

Creative project fundraising guide

The magic of AfrikaBurn exists solely because of YOUR participation. Every story that has ever been woven out of the dust comes from collectives of individuals (and sometimes just individuals) who have come up with a **Grand Idea** and done everything within their power to execute it.

Often while down the path of creation, you realise that to make shit happen in Tankwa Town, you need to call on the larger community for support, and that is where FUNdraisers come in.



Fundraising is traditionally about funds, but let's be real - we often need the funds to get the resources to do what we want to do in the dust. Ultimately, it's actually about the resources, right? Maybe it's fabric, carpets, wood, furniture, shelter, transport - whatever it is, list what you hope to achieve with the resources from the fundraiser. Break it down to basics - have goals (both achievable and dreamable) so you can create your fundraiser around that.

Remember that this is all for your project - and while it will exist at the Burn - it isn't an Afrikaburn event, so please choose your fundraiser wording and artwork carefully. Please don't use the San Clan emblem (AKA the AfrikaBurn Logo in the default world) or any photos or graphics from the AfrikaBurn website on your promo material in a branding fashion. We're a decommodified community, and the AfrikaBurn symbols should not be used in a context that could create the impression that AfrikaBurn endorses or is associated with any brands, venues or external organisations.

Your fundraising events are an opportunity for you to develop your identity as a Theme Camp, Mutant Vehicle, Artwork or Performance. Using the AfrikaBurn identity can create the impression that your fundraiser is 'organised by AfrikaBurn', which draws away from your efforts!

Feel free to mention AfrikaBurn in your fundraiser promotion, but please ensure that it is only in reference in a sentence.

For example, if you're organising a music fundraiser, you might want to say ...

"Dance to global beats and contribute to our Theme Camp's mission in supporting AfrikaBurn. It's more than a party; it's a purposeful journey through space and time."

But this might sound like the money you raise is being donated to AfrikaBurn. We would rather you say ...

"Dance through the night to global beats and contribute to our mission in supporting our AfrikaBurn 2024 Theme Camp."





If you need clarification, feel free to pop AfrikaBurn an email with questions and (non)sense checks.

FUNDRAISER GUIDELINES

Find the essence of your project - what core energy you want people to experience and use to inspire your fundraiser - let it be a taste of what is to come in the desert. Events are a lovely way to gather momentum around your project, but maybe a blowout party isn't the fire you want to bring, so think outside the box.

We like to gather, us humans, so figure out what kind of gathering suits your project and execute it from there. The burn is all about challenging ourselves to do things differently. Do something that differentiates your fundraiser from other events. Be playful.

Maybe it's a movie screening, a stargazing night, a dinner party around a fire, whatever you choose to do, don't forget that ultimately it is a FUNdraiser, so spending money to do the thing is taking away from what you bring in with it. Take the opportunity to pool your collective resources - who has access to a venue? Lighting? Music? Who is willing to make food to sell on the night? Bar shifts, door shifts? Do it all yourselves! Outsourcing is the enemy of fundraising!



Timing is key. From February until the Burn is the most popular time to throw a fundraiser, often draining in pockets quickly. As you know, you will do a project, start rallying. Even if you are still determining exactly what your project will be - take your time. Consider a post-burn fundraiser too - to recoup some of your costs. Loads of people are dying to gather after the desert. But remember - "Decompression" is an official AfrikaBurn event name, so please call your jol something else.

Try a lekker bit of DIY: remember, the more you spend, the less you have to contribute to your fund! Decor, Design, Promotion (remember to send to AfrikaBurn to share across their channels and DEFINITELY submit it to the Baardskeerder), venue, and labour should not have to cost you anything. Try to save money wherever possible.

Find out if there's anyone else looking to help with a project like yours - we have a fantastic community, and many people are keen to find a project to get involved in; perhaps there's someone out there who's got precisely the skills you need. Or the venue of your dreams. Feel free to ask for help. AfrikaBurn will also help amplify your message for you on their channels.

Use all the social platforms. Attend get-togethers, Burner Bars, and Volunteer Days, which are excellent ways to meet Burners old and new. Skill shares, workshops, hackathons, the possibilities are endless. Organise low-key, simple, effective, and easily manageable events if you're going to do a few of them. You can raise quite a bit from a small entrance fee (whether money, wood, or shade cloth).



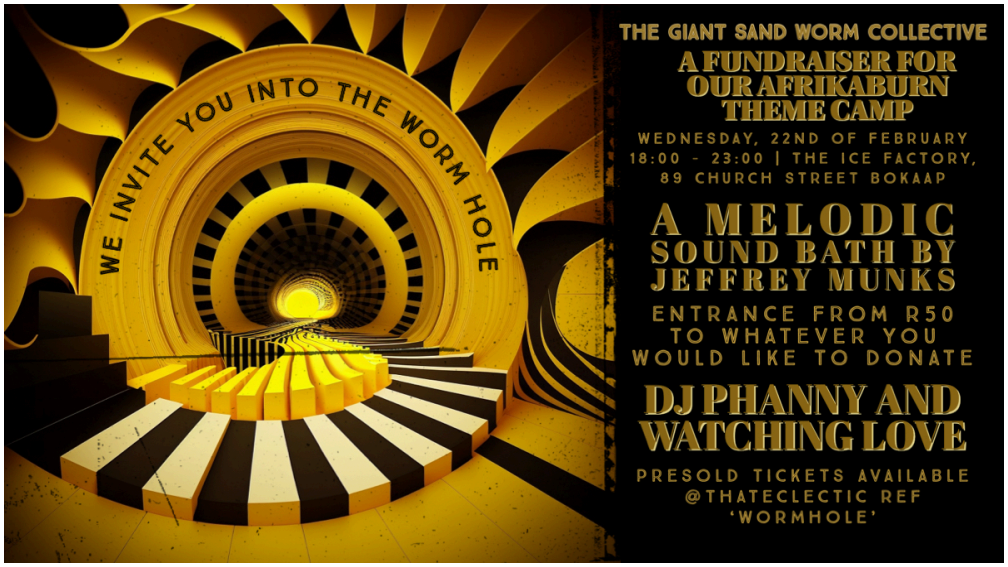
Think out of the box! - It does not have to be a standard party. Be creative! - It is all about creating and playing. Make it simple but outstanding.

Do not be afraid to ask for stuff and things instead of money!

The best way to Decommodify your fundraiser is to invoke the principles of Participation and Communal Effort. If the only way that people can participate in your project is by paying money, then you are encouraging spectatorship over participation. You can ask for contributions if people don't have money, e.g. they can bring a sound system, help set up, pull a bar shift, spend some time making decor or building with you, etc. People want to participate actively in the project, not just pay. **Paying money towards a project should not buy any privilege.**

Successful Past FUNraisers

- 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 fantastic art, pictures and memorabilia from AfrikaBurn.



Radical Bureaucracy!

- Lotteries and Raffles are strictly regulated in South Africa - if you want to do a raffle-type fundraiser, you will need to follow these guidelines: https://www.nlcsa.org.za/wp-content/uploads/2015/10/LOTTERIES-AND-THE-LAW.pdf
- Let communications@afrikaburn.com know about your Fundraiser or Crowdfunding project so they can spread the word on your behalf.
- Be responsible! Make sure it is legal. Make sure you're going to avoid making waves. Make sure no one is going to get into trouble.
- Be inclusive, Be lekker! Make sure you represent the burner community in a way that should make us all think you are Kiff. Don't be kak.



OTHER TYPES OF FUNDING

Art Grants

There are creative grants available from AfrikaBurn for artworks and mutant vehicles - keep your eyes peeled for information on this (usually a few months after the burn, the funding cycle starts for the next burn)

Art Funds

Do some research; there are various art funds in South Africa - and you can apply for funding through many of them. Radical Self Reliance applies; subscribe to the newsletters and keep your eyes open for funding windows.

- 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/

International funds

https://www.artworkarchive.com/call-for-entry/complete-guide-to-2024-artist-grants-opportunities

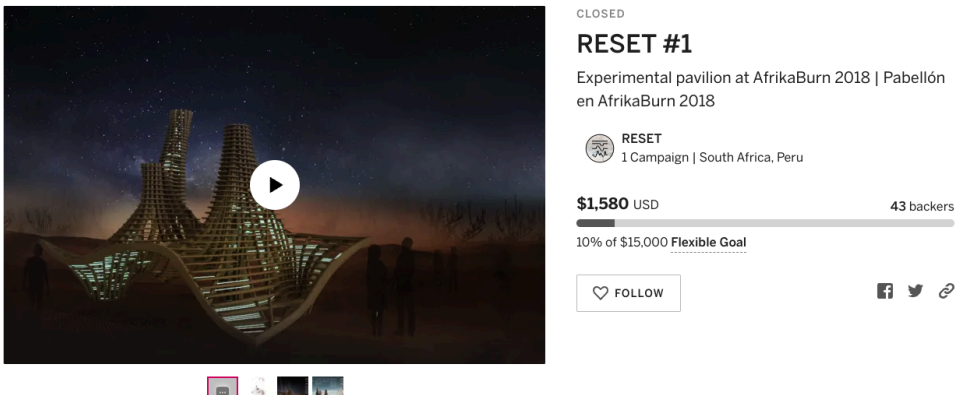
TOP TIP FROM NIX DAVIES (co-creator of Ygdrassil and Space Cowboys) Having done research in the UK, what the countries were looking for in an art piece is a sense of Perspective and Collaboration. There is a lot of space to fund for cross-cultural projects. You should try to fund your piece internationally. There is an exciting cross-culture of innovation, community and creativity at AfrikaBurn. Focus on the first part to attract funding.

Stokvel

Start a savings scheme. If each person in your collective contributes R100/month to a savings account, you would be surprised at how much it grows over a year.

Crowdfunding

Most successful crowdfunding platforms are international, which costs more money for the transfers. If you have internationals in your Collective, leverage that - it's far easier to raise funds internationally than in South Africa. Set a LOW goal and a time limit - see what funds come in within a specific window, and then you can work from there. Link your projects with other projects and post updates often.



If you are using a platform that offers rewards, remember to only offer rewards that belong to you and your crew - **sand, rocks, seeds etc from Quaggafontein are strictly prohibited.**

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 all the AfrikaBurn comms resources.
- This is not just about donating money but also sharing information about resources and deals.
- Making savings is also raising funds.
- Keep it exciting and relevant to your project's essence
- Builds usually happen over weekends. It is about hands and time. People come in and get involved, and you don't overwork them; you care for your team and from there, they become the storytelling people. The snowball builds all by itself.

CLAIRE / NOW NOW TRIBE - It is challenging to ask for 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 entire week.

MONIQUE / AFRIKABURN - You can change people's lives if they are open to it. You do not have to force them; they can take or leave it.

Epilogue

Whatever you choose to do, however, it looks, whatever it is, AfrikaBurn wants to support you in making it a reality. By being a creative contributor at AfrikaBurn, you are stepping into a new adventure and a worldwide community willing and able to help you realise your creative dreams.

We hope this handbook has helped a little, and we are constantly 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.

Thanks to these contributors: Monique Schiess, Robert Weinek, Adrien Born, Egi Minarolli, Isa Marques, Sonica Kirsten, The Tim Doyle, Nix Davies, Mickey Gerhard, Claire Du Plessis, Dan Yogesh, Pappa Bear, Nita Dorrington, Lorraine Tanner.