Fundraising Volunteers Guideline

www.eyethusonke.co.za

What is the MK Fundraising Volunteers Program

► **The primary aim of the "MK Fundraising Volunteers Program" is to raise funds for our upcoming general elections media campaign and to further accelerate membership registrations within our communities.**

Who is the MK Fundraising Volunteer

► We are inviting all the MK Party Members and Supporters to join and participate in the fundraising program for the MK Party

► Everyone is welcome to join

How many people do we need ?

▶ We need **100,000** (one hundred Thousand) people to join the MK Fundraising Volunteer Program

Why do we need so many people?

► **We need to <mark>fundraise and recruit</mark> across all South African Provinces. Hence the need for lots of people to join and participate.**

What is expected from the volunteer ?

▶ **Donor Engagement:** The Fundraising Volunteer will actively engage with potential donors, friends, family and business owners. Clearly explaining what the MK Party wishes to achieve and how their contributions will result in meaningful changes within our communities.

▶ Additionally, they will assume a critical role in explaining the secure, technology-driven process for submitting contributions, ensuring donors are fully informed about the safe and efficient ways of making their donation.

What is expected from the volunteer ?

▶ **Membership Registration:** The Fundraising Volunteer will assist community members who would like to register and join the MK Party.

▶ Members of the community must register online **www.mkparty.org.za**

How long is the Fundraising Volunteer Program?

▶ It Starts on the 25th March 2024 and it will end 25th May 2024

Do We Get Paid ?

▶ **YES**

▶ **The Fundraising Volunteer receives** **4.5% Cashback** **of the total money that they have raised.**

When does the Volunteer receives the cashback?

► The Fundraising Volunteer will receive cashback at the end f the program. Payments will be made between the 25th - 28th May 2024.

How do I register to become a Fundraising Volunteer?

▶ **Registration is conducted on www.eyethusonke.co.za**

▶ **Visit the Volunteer Page and register your personal details**

▶ **Please visit the website to register and submit your application**

▶ **For more information send a WhatsApp to 0609647640**

When do I start to work as a Fundraising Volunteer?

► **Immediately after Registration on www.eyethusonke.co.za you can start engaging potential sponsors to donate for the MK Party**

How will you track my contributions as a Fundraising volunteer?

- ▶ Your ID NUMBER is your Reference Number.

- ▶ Give it to the sponsor to put as reference when making payment

- ▶ We will track all payment against the ID NUMBER used as a reference

How do I keep my financial contribution records ?

▶ **We encourage all Volunteers to keep records of the money they receive from donors and sponsors**

▶ **Get yourself a booklet in which to records your performance**

▶ **We will also share with you an updated statement of your performance. The statement will be sent to your WhatsApp**

Dress Code?

▶ **MK T-shirt (any branded MK clothing)**

▶ **MK Cap or Hat (if you have)**

▶ **Blue Denims or Khakhi Pants**

▶ **Sneaker Shoes (Takkies)**

What is the Technical Support Number?

▶ **0609647640** (Direct line & WhatsApp)

▶ **Open 24 Hours**

Donation Link

▶ Send the Donation Link to the Sponsor's WhatsApp Number

▶ Allow the Sponsor time to click the link

▶ The Link will enable the sponsor to chose payment method and bank of choice to donate

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https://pay.ikhokha.com/spiritmobile-
international/mpr/mkvolunteerfund

Donation Link

iKhokha

MK Volunteer Fund

Scan to Pay

How much can I raise per day ?

▶ **There are no limits or targets set**

▶ **The Fundraising Volunteer can raise any amount per day**

What do I present to my sponsor ?

▶ **Introduce the MK Party to the sponsor**

▶ **Tell them about the fundraising program & share the letters with the sponsor**

▶ **Show them the contents of the www.eyethusonke.co.za and present what we stand for as a political party**

▶ **Share the donation link to the sponsor's WhatsApp**

▶ **Let the sponsor click the link and donate**

Who can I approach for donations?

▶ **Friends**

▶ **Family**

▶ **Community Members**

▶ **Business owners**

▶ **Churches**

▶ **Stokvel Groups**

System Capabilities &

Components

- New Member Registration and Crowdfunding
- Back Office Management
- Communication Campaigns
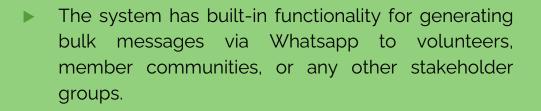- Reporting and Analytics

Reporting & Analytics

▶ **Advanced reporting tools are built-in for a centralised, integrated view to provide analytics and insights on various information available on the database.**

▶ **This will include dashboards and reports of detailed statistics on members and donations. The data is segmented by:**

- o Province,
- o District,
- o Municipality, and
- o Political ward boundaries (mapped based on member address provided during registration).

▶ **Analytics to track Fundraising Volunteer performance, including the number of registrations and donation transactions, also segmented as per above. Some key metrics could include:**

- o Number of volunteers by region (starting with available 100k agents)
- o Number of registrations per volunteer
- o Amount of funds raised by volunteer

Back-Office Management & Communication Campaigns

▶ A comprehensive back-office system for managing the member database, crowdfunding campaigns, and communication efforts.

▶ Real-time dashboards displaying key metrics such as registration numbers, donation amounts, and campaign performance.

▶ The system has built-in functionality for generating bulk messages via Whatsapp to volunteers, member communities, or any other stakeholder groups.

▶ Setting up messaging campaigns is governed via workflows to ensure that there is an internal approval process to ensure that all outbound communication has been authorised accordingly and is auditable.

Data Security & Privacy Measures

Cybersecurity Protocols

We employ strategies and technologies to defend against cyber threats and unauthorized access to member data

Confidentiality Compliance

We comply with POPIA requirements and adhere to legal and ethical standards to ensure the confidentiality and privacy of member information

Data Encryption

We apply database encryption and also encrypt data in transit to prevent unauthorized access and safeguard privacy

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