

Why War Rooms Are Important?

A *War Room* is the heart of the Community Powered Fundraising (CoPFR) journey – where the *magic of collective energy, accountability, and purpose comes alive*.

It's not just a logistical event to raise money – it's an emotional and motivational space where volunteers reconnect with *why* they are part of this movement.

Here's why it matters:

- **Collective Energy → Momentum:** When volunteers see others pitching, asking, and celebrating wins, it turns the daunting task of fundraising into a shared adventure.
- **Action Bias:** War Rooms push people from “I’ll do it later” to “let’s do it now.” That shift is often the difference between pledges and actual donations.
- **Inspiration & Peer Learning:** Volunteers learn by watching peers succeed – the courage to ask, the best ways to talk to donors, or how to follow up authentically.
- **Accountability & Closure:** With leaderboards, quick updates, and coach check-ins, war rooms create instant progress and help teams stay aligned toward their targets.
- **Celebration of Purpose:** Every donation logged is not just money – it's another child supported. When this realization happens in a charged environment, volunteers feel proud and purposeful.

In short: A war room transforms fundraising from a *task* into a *movement*.

Tips & Tricks to Make It Epic

Before the War Room (Preparation = 80% of Success)

- Plan the vibe intentionally: Choose a venue with energy – not too formal, not too dull. Music, posters, and stories from the field help volunteers *feel* the cause.
 - Tech check: Ensure internet, laptops, projectors, and sound systems are working. Nothing kills energy faster than tech hiccups.
 - Pre-warm the energy: Send out small motivational messages, war cries, and leaderboard teasers in the days leading up to it.
 - Prep your facilitators: Everyone leading should know the flow, energy checkpoints, and backup plans for quiet moments.
 - Remind people to come with data: Volunteers should bring donor lists, contact numbers, and prior pledges – so they can hit the ground running.
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During the War Room (The Magic Zone)

1. Start with Inspiration, Not Instructions

Set the tone with a short storytelling moment – a video, a child's success story, or a volunteer reflection. Reconnect everyone to *why we're here* before jumping into "how."

2. Create Micro-Milestones

Don't just track total rupees raised. Celebrate each Donation, each donor confirmed, and each first "yes."

These small wins keep morale high.

3. Make It Competitive (in a Healthy Way)

- Leaderboards for individuals and communities.
- Fun team names.
- Surprise prizes – "Most Courageous Ask," "Fastest Closure," or "Donor Whisperer." Competition keeps energy alive without pressure.

4. Music, Movement, and Madness

Have a hype playlist running.

Between calls or asks – take a break for a quick dance or chant.

War Rooms are not quiet libraries – they're *buzzing beehives* of energy.

5. Fundraising Champions

Fundraising Champions should float between volunteers – helping with language, confidence, or tricky donor situations.

Real-time support means real-time learning.

6. Visuals Everywhere

Use posters, sticky notes, or digital dashboards to show progress.

Make success *visible*. It drives action.

7. Mid-Point Pump-Up

About halfway through, pause the chaos.

Get everyone's attention – share real-time city stats and inspiring stories from across India.

This "collective reset" recharges the room for the second half.

8. End with Celebration

Every war room should *end like a festival*.

Music up. Shoutouts to top performers. Group photo or city chant.

Volunteers should leave feeling *invincible*.

After the War Room (The Afterglow)

- Share results fast: Within 24 hours, post the leaderboard and total impact created.
- Thank volunteers personally: Especially those who stretched beyond their comfort zones.
- Document the stories: Capture the best pitches, donors' stories, or volunteer breakthroughs – use them as fuel for the next event.
- Reflect and Recharge: Quick debrief with coaches/fellows – what worked, what to improve, what moments gave goosebumps.

The Vibe You're Going For

Think:



Purpose meets Party.



Collective drive meets authentic care.



Challenge meets celebration.

Your War Room should feel like:

“A room full of ordinary people doing something extraordinary together.”

You'll know it's epic when:

- People walk in a little nervous but walk out *on fire*.
- You see volunteers helping each other, not competing.
- The fundraising feels less like a chore and more like a shared act of courage.
- You hear laughter, music, “YESSS!” shouts, and random claps.
- And at the end – everyone feels part of something bigger than themselves.