



“Enabling Access”—fundraising and marketing problems faced by One Laptop per Child Asia Pacific

InterChallenge 2009 (Guidelines)

Hosts:



Co-hosts:



Supporting Universities:



Supporting Organizations:



This Project was made possible in part through a donation from the Internet Society



Guidelines for the Proposal

- **Title**

- Reflecting the focus of your proposal

- **Project Overview**

- A brief summary of your fund-raising plan

- **Backgrounds**

- Basic information of OLPC

- Possible strengths and problems that can be made use of

- Opportunities and threats in raising funds nowadays

- The main objective of raising funds

- **Details of the Fund-raising Project**

- A. Goals/Objectives

How much fund do you expect to raise?

- B. Target Group

Who are included?

How will you contact with your target group?

Why do you choose them as your target donors?

What is their donation capability?

- C. Methods

What are your fund-raising ideas?

Why do you think that it can fulfill your goals?

When do actions need to be taken?

Where will the fund-raising take place?

How are you going to raise fund to achieve the goals?

How are you going to promote and introduce the fund-raising to the target donors?

Is there any foreseeable problems?

What are your respective solutions?

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D. Administration

Do you need collaboration with other organizations?

What are the roles of the staff in OLPC? How can they help?

What is your plan for the division for labor?

• **Resources Needed**

-What are the available resources in OLPC needed?

-What is your budget for your plan?

- How will you organize your budget?

(You may divide your spending into several categories, including personnel, equipment, supplies, travelling, rental of facilities and other indirect costs.)

-Will you need volunteers?

-What facilities and equipment will you need?

-How are you going to communicate effectively with volunteers and the associated organization?

• **Evaluation**

-How can the outcomes or results of the fund0-raising plan be evaluated?

-What are the follow-up actions?

-Will it generate a continuous inflow of donation for OLPC?

• **Appendices**

-Research, surveys or other sources used

-Your dissemination plan

-Timeline for the project

-Descriptions of the cooperating agencies

-Others

**The guidelines are for reference only. Participants can write the proposals in a different way to the guideline.*

Submission Format of the Written Report

1. Each team should submit a report written in English of not more than 15 pages of A4 which includes an one-page executive summary, all charts, graphs, posters, appendices and other related materials.
2. The report must be saved in .pdf or .doc format.
3. Each report should include a separate cover page with “InterChallenge 2009” and assigned team number, the cover page will not be counted towards the 15-page limit.
4. A one–page executive summary (*guideline can be referred to next session*) should be included in the report.
5. At least 12 points for front size with single line spacing setting.
6. The organization has the right to disqualify any participant who is found to violate the format requirements of the competition.

Guidelines for the Executive Summary

Brief Introduction of your report

- What are your outlines of the proposal?
- What is it about?

Body: Fund-raising

- What is your goal?
- Who are your target donors?
- What are your basic ideas to raise fund?
- What are the distinctive features of your fund-raising ideas?

Implementation of fund-raising ideas

- How are you going to adopt your plan?
- What are the resources and personnel needed?

Conclusion

- Summarize your main points you want to emphasize

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