usually 3 to 6 weeks before your event.
- Also, include news editors, reporters, columnists, assignment editors, etc. They will have deadlines ranging from 2 weeks to a few days before your event.
- And don’t forget alternative media sources like college and high school newspapers, company newsletters, blogs and special interest magazines.

Interview Tips

A reporter asks you to do an interview. Be prepared to speak about your event, your goals and why you got involved. Remind yourself that you know more about the issue than they do.

Stay brief and to the point. Don’t be afraid to be redundant. Refer back often to what you feel are the “most important” points. And relax.

Prepare yourself ahead of time to be able to answer the following questions:

- What is the goal of your event?
- What exactly will you be doing at your event?
- Will there be proceeds? And where will they go?
- What is the message you want to send to your community?
- How can people get more involved?
- What spurred you to put on the event?

If you don’t know the answer to a question, ask for the interviewer’s deadline and contact ARC. If the reporter would like to speak with an ARC staff member you can have them call Therese Gales at 612 607 6494. The reporter can also include ARC’s web address (ARCrelief.org), in case viewers/listeners/readers want to learn more.



Preparing for an Interview

In case you need it, here is a little bit of background info on the American Refugee Committee:

- Since 1978, The American Refugee Committee has worked with refugees, displaced people, and those at risk to help them survive crises and rebuild lives of dignity, health, security and self-sufficiency. ARC's 2,000 employees worldwide served more than 2.5 million people last year.

- Each year, more than 89 percent of our resources are allocated to our programs.

- Today, ARC works in 7 countries around the world helping victims of war and disaster rebuild their lives. ARC programs in Africa and Asia provide health care, micro-enterprise development services, clean water, shelter construction and repair, legal aid, and community development services.

- ARC currently operates programs in Sierra Leone, Liberia, Rwanda, Uganda, Sudan (Darfur and South Sudan), Pakistan and Thailand.

- 95% of ARC staff are refugees themselves or come from the local communities where we work.

- ARC works with refugee and local communities to build programs that:
 - Utilize the knowledge and experience of the people it serves.
 - Improve the lives of people in the community
 - Train survivors and build the capacity of the community
 - Sustain themselves years into the future



Creating A Press Release

Below is a sample press release. If you need to see some more examples of press releases, visit our website at www.ARCrelief.org/news_ARC_Press_Releases

EXAMPLE:

For Immediate Release
[Today's Date]

Contact: [Your Name]
[Daytime Phone]

[Name of Event]

[Your City, State] - <provide a brief description about you/your group, and what you are planning, i.e. a bowl-a-thon event to benefit ARC>

<Provide a paragraph fully describing your event>

<Describe why you want to hold an event/describe the need>

<Provide all necessary information about your event here, date, location, time, etc.>

<Provide a brief description of ARC; the following is a good overview>

About the American Refugee Committee (ARC): ARC is a nonprofit, nonsectarian international humanitarian relief organization. For more than 30 years, ARC has worked to save and improve the lives of refugees and others uprooted by tragedy. ARC currently assists more than 2.5 million refugees and displaced people in 7 countries around the world.

ARC takes financial responsibility very seriously. We aim to work as efficiently and effectively as possible to address the needs of refugees. In fact, 89 cents of every dollar we raise goes directly to serve survivors of conflicts and natural disasters.

[*Quotations from credible sources fit well into press releases. If you have any, insert them in the second paragraph or wherever they make sense. For instance, if you're describing why your group is doing this fundraiser, maybe insert a quote from your group's leader. See ARC's website for more examples:

www.ARCrelief.org/news_ARC_Press_Releases]

Registration and Plan for Community Fundraisers

Please submit this Registration and Plan at least 30 days prior to the intended event.

Please note that ARC reserves the right to withdraw its name from use by third parties should significant changes occur in the Plan that may affect the public's perception of the American Refugee Committee

Contact Name:

Address:

Telephone: Fax:

E-mail:

Organization hosting or sponsoring event:

Names and affiliations of contact people:

Name of Event:

Date(s) of Event: Time:

Location of Event:

Purpose of Event:

We are delighted you've chosen to raise funds for the American Refugee Committee.

Please describe the event you're planning.

Please share with us why you decided to conduct an event for ARC.

Estimated Donation:

It's important for our fundraising purposes to know when contributions will be submitted to us. How will you be submitting event proceeds to us?

Expected date for the transfer of funds:

If you have corporate sponsorships (secured or pending) or other community partners, please list along with current and available contact information:

Do you or any other individual, formally or informally associated with the proposed event or affiliation, anticipate receiving a direct or indirect financial or business benefit from the event or affiliation? If so, please describe:

Do you have plans to publicize or market your event? If so, please describe.

Please include the following with the Registration and Plan for Community Fundraisers:

- Signed Policy for Approving Community Fundraisers
- Signed Indemnification Agreement

Return the Registration and Plan (with all included forms) to:

[Therese](#) Gales
Public Affairs and Outreach Manager
American Refugee Committee
430 Oak Grove Street, Suite 204
Minneapolis, MN 55403 USA
Phone: 1-800-875-7060
Email: ThereseG@archq.org ; FAX: 612-607-6499

Policy for Approving Community Fundraisers

This Policy is established to guide the American Refugee Committee (ARC) in approving events by, or affiliations with third parties on our behalf to benefit our programs. A community fundraising event or affiliation can be defined as any fundraising initiative brought forward by an individual(s), group, or business unaffiliated with ARC that wishes to raise money through a planned event or association that is organized, executed, and resourced by the external party.

Community supporters wishing to assist ARC's mission through fundraising efforts will be asked to complete a short **Registration and Plan for Community Fundraisers**. Certain fundraisers are subject to our approval and cannot be approved due to state law, or are not in accordance with the values and mission of ARC.

ARC personnel will evaluate the submitted forms. ARC reserves the right to withdraw its name from use by third parties should deviations from the approved Registration and Plan affect the public's perception of ARC, or the anticipated benefit to ARC. Failure to fully disclose personal or business interests that bring financial benefits to the proponent, whether direct or indirect, are grounds for ARC's withdrawal.

This Policy is for the purpose of permitting the use of ARC's name and logo to events that benefit our programs, to ensure we are held harmless legally for these community events, and to ensure these events are held legally and in a manner that promotes ARC's mission.

1. Events or affiliations that conflict in any way with our mission or other program priorities will not be approved.
2. Event or affiliation organizers are requested to submit the Registration and Plan for Community Fundraisers form at least 30 days in advance of the intended event date or affiliation.
3. Fundraising groups need to have their own necessary insurance and permits.
4. While we do not promote the use of alcohol, we recognize that a law-abiding event can be an appropriate venue for a benefit. Check with your state regarding all applicable laws.
5. No event or affiliation that involves gambling will be approved. We define gambling as a paid chance to participate in possibly winning a prize. Unpaid games may be approved so long as they are free to participate in and no monetary prizes are awarded.
6. Vending agreements will not be approved unless an appropriate portion of the proceeds is donated to ARC

7. Fundraising groups must use our logo in a way that promotes our positive image, and must not display the logo without prior approval. Fundraising groups must submit a draft of any material (i.e., poster, t-shirt, flyer, written material) with ARC's logo or any written material that describes ARC to ARC. Logo art and guidelines for use are available from ARC.

8. In addition to good will, there should be a financial goal from the event.

9. ARC will only cover expenses incurred in production of the event if specifically approved in an advance written agreement with the Director of Development and Public Affairs.

10. All community events to benefit ARC must follow all applicable laws, including:
- Laws regarding tax deductions. Not all participants can take a tax deduction, and this will be carefully explained to potential fundraising groups.
- Laws regarding wording on printed tickets, such as "XX% of proceeds benefits ARC".

11. In general, events, affiliations or promotions that require ARC to release to third parties the names, addresses, or phone numbers of donors or prospects will not be approved.

I have read and agree to the conditions of the above Policy.

[Name]

[Organization]

[Name]

[Organization]

INDEMNIFICATION AGREEMENT

This Agreement is entered into between the American Refugee Committee and the sponsor of the fundraiser ("Sponsor").

Sponsor wishes to organize and carry out a fund-raising event for the purpose of generating money to donate to the work of ARC. ARC gratefully acknowledges Sponsor's desire and efforts and agrees to use the donation in its charitable work.

Sponsor acknowledges that ARC has played no part in the organization, promotion or execution of its fund-raising event and has no control over it.

Consequently, Sponsor agrees that it will fully indemnify, defend and hold harmless ARC, its directors and employees from any and all claims that may arise out of or relate to such event, regardless of who might make such a claim.

If and to the extent any provision of this Agreement should be held invalid or unenforceable by a court of law, the parties agree that such provision shall be severed and the remaining provisions shall remain in full force and effect.

DATED: _____ SPONSOR
By: _____
Its: _____