



## Bazaar 2014 | Preliminary Instructions

Our 2014 Bazaar will be held on Sunday November 16th. There is a great deal to do to prepare for this event. Here are some pieces of advice to help you form your national group, find sponsors, and plan your stand.

### Organizing your Nation's Group:

- **Finding Volunteers.** Begin by informing your nation about the NATO Charity Bazaar ASBL. We have lots of material you can use in both print and electronic formats in the Member's Only area of our website (<http://www.charitybazaar.org>). Feel free to translate the material into your own language.
- **Bringing the Volunteers Together.** Gather your National Group of volunteers together at least once before the summer break to begin planning. Show the YouTube Video "2011 Retrospective" to give your volunteers an overview of our organization and activities. The direct URL for the video is <http://www.youtube.com/watch?v=gqGX1bxC8w>. It is also available on our web site.
- **Organizing your Activities.** Designate coordinators for the different activities your group will participate in, such as the International Tombola and the International Restaurant. Identify the skills and talents of your members; perhaps you can offer handicraft items made by your members at your National Stand or as Tombola prizes. Make your participation in the Bazaar a group effort.
- **Additional Events and Activities.** Discuss with your group holding additional fundraising events or activities such as a recipe book, sporting event, exhibition/sale of paintings, etc.

### Getting Sponsors:

- **Prepare a List of Potential Sponsors:** To begin finding sponsors, make a list of well known companies in your country, especially those who might want international exposure. Another potential group of sponsors are businesses located in Belgium who have a connection to your country. Yet still another potential group of sponsors might be companies connected to the military world. You should be able to find addresses and contact information for most companies on the Internet. In researching potential sponsors, try to locate the person or department that handles donations or sponsorships. Some companies will have a corporate donations person while other companies handle this through their public relations departments.
- **Prepare and Send your Letters:** Send each potential sponsor a letter of request and informational material on the NATO Charity Bazaar. Start now as it can take some time for them to answer, especially with the summer break coming soon. When writing your letter, be sure to mention the NATO Charity Bazaar web site [www.natocharitybazaar.org](http://www.natocharitybazaar.org). We have updated it with potential sponsors in mind.

To help you put together your sponsorship material, we have the following items available in electronic format for you to download from our web site in the “Members Only” area (instructions for accessing this area are below):

1. Sample sponsorship request letters: (1) Generic request and (2) Example of a personalized sponsorship letter used by the UK Delegation in 2008.
2. List of Charities Supported in 2012.
3. Organization Overview.
4. The Bazaar Tri-fold

You might also want a Letter of Support from the NATO Charity Bazaar President. If you would like a personalized support letter, email Jimmie Bradshaw (president@natocharitybazaar.org).

- **Get Answers:** Wait for approximately 4-6 weeks and then call, fax, or e-mail if you have not received a response. Keep in mind that you will receive many rejections, but that is to be expected. For example, if you send out 50 letters, you will probably be rejected by 45 and supported by 5. Never give up. As they say in the fundraising world, “If you don’t ask, you won’t get.”

As soon as you receive any prize or promise of a prize for the International Tombola, please let the Tombola Coordinator (tombola@natocharitybazaar.org) know so that she can start the list of prizes. At least 2 prizes are requested per National Group for the International Tombola, but more are welcome. Prizes for the International Tombola should be worth at least 100 € each. Depending on the items you receive, you may have to put several items together to total a 100 € value.

- **Say Thank You:** After you receive the donation, be sure to send a Thank You letter. You might also want to send a second Thank You letter after the Bazaar, telling them how much money was raised and how their support helped make this possible. Some delegations send photos or an entire CD of photos highlighting the sponsor’s involvement in their National Stand. Making your sponsors feel good about their donation is an important step in having happy, loyal and generous sponsors.

#### « Members Only » Section of Web Site

This instruction sheet and other material mentioned and distributed at the General Meeting is available for you to download from our “Members Only” area on our web site. To get there, go to [www.natocharitybazaar.org](http://www.natocharitybazaar.org) and click on the “Members Only” link in the top right corner of any page. You will then be asked for a username and password. Type in **member** for both the username and password.

**QUESTIONS: Contact Emily Michnay, 2014 Bazaar Coordinator**  
**Email: [coordinator@natocharitybazaar.org](mailto:coordinator@natocharitybazaar.org) | GSM: 0496-272-901**