

# 6 STEPS TO FUNDRAISING

MYAT MOE KHAING

No matter what we say, money is important. It's not unusual for families to go bankrupt while trying to save members who are suffering from illnesses as severe as cancer. As important as dignity is, there is no shame in raising fund to help someone live.

## 1. GROUNDWORK

It is important to sound genuine and honest. Research the patient's medical condition: where he is going through treatment, his needs and the exact breakdown of the needed funds. There are many people who are willing to help but don't come forward because of the risk of forgery. Print multiple medical certificates and photos of the patient. Paste them on carton boxes of medium size.

Tip: Validate your information by using a photo of his present medical condition and one in school uniform.

## 2. REACH OUT TO YOUR CONNECTIONS

Explain the crisis to your friends who are

genuinely willing to help and divide the work. Divide them into smaller groups of 2 or 3 each on the basis of zones and assign a representative who can report problems and the sum of money collected. Contact the alumni and friends from different organisations.

Tip: Spread your message through social media.

## 3. ZONING

Make a list of areas and times you want to go fundraising. Parents chatting idly while waiting outside before and after school hours, especially during SSC and HSC, have ample time to hear what you say. Besides, people gather in places like TSC, Bashundhara City Mall, Dhanmondi Lake, different fairs throughout the day. Few areas, like Bashundhara City, might require official permission from the authorities. We as a nation do not lack occasions to celebrate. During the entire month of February, Bangla Academy remains crowded.

Tip: While a group of two volunteers can work at two entrances, others can walk throughout the premise to gather

funds.

## 4. APPROACH

Dress casual. Remember, not everyone of the group speaks. The group leader usually greets politely to set the first impression. Do not go too fast or too slow when you speak. Patiently describing the medical state and explaining the treatment process in details when asked reflects your sincerity.

Tip: Practice what you are going to say beforehand.

## 5. BE READY TO HEAR MEAN WORDS

The moment you are seen with a fund box, many people will ignore you from a distance. Few would just listen to everything and still walk away. There are chances that your motive will be misconstrued as attempts to earn money via forged sympathy. But don't get mad, people are not 'obliged' to donate. Donation is totally a voluntary act.

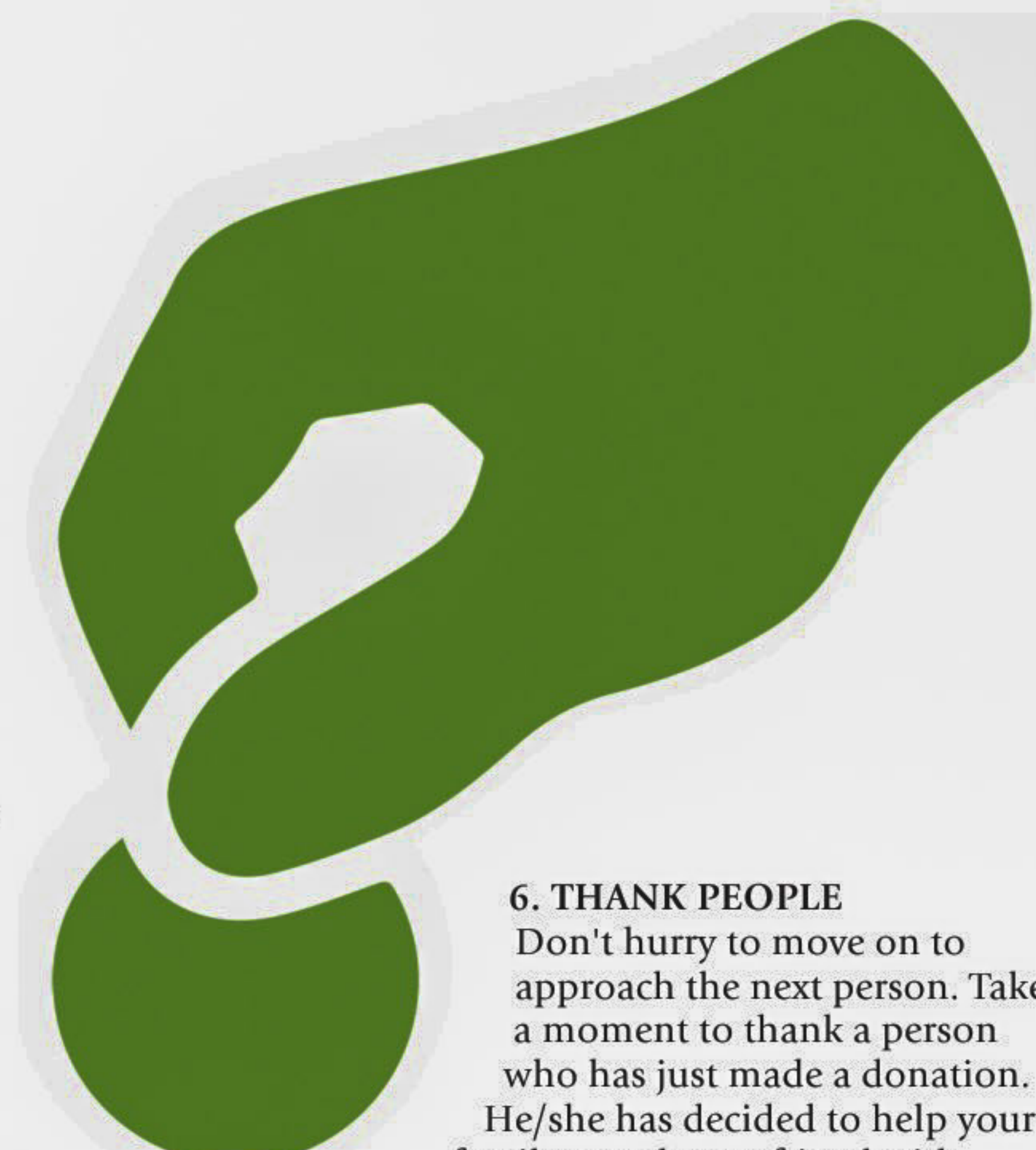
## 6. THANK PEOPLE

Don't hurry to move on to approach the next person. Take a moment to thank a person who has just made a donation. He/she has decided to help your family member or friend with something, no matter what the amount is.

Tip: Ask them for good wishes and smile.

That everyone in this world is different is best understood during raising funds. I have seen the kindest of people who would help someone they have never seen. It's the power of the story that you tell them and fundraising is itself making a story of giving life.

*Myat Moe is an occasional philosopher whose favorite pastime is confusing people with her nationality. Reach her at 145michelle@gmail.com*



# Share Your Art!

MASHIAT LAMISA

Abstract Mart is a brand new online platform for digital artists and art enthusiasts. Founded by a few extremely talented kids of Notre Dame College, batch of 2017; AM has reached quite a big audience in a very short time.

Digital art has recently become fairly popular in Bangladesh, but the platform to share such artworks is still limited to a few Facebook groups. What most amateur artists face is the fear of being judged on social media but art, digital or not, needs to be spread out; that is what Abstract Mart focuses on. SadequsSaleheenHaque, one of the core members of AM says, "I think digital art has the potential to be something bigger and better in Bangladesh. But the platform to develop and share such art, specifically for indie artists, is not developed at all and Abstract Mart wants to fix that."

Founded in November 2015, AM already has more than 150 artworks shared by over 30 young artists. Samin, another member of Abstract Mart says, "Art is perhaps the only object that can soothe the mind without any external provocation. I was skeptical at first, but I am truly amazed how fast Abstract Mart has grown into a small community of artists."

Their website seemed pretty cool to me. Built on a customized WordPress environment, the website has been put together solely by the Abstract Mart team. What I liked most about the

site is its simplicity when it comes to uploading the artworks. You can simply go to [www.abstractmart.com](http://www.abstractmart.com) or download their app from the app store, log in via Facebook or email and voila! You will then be able to share your precious artworks by uploading them directly from the site/app's user panel. It's a great site for visitors too. Anyone can go and check out the Gallery, comment on and share the artworks.

The Abstract Mart team plans on working with an established educational platform to make tutorials on digital artwork targeting a large audience. The team informed, "It isn't everyday that you see an art lover living his dream by professionally working as a graphic designer or an illustrator. But we want to make that happen. Digital art is on the rise now. Whether you're an amateur artist working behind your computer screen for hours on a perfectly detailed anime art, or someone who thinks of art a lot but has never really understood where to start- AM is the perfect place for you." The team also aspires to arrange a digital artwork summit once they are sufficiently funded.

Art is one of the most wonderful ways of expressing oneself. With such enthusiastic kids in the Abstract Mart team, it surely has a long way to go in Bangladesh. So if you are that one artist who's been wondering where and how to start sharing your artworks, go to their website or visit them on Facebook at [facebook.com/AbstractMart](https://facebook.com/AbstractMart).