



9 Tips for Starting a Grandmothers Group

1 Get the Background The more you know, the more fun this will be. Read the material included in this kit; ask questions; join the private FaceBook page (<https://bit.ly/2jvh1ge>). Learn more about the Campaign, and the grandmothers of Africa: grandmotherscampaignusa.org

2 Choose A Name It is important, and an engaging step to start by choosing a Group Name! Figure out your identity, and play with some ideas . . . you'll find something that resonates for all of you! Some current group names: GrammaLink, Grands4 Africa, Glamoramas, Traverse City Grandmas, Burnaby Gogos (grandmother in Zulu).

3 Make the First Move Invite a group of friends over for coffee and a chat about the Campaign, and the possibility of forming a group. Advertise: put up posters at places like the post office, grocery store

and local library; put an ad in your local paper, and invite all your FaceBook friends.

4 Get Inspired Read the award-winning book about the Campaign, *Powered by Love: A Grandmothers' Movement to End AIDS in Africa*. Hear the stories, in their own words, of the African grandmothers who stepped in to raise their grandchildren, orphaned by AIDS. All new groups in the U.S. will receive a FREE copy of the book. You can read excerpts on the website, or purchase your own copy at www.grandmotherspoweredbylove.com

5 Make the Group Your Own Canvas the skills and interests of your group members. Consider a 'no judgement' policy so members can step in and step back as they are able.



6 Roles and Responsibilities No two groups are the same, and there is no set ‘formula’, but you might like to assign a few key roles, such as group Chair or Co-Chairs, Treasurer or Secretary.

7 Figure out the Logistics *Meetings*—how often and where do you want to meet? Do you want to have minutes of your meetings? *Fundraising*—do you want to talk to other Grandmothers Groups about fundraising ideas, and how easy it is? We can help with that!

8 Register! Email us at support@grandmotherscampaignusa.org and a member of the Grandmothers to Grandmothers Campaign will get in touch to welcome you and discuss next steps.

9 Request a Call/Visit A member of the Grandmothers to Grandmothers Campaign would be happy to hold a conference call or online video call, and we’ll make every effort to visit your group as soon as we can to share more about the Campaign.



The Grandmothers to Grandmothers Campaign USA (G2G USA) partners with the TIDES Foundation to process donations and issue tax receipts (for donations over \$250). To make donations or send fundraising revenue to the G2G USA, please send checks to: The TIDES Foundation, The Presidio, P.O. Box 29903, San Francisco CA, 94129 (make sure you put Re: Grandmothers to Grandmothers Campaign USA on the check!!).

The Grandmothers to Grandmothers Campaign is a Global Campaign, the hub of which is the Stephen Lewis Foundation in Toronto, Canada (www.stephenlewisfoundation.org). For more information, or to get support materials for your Grandmothers Group, send us an email at support@grandmotherscampaignusa.org—we’d love to hear from you!