

A Few Fundraising Tips

Key facts

- Unemployment is rampant in the world's poorest places, where 1.4 billion people live on less than \$1.25 a day, mainly in Africa and Asia.
- Hundreds of millions of poor people have skills, but can't find dignified work.
- Computer-based tasks provide jobs. "Remote work" like data entry and image tagging can pay up to \$5 an hour, compared to average *daily* wages of \$1 in poor places
- **Samasource's model selects, trains, and markets small firms and nonprofits that hire people in poor regions to perform remote work.**
- So far, with only \$35K, we've generated **over \$150,000** for our partners in Kenya, Ghana, and Pakistan, and trained **over 300 people** in remote work skills.
- A \$20 donation to Samasource increases a person's income by \$325 over 10 years, resulting in long-term change.

But outsourcing is:

- **Bad for the local economy.** No it isn't. First, we are starting partnerships with community development centers in rural Mississippi to bring our model to the US. Second, micro-sized firms in poor places aren't competing for domestic jobs--they are supplementing them. By helping businesses do more with less, they create opportunities, which lead to more sales and eventually more local hiring to service those sales.
- **Something only big multinationals do.** Nope -- Samasource's approach is focused on small, locally-owned businesses. In fact, we're building the world's first "fair trade"-style system for trade in services to advocate sourcing from socially responsible enterprises.

Find out what donors are interested in, and then make the ask:

1. Are they into microfinance? Compare our model to Kiva's-- like Kiva, we work with local partners to enable local entrepreneurs in Africa, South Asia, and the rural US.
2. Are they familiar with Mechanical Turk, Elance, or oDesk? Give them a quick idea of what "remote work" is with an anecdote.
3. Do they have work that needs to be done? Have a sales team member reach out to them.
4. **Don't forget to ask them for \$\$!** Funding levels: **Supporter:** \$25 - \$499; **Sponsor:** \$500 - \$2499; (3) **Partner:** \$2500+

All fundraising materials, including an overview PDF for donors, are available to download at <http://drop.io/samasourcefundraising>