

## Publicising your event

### Today's Special

Use the adaptable template of the *Today's Special* poster on the CD-Rom to advertise your event. We've given you some sample copy that you can tweak as appropriate. Or use the *One potato, two potato* poster in the pack.

### Fundraising barometer

If you decide not to use the children's *potato-face* sticker poster as part of a children's activity or talk, then use it as a fundraising barometer and stick on a sticker for every £50-100 you raise. You could write the amount you have raised alongside each sticker.

### Media sheet

Get double your publicity by advertising your fundraising event to local newspapers or radio stations. The media sheet on the CD-Rom helps you get started.

### Green fingers

This will take a bit more time and tender loving care, but hold a veggie-growing competition and then sell the results. Is it possible that the concept of the great British street party can still come up trumps?

### Hijack a greengrocers or supermarket

Take over a greengrocers or supermarket for a day. Ask the manager if they would consider making a donation for every potato sold. Or see if they would allow a display inside the supermarket where you can highlight the problem of malnutrition using the posters in the pack.

Encourage donations. For example, you could have a notice saying:

**“In Bolivia, the indigenous people survive on a diet of potatoes and wheat. Have you bought potatoes today? Donate the cost of a potato here to help improve their diet.”**



More than a quarter of Bolivian children under five suffer from stunted growth. Your fundraising efforts will help children like Samuel, Ramo and Leonidas to grow up healthy and strong.



## What your money could buy

Once you've worked hard to raise the cash, Tearfund puts it to work in a variety of ways across the world to help poor communities like the indigenous Quechua people.

You could find yourself funding greenhouses in San Luis, HIV/Aids education in Cambodia or life-saving feeding programmes in Sudan.

Here are some examples of what it costs to run the Yanapanakuna project in Bolivia. Read the introductory feature on pages 5-10 to find out more.

Start off small and then think big. Or think big and then work your way backwards!



Get stuck in and help to send some fruit 'n' veg to malnourished communities like the Quechua.

To stock up a greenhouse for one year with a variety of fruit and vegetable seeds

**£5.70**

*Hmm.. a week's worth of cheap cappuccinos.*

**Return ticket from London to Brum (if you manage to get the superduper saver option).**

To kit out a greenhouse with all the tools and equipment needed to cultivate the crops – forever

**£18**

To purchase a pound of tomato seeds to stock up many greenhouses

**£25**

*A month's gym membership (up North!).*

*Meal for two at a nice restaurant.*

Plastic sheeting on the roof of the greenhouses only lasts about three years. To buy new sheeting

**£29**

The costs for the Yanapanakuna team to travel to San Luis (or a village around eight hours from Sucre)

**£54**

What a bargain, this includes: petrol, toll fees, vehicle maintenance and even washing the car!

*Return ticket to Brum? (if you don't manage to get the superduper saver option).*

The personnel costs for the Yanapanakuna team of four to stay in San Luis for one week, including all their food and camping expenses

**£71**

*Weekly shopping bill for two perhaps?*



Improve Samuel's mealtimes by helping his father Fausto plant more cabbages, carrots and lettuce.



Add those together and you can send the Yanapanakuna team of four to San Luis for one week, for as little as

**£125**

*That's not as expensive as a month's rent!?*



On tap: because of your fundraising efforts for poor communities.

All it takes to build a greenhouse from scratch for one family

**£140**

*Not bad, my dad's cost £200.*

**And finally...**

To pipe water from a spring or well to all the greenhouses in a community

**£2,600**

*Lack of water in San Luis is one of the biggest problems, due to the rains coming later than expected and not lasting as long. So, let's aim high eh?*