



AfrikaBurn

FUNDRAISING FOR YOUR PROJECT

Hot tips and tricks from your community.

I. FUNDRAISING GUIDELINES

II. FUNDRAISING EVENTS

III. ARTFUNDS

IV. SAVING/STOKVEL

V. QUICKET

VI. FACEBOOK FUNDRAISING

VII. CROWDFUNDING

VIII. SUPPORT CAMP FUNDING

I. FUNDRAISING GUIDELINES

AfrikaBurn is full of inspiring stories. From Magic Carpets to Sky Labyrinths, the beautiful projects created by the people for the people show how AfrikaBurn allows us all to access our inner creative and make our dreams come true. But, it takes money to actualise these dreams, and money comes from fundraising. This guide is here to help with advice from successful project leaders, team mates, and channel managers - it's a guide on how to do it right, where to do it, and what to expect. It also talks about the different areas there are to raise funds for your project, as well as the tips and tricks of each.

Collectives are the bedrock on which you are going to make your project happen:

A group of friends or associated or interested people that gather around a project with the aim of actualising shared vision, be it a performance, a theme camp, artwork, Mutant vehicle. Having a strong cohesive Creative collective is the bedrock on or from which you can build or actualise pretty much any vision. We have seen all sorts of collectives through the years: ones that were geographically determined, ones that rally around a way of thinking, ones that are fluid, ones that are closed. But by far, the best thing you can do is gather people around a project. It's where the alchemy of the burn happens. Be discerning, but be open, because you will find unthought of gems that have all sorts of skills that will add to you project.

- So the first thing to do is gather the core team that are going to help actualise the project.
- Split responsibilities.
- And make one one of those a fundraising team.

Some Parameters from AfrikaBurn

But before we carry on, here are the some radical bureaucracy house rules that we need to communicate from AfrikaBurn's dos and don'ts regarding fundraisers and publicity. (you can also check this [on the AfrikaBurn website here](#))

- Do **NOT** use the Date Badge or the Clan image from our site on your communications materials.
It may confuse people into thinking it is organized by AfrikaBurn – and this will make things more complicated than we'd like.
- Do **NOT** call your event *an AfrikaBurn Event/fundraiser, Streetopia* or *Decompression*. You can certainly make use of the word **AFRIKABURN** in your event name or description but purely descriptively. For example: "Candyfloss and Kink – a theme camp fundraiser for AfrikaBurn" or "Banana Sparkle Car – Crowdfunding for our mutant vehicle project at AfrikaBurn".

- Do NOT call your fundraiser a raffle or a lottery. This will bring you in conflict with the National Lotteries Commission. See our section later to the exceptions to this rule.

Other tips:

- **Craft your own identity for the collective and or the project.**
Define your project, be it a mutant, pop-up candy floss stall, or BDSM dungeon, you should come up with a look-and-feel and language for your project. If you've got someone in your team who's good with design or art direction, perhaps get them involved in this process.
- **Be inclusive, Be lekker!**
Make sure you represent the burner community in a way that should make us all think you are kief. Don't be kak.
- **Be on the ball!**
Make sure you let people know early about your events and do it year-round – there's a total overflow of events in February and March, so be different and host at a different time of year.
- **Let AfrikaBurn's communications team know.**
You should let communications@afrikaburn.com know about your Fundraiser or Crowdfunding project. If you want it to be in the AfrikaBurn Newsletter please use this form: <https://www.afrikaburn.com/news/submit-news-article>
Tag AfrikaBurn on Social Media: Facebook, Twitter, Instagram and any and all other platforms - we'll pick it up and push your post out to the community.
- **Be responsible!**
Make sure it is legal. Make sure you're not going to make waves. Make sure no one is going to get into trouble.
- **Talk you head off;** Speak about your project to anyone who will listen, human connection is a very very powerful tool. You'll be amazed at how many people want to get involved or help or know something.
- **Have fun!** ☺

II. FUNDRAISING EVENTS

Events are a lovely and easy way to gather both momentum and money around your project. We like to gather, us humans. So be it a party, a movie screening, urban golf, whatever you choose to do, it is the catnip that we all love.

When to do your fundraiser: Timing is key

If you know you are going to do a project, start immediately after the Burn to rally. Even if you are not sure of exactly what your project is going to be, don't wait till it's too late - Besides, most people are desperate to gather after the desert. From January to April there is often an overabundance of events and fundraisers and the community can get overloaded and attendance might be diluted.

Choose what your event is wisely:

Look at the resources available to you and your group. Who has a venue? Who knows someone that has a venue? Who in the group has lighting? Who is a musician/has links to musician/s? What's the flavour of the event. Low key? Big blow out huge party? It's important to try and not spend any unnecessary money on the actual fundraiser. Get your whole team to take shifts on the door, running the bar, cleaning up etc. It'll be good practice for the desert.

Make it "a thing":

The burn is all about challenging ourselves to do things differently. Even if you just choose and off the wall theme. Or one that will make the space look stimulating. Like a white background and everyone has to come dressed in only one colour. You could also just be doing the thing that you do in the desert in town. Do something that differentiates your fundraiser from other events. Be playful.

Optimise your human resources:

It's important to find someone in your crew that can lead the fundraising part of your project. This does not mean that the others in the crew don't have to work on the fundraisers, it just means that they are the leads. You'll find each member of your team has talents that can be put to use in different areas. From running bars to enthusing people to come, the decor, to music line ups, to MC-ing, to handling the recycling (just like your camp at AfrikaBurn). There is always something that someone can do.

- **Challenge everyone in your crew to do something. Everyone needs to have a hand in actualising the project that you have all decided to bring to the desert.**
- **Challenge everyone in your team to make sure that there are lots of people at the fundraiser. Getting people there is never any one person's job.**
- **Utilise the wider community:**
We have an amazing community, and many people are keen to find a project to get involved in. So, don't feel stuck with your team - try find out if there's anyone else looking to help a project like yours. Perhaps there's someone out there who's got exactly the skills you need. Don't be afraid to ask for help. You can also utilise the community to assist you with venues, costings, supplies, and entertainment. Use all the social platforms
- **Attend get-togethers:**
New or old burners can come together through workshops, and skill shares can make everything easier.
- **Try small fundraisers:**
Organizing small parties or gatherings to watch a themed movie is quite successful. Even if you only have a small group of participants, you can make quite a bit of money from a small entrance fee. Organize low key, simple, effective, easily manageable events if you're going to do a few of them.

- **Use social media:**
Facebook as a communication platform is great if you have an identity already - Instagram, Twitter, Youtube, etc. all contain different groups of people, so try all of them.
- **Try do it all in-house:**
If you can save costs, do. If you've got a designer on your team, they can do all the promotional materials. If you can use one of your houses for the fundraisers, do. Try save money wherever possible.

IDEAS FOR FUNDRAISING EVENTS

Ideas used successfully in the past:

- The event must be simple, effective, easy and manageable.
- Film-festival - different burn movies from all around the world.
- Tankwa Trivia, inviting people from the default world to participate. Offer small prizes like SWAG or posters available for free from ABHQ.
- Auctions with amazing art, pictures and/or memorabilia from AfrikaBurn.

Think out of the box!

- It does not have to be a standard party. Be creative!
- It is all about creating and playing. Make it simple but outstanding...
- Creative workshops do very well!
- It doesn't have to be always with the Burner community. Think about reaching other communities too.
- Jozi burner crews gather together on the weekends to do their workshops, and these work to help fund projects too.

A word on Lotteries or Raffles:

EXEMPT ENTERTAINMENT LOTTERY:

The lottery must be conducted as part of some event or 'entertainment' (a bazaar, sale, fête, dinner, dance, sporting event or other entertainment of a similar character);

All proceeds of the entertainment, including the lottery, must be used "for the benefit of any deserving section of the public".

Expenses that may be deducted before using the money for a deserving cause are restricted to:

- a. The expenses of the entertainment, including those related to the lottery;**
- b. The expenses of printing lottery tickets and advertising the lottery; and**
- c. The cost of purchasing lottery prizes.**

None of the prizes in the lottery may be a money prize;

The total value of the prizes may not exceed R5 000,00;

The total value of tickets sold may not exceed R10 000,00; and

The price of a single ticket may not exceed R10,00.

Exempt entertainment lottery

2. Private Lotteries:

This sort of lottery is not likely to be conducted by a non-profit to raise funds, as it is one in which a closed group of people participates and benefits, but the requirements for this are:

PRIVATE LOTTERY:

Raffle

Participants and beneficiaries are all part of the same closed group: social/sporting club, co-workers, residents on same premises

If it's a private lottery run at a sporting or social club, the governing body of the club must authorise the lottery in writing.

The price of a single ticket may not exceed R10,00

The total value of all tickets available in a single lottery may not exceed R10 000,00.

The total value of prizes may not exceed R10 000,00.

No written notice or advertisement of the lottery may be displayed except:

- A. on the club premises;**
- B. on the property where participants work or reside;**
- C. on the lottery tickets; and**
- D. no ticket may be sent through the post.**

The organiser of the lottery must be a member of the club or society and authorised in writing by the governing body to run the lottery.

No management fee or expense allowance may be deducted from lottery proceeds. The only deductions allowed from the amount raised are for printing, stationery and notices.

The income from the lottery must be used entirely for prizes or divided between prizes and the club fund.

The maximum number of lotteries run by any club, workplace or residential entity is 12 a year.

IF YOUR FUNDRAISER IS NOT ONE OF THESE:

OPTION 3: REGISTER AS A SOCIETY LOTTERY:

Society lotteries are competitions organised to raise funds from the public for various non-profit organisations.

A short summary and explanation of what the Act says about this:

SOCIETY LOTTERY:

Enter to win

The lottery must be conducted entirely within South Africa;

The organisation benefitting from the lottery must be registered under the NPO Act;

The organisation benefitting from the lottery must not be connected with lotteries, gambling or betting;

The lottery must be conducted in accordance with a “scheme” – or plan – that has been approved both by the organisation and the National Lottery Commission;

The maximum value of tickets to be sold in a single society lottery is R2 million;

The total value of prizes may not exceed R1 million per year per organisation;

The total proceeds, after deduction of permissible expenses (up to 15% of proceeds where proceeds are under R1 million, and up to 10% of proceeds where these exceed R1 million) and the cost of prizes, must be used solely for:

- a. the charitable purposes for which the organisation is authorised to collect funds;**
- b. support of sport or cultural activities for which the organisation is authorised to collect money; or**
- c. other non-commercial or not-for-gain purposes approved by the National Lotteries Commission;**

Tickets for the lottery can only be advertised, marketed, promoted or sold in a prescribed area;

The lottery may not be advertised, marketed or promoted jointly with any other society lottery, nor may funds for prizes be combined with any other lottery; and

The lottery must be conducted strictly in accordance with the rules set out in Section 53 of the Lotteries Act.

SUMMARY:

For fundraising by non- profits, the general rule then is that:

If you are holding a fundraising event and, as part of that event, you have a competition/raffle/lottery and do not sell tickets for more than R10 000, and stick to all of the other rules for an “entertainment’ lottery, you do not have to register with the NLC; but

If the competition that you wish to run to raise funds involves bigger prizes/higher ticket sales than permitted, then you will have to apply to register as a Society Lottery. The application to register must comply with the detailed requirements set out in the Lotteries Act. They are tedious, but not insurmountable, and we are able to advise on whether the application is required and assist with assembling and lodging these applications.

“We started to create a change agent, we didn’t start to create a big event.”
Monique Schiess, co-founder of AfrikaBurn

III. ARTFUNDS

AfrikaBurn applies for funding in different ways. If you have registered a project with us, we will send out notices when a funding application is open. But radical selfies also applies and you can subscribe to the various newsletters of the various organisations for notifications.

Here is a list of some of art funders we’ve worked with:

- National Arts Council: <http://www.nac.org.za/>
- The Department of Arts and Culture’s Mzansi Golden Economy: <http://www.dac.gov.za/>
- Arts and Culture Trust www.act.org.za
- Pro Helvetia: <https://prohelvetia.org.za/en/>
- Goethe Institute <https://www.goethe.de/ins/za/en/index.html>
- www.vansa.org.za
- <http://www.arterialnetwork.org/>

There are also art funds from foreign countries.

TOP TIPS FROM NIX DAVIES (co-creator of Ygdrassil and Space Cowboys)

Having done research in UK, what the countries were looking for in an art piece is a sense of Perspective and Collaboration. There is a lot of space to fund for cross-cultural projects. You should try to fund your piece internationally. There is an interesting cross culture of innovation, community and creativity at AfrikaBurn. Focus on the first part to attract funding.

2019 GUIDE TO ARTIST GRANT OPPORTUNITIES

goo.gl/yeCEmp

IV. SAVING! IT REALLY WORKS!

If you have an established collective that likes doing a project every year at AfrikaBurn, regardless of what it is, start a savings scheme. If you start a with a group of 10 people putting in R100 over 12 months equates to R120000. This can be the base of creating a fundraising event to fund the venue, stock and entertainment.

FNB has an excellent Stokvel account.

<https://www.fnb.co.za/savings-account/stokvel-account.html>

V. QUICKET

Quicket is the ticketing system that AfrikaBurn uses. They're a fabulous bunch and offer their platform for Burn projects at cost.

So this would really just be a payment gateway if you did not want to do a crowdfunding campaign.

- Similar structure as a crowdfunding platform, Quicket has a small donation box to help projects reach their goals.
- Quicket has also offered to waive all their fees for AfrikaBurn-related fundraisers (since they're all burners too).
- It's easy and simple.
- Set up an organiser's account on Quicket, and load up the event details.
- Once set up, pop an email to organisers@quicket.co.za and they will ask AfrikaBurn to verify the project as registered project. Once verified, they will only charge credit card fees and cost to their company.

MORE ADVICE FROM ESTABLISHED CAMP LEADS:

- We use Quicket at our Theme Camp, so the foreigners can pay in from all around the world at minimal transfer costs.
- As a fundraising initiative: “We broke an artwork into pieces and sold everything off, to gather in funds in collaboration with Quicket”.
- Communicate with Quicket if you’re struggling. Their support team is amazing.

VI. FACEBOOK FUNDRAISING

Facebook has a fundraising platform but it only works in some countries (South Africa not included). For projects with members in other countries this could be a good option.

How to create a fundraising platform on FaceBook:

- **Log in**
- Go to **home**
- Click **fundraisers** in the left menu of news feed
- Click **raise money**
- Select **non-profit**
- Select a charitable organization
- Click **create**

ADVICE FROM THE COMMUNITY

SHAUN ILUKULUKU

- Create an event, and then you can raise funds as well.
- The best way to start is with your social friends, then community.
- When using Instagram you should create a unique hashtag, making it easier to find you.

DAN CeXx THEME CAMP

- When friends react to your post on Facebook, encourage them to do more than just like it. Use Love it or comment or share. This will amplify its reach.
- It’s like Twitter, that tricks people to think that there’s a lot going on in one topic.
- Thunderclap – is a platform that allows individuals and companies rally people together to spread the message. The site uses a model similar to crowdfunding sites.
- The more you tag the event or AfrikaBurn, the best chances you have.

- Social Media is tricky, because everyone has these small gaps after the event and that makes the people lose interest.

YOGESH NOW NOW TRIBE

- Most of our funding came from “word of mouth”, rather than the rest.

VII. CROWDFUNDING

This section is derived from Adrien Born’s thesis on crowdfunding: Mémoire Académique: Recommendations proposal and backers understanding in reward-based crowdfunding.

<https://www.dropbox.com/s/eu30yho8ngle91f/Crowdfunding%20Master%20Thesis%20AB.pdf?dl=0&fbclid=IwAR0-P1L4iFw2eeayodBIXIAUUucxSbqG6nW8tULF97tmyEJhMxSCG0oAvA4>

We’ve condensed it (heavily) for those that would like the highlights only. This section will deal with:

- **VII.1 PLATFORMS**
- **VII.2 SUCCESS FACTORS**
- **VII.3 TIPS**
- **VII.4 HYPOTHESIS**
- **VII.5 UNDERSTANDING BACKERS**

VII.1 PLATFORMS

Here is a list of Fundraising platforms that have been used in the past:

- KICKSTARTER.COM
- ULULE.COM
- WEMAKEIT.COM
- INDIEGOGO.COM
- ROCKETHUB.COM
- KISSKISSBANKBANK.COM
- 100-DAYS-NET
- FUNDABLE.COM
- PATREON.COM
- GOFUNDME.COM
- THUNDAFUND – SA Platform
- QUICKET - Preferential treatment for Burn Projects

Note: Most of the platforms are international which cost more money for the transfers. If you have internationals in your Collective, make sure to make use of that.

COMMENTS from the Community about these Platforms:

- In our experience crowdfunding has not been massively successful in SA. But it can work if used properly.
- However with the rise in international participants crowdfunding campaigns can be run in different countries where crowdfunding is popular.
- If you have foreigners in your Collective, make sure that they are responsible for spreading the word around in their communities. It's a good opportunity.

VII.2 SUCCESS FACTORS

- Set a LOW goal.
- Make a short duration for the campaign.
- Videos work well to attract attention.
- Long description lengths can work when people are ready to learn more.
- Backing other projects creates a network- link your projects with other projects.
- Post updates often.
- Have many Facebook, LinkedIn friends - use it as a tool.

VII.3 TIPS

- Build a landing page to capture email addresses. You can use
 - o Launchrock.com
 - o Wordpress.com
- Facebook "shares" crosses boundaries quickly. Encourage people to share.
- Facebook events are a must for any event.
- You only have one chance to make a first impression! Think things through before committing.
- Build a team to support your campaign, you can use project management software like trello.com to communicate. Or you can just go old-school and use WhatsApp. Choose what makes you and your team comfortable.

VII.4 HYPOTHESIS

- Family and friends tend to invest at an early stage. Don't put too much pressure on them after the initial push.
- Familiarisation with the project first is important to people.
- Appearance of project participants in the video makes it personal and lekker.
- Motivations by groups, endorsements, notes of enthusiasm all add up. Make sure you include them.
- Youngsters tend to:
 - o Invest at an early stage
 - o Be less afraid of losing money
 - o Be less afraid that the project doesn't reach the goal
- As you are getting closer to success, fans, existing clients and the crowd are less concerned that the project isn't going to reach the goal - this is the time to push harder.

VII.5 UNDERSTANDING BACKERS

- 3 F's (friends, family & fans) have a crucial role in early funding.
- After the 3 F's there are the existing AfrikaBurn participants and the greater art loving crowd.
- Knowing the audience of your project is key.
- Clear communication with your audience is crucial. Make a list of what you need and be clear about this: sometimes people can donate in other ways too.
- Choose adequate storytelling style towards your audience.
- Be persuasive as per the six principles of persuasion:
 - o Reciprocity
 - o Commitment
 - o Social proof
 - o Authority
 - o Linking
 - o Scarcity

A SUGGESTION BY CLAIRE NOW NOW TRIBE

- Consider "selling" pieces of the artwork. These can be rather valuable "perks".
- Consider letting participants write their own messages on your artwork (for a price).
- Based on the amount they pay, they could choose the place they want to write, or the piece they would like to take away

VIII. SUPPORT CAMP FUNDING

If your project is not a theme camp, you can also raise funds by adding a some fat onto your camp fees. BUT it's fundamentally important to set the parameters right from the start because the dangers of Plug & Play are huge and ever present! E.g. there are people that think that if they paid for a Theme Camp, they don't have to

physically help. Participants should have an extensive list of their duties, and volunteer to help build what they are co-creating. Remember it's a privilege to be part of a larger-than-you project.

- Communication needs to be clear. Get the language right. Do NOT under any circumstances use sales language: e.g. "value added deals" just send information.
- Make it very clear what's expected of participants. Face-to-face or online meetings are very valuable.
- you can maximize the potential of these people that participate.

Service mentality = does not belong

SOME CAMP MODELS:

NIX ARTCOM / YGDRASSIL

- The Space Cowboys have been growing for years.
- There's a group that come together in a camp, they contribute money, divide the daily costs and then also art is included in the money they put in.
- They are a big camp, and other people apply for Art in the same Camp. So, all are willingly paying the fee.
- They work from a collaborative point of view.
- Do not be afraid to ask for stuff. You can ask for objects if people don't have money, e.g. they can bring a sound system etc.
- People need to participate in the project, not just pay to be part
- Paying money to a project should not buy any privilege.

Miss Nesbit DMV

The Department of Mutant Vehicles' model works well, here are the basics of how they structure their camp and their pay fees:

- This is a working camp registering mutants and controlling Skollie Patrolie for AfrikaBurn.
- There is a registration station open from 10am to 10pm daily.
- They use Sign Up Genius to register leads and volunteer crew.
- One lead and two volunteers every 4 hours so 3 shifts per day.
- One Skollie lead and two volunteers every 6 hours 24 hours a day for a week.
- They have a front of house which provides shade, a draught machine, cold water and music for participants.
- Main DMV camp houses up to 60 DMV crew.
- Camp has kitchen and dining area, which includes a freezer and a fridge.

- Camp includes power, shower and toilets.
- They provide two DMV power leads that run all power needs including generator and PV power station (3000W).
- There is a camp manager as one of the designated roles.
- The toilet & shower lead is responsible for all plumbing water, toilet issues
- They have a registration lead
- Each day is allocated to a cooking crew. Minimum 4 people. The responsibilities include cleanin the camp and kitchen from 9 am for 24 hours. They also need to cook one main meal served at 7 ish.
- DMV is responsible for their own breakfast, snacks and lunch. Cooking crew only do dinner. Starters and desserts optional.
- Cooking crew pays for all the food for that days shift. There is a running competition between the crews for who cooks the best meal.
- Camp fees are R400 per person and this pays for gas, basic food stuffs, music set up, 400 liters beer, ice, fuel, camp decor, t shirt etc.
- As a AfrikaBurn working camp we receive help with tents, wood and water from the org.

Remember: It is a privilege to be working on a project and be part of a community.

LAST TITBITS, ADVICE AND IDEAS

- Building a communication bridge is very important....
- And is possible with all social media platforms that everyone operates on...including the all the AfrikaBurn resources such as the newsletter, Tribe and our
- This is not just about donating money but also sharing information about resources and deals.
- Making savings is also raising funds.

Keeping it interesting:

- Engage them with more than one department; switch shifts, nobody wants to be stuck in the kitchen.
- You can even suggest swapping between crews.

Last words:

CLAIRE NOW NOW TRIBE

- It is difficult to ask money from people, but we can create something larger than ourselves.

NIX ARTCOM / YGDRASSIL

- Instead of money, you can also ask for skills, stuff and know how.

- The Mighty Mighties have a whiskey Raiser every year. Which stocks their bar at Tankwa Town for the full week.

MONIQUE AFRIKABURN

- You can make a change in people's life, if they are open to it. You do not have to force them, they can take it or leave it.
- Speak your mind; people love stories and participating.
- You know when people are interested. They have:
 - o Passion
 - o Keeness
 - o Excitement

TIP: Builds usually happen over weekends. It is about hands and time. People come in and get involved, you don't overwork them, you care for your team and from there, they become the storytelling people. The snowball builds all by itself.

Epilogue

Whatever you choose to do, however it looks, whatever it is, we would love to help you make it a reality. By being a creative at AfrikaBurn you are stepping into a new adventure and a worldwide community willing and able to help you make your creative dreams a reality. We hope this handbook has helped a little, we are always learning and growing. It is a work in progress. So if you would like to contribute with fresh tips or active advice about what worked or is working for you, give us a shout.

Yours,

the AfrikaBurn Creative Portfolio.

Special Thanks to these contributors:

Monique Schiess

Robert Weinek

Adrien Born

Egi Minarolli

Isa Marques

Sonica Kirsten

The Tim Doyle

Nix Davies

Shaun Sebastien

Mickey Gerhard

Claire Du Plessis

Dan

Yogesh

Pappa Bear

Nita Dorrington