

Charity Fundraiser CD Kit

Open Source Charity Fundraiser CD Project Kit

Helps your charity organisation raise funds through the distribution of CDs which contain Open Source, freely redistributable software, in much the same way that some charities distribute chocolates, cookies or pens.



Introduction

Welcome to the Open Source Charity Fundraiser CD Project Kit. The basis of this Kit is to assist in putting together the software equivalent of fundraiser chocolates, cookies or pens: something with which your charity can offer to people and companies who offer donations.

Intended Audience

This Kit is intended for two types of readers. First and foremost, for the staff or the volunteers of any legitimate charity, as defined by the laws and mores of your country or region. Secondly, to any community-minded computer club, PC user group or Linux user group, who has an interest in using the fruits of the global computer software and open source community by way which benefits your local charities. As this is a reasonably technical document, and the charities themselves will benefit from any liaison or co-operation with such user groups.

Purpose

This document provides a complete Kit for your charity to produce the CDs, cover art for the jewel (CD) cases, as well as ideas and suggestions as to how to go about raising donations. It was created by a member of a software group known as the Open Source community, which, among other things, has an interest in the production of a globally available, non-proprietary, quality software archive, which can be used by individuals and business, at no cost. Many members of the Open Source community, much like most charities, are socially conscious. There thus exists a great synergy between the two groups, of which one manifestation may become projects like this one; using the efforts of talented software development individuals from around the world, to produce a package that can (indirectly) benefit organisations such as charities.

Why is this Kit on PDF format?

While this Kit may have been presented in a number of formats, PDF (Portable Document Format) makes the most sense, as there are a number of annexes within this Kit which need high quality and high fidelity printer reproductions. This is not possible with HTML, and most other formats (Word DOC etc) are undocumented and totally proprietary, and as such do not make good sense for widespread re-distribution of documents created therein.

Redistribution of this Kit

You are given permission, and indeed encouraged to redistribute this Kit, as well as mirror it off your website. Further, if you are a computer enthusiast, you are encouraged to bring this to the attention of every and all charities which you believe may benefit from this project. You may also need to assist the charity in question with the downloading and re-production of the CD-R, and any further technical points which they may need help with.

What You Need

In order to proceed with using this Kit as the focus of a fundraising drive to your donator-constituents, you will need access to:

- 1) A fast Internet connection. This is so you can download the software CD-ROM image from the software archive.
- 2) Access to a colour printer. This is so that you can print the CD jewel-case sleeve, to present a more professional looking product.
- 3) Access to a CD-R writer, for the production of the CDs
- 4) An understanding of your target constituency for fundraising
- 5) Volunteers or fundraisers, trained in how to distribute the CDs

We will deal with each of these items in more detail, in turn.

Download Software CD Image

The software for this Kit is made available in what is known as a CD-ROM (or ISO) image. There are two options for the software for this Kit. One is (or will eventually be) available from the TheOpenCD website here <http://www.theopencd.org/> The other is available from the OpenOffice.org project website here <http://www.openoffice.org/> You, or an associated group (computer club, Linux User Group) with a fast (cable modem, ADSL, or broadband) Internet connection, will need to download this disk image or software archive, and then using CD-ROM creation (or burning) software, copy this image to a CD-R disk. As all the software on TheOpenCD or OpenOffice.org is Open Source, this activity is not only totally *legitimate* but also strongly encouraged. This is in absolute contrast with software which emanates from the majority of proprietary software publishing companies, which require you to agree to onerous licences which forbid you from doing many things with their software, including the duplication of such software.

Printing the CD Jewel Case Sleeve

A CD jewel case is the clear-plastic case that most CD (music, software, games console, etc) comes packaged in. In order to produce a professional-looking software package which your charity can offer to your donator-constituents, a CD jewel case sleeve (or cover) is needed. This Kit includes an example of just such a sleeve. You are free to print your own, bearing in mind that it is a good idea to carefully match what you claim on the sleeve with the actual contents of the Charity Fundraiser CD.

For best results, it is recommend that you print the jewel case sleeve on a good quality colour printer (either bubble-jet or colour Laser). If your charity does not have access to such equipment, we can suggest you seek assistance from a printing bureau or photocopy service firm.

Producing the CD-R Disks

A CD-R (Compact Disk-Recordable) is the means by which you distribute the software archive which forms the core of the Open Source Charity Fundraiser CD. While it is harder to produce the CD-R(om) disks than printing the jewel case sleeves, it's not that much harder. This is the step where having some friendly neighbourhood computer expert will be most useful. You have a few alternative in producing these CDs. Firstly, if your charity (or a volunteer) has access to a CD-RW disk burner/writer, you can use software to make as many CD-R disks your charity needs to distribute for fundraising. If, on the other hand, you have a largish charity, and you are confident of issuing hundreds or thousands of Charity Fundraiser CDs, then perhaps you should discuss these needs with a commercial CD duplication service. There are facilities for the cheap re-production of CDs in most major cities, and in sufficient volume, the price may drop to much less than US\$1.00 per CD. These firms may also be able to produce/print high-quality labels which sit on top of the CD, marking the CD with your charities details. If you are producing the CDs yourself, you will need to invest in one of the special marker pens for writing on the (non-shiny) surface of the CD-Rs you will produce. What you write on the CD-Rs depends on you, but it's best to mention something about the Charity Fundraiser CD, so that any donators who are given the CD can easily re-associate it with the CD jewel case from which it came from.

Donators

Who should your target audience be for seeking donations? In most countries, many businesses, government agencies and organisations use computer software very heavily. Many individuals also use computer software at home. As the TheOpenCD version of the Charity Fundraisers CD has close to 200 separate software applications, including OpenOffice, a fully-fledged Microsoft Office-compatible office suite, almost all (Microsoft Windows) computer user's will have great reason to donate money to your charity to acquire this CD.

How to Raise Funds

While it isn't our job to recommend how you might raise donations, we can proffer a few ideas or suggestions. In most areas where there is a concentration of commercial or business offices, it would be a great idea to assign some volunteers the task of door-knocking (if permissible by your local by-laws) these areas. Ensure that your volunteer fundraiser staff have been given a copy of this document, and that they have read and understood it, particularly the aspects pertaining to the software, the nature of the software (Open Source) and the fact that the donators whom you provide copies of the Charity Fundraiser CD to understand that they are able to install the software which comes with the CD as many times as they like, and that they in turn are able to re-distribute it.

Ideas and Suggestions

Seeking Assistance from Computer User Groups

If your organisation or charity is not particularly experienced with computers, CD-ROMs and the Internet, you may be able to seek assistance from your local Linux Users Group. There are thousands of such groups around the world, in almost every major city and region, and they are normally run by very community-minded and friendly computer enthusiasts, who might be interested in assisting your charity if asked. For a full list (and contact details) of Linux User Groups around the world please visit <http://www.linux.org/groups/>

Open Source

Open Source (www.opensource.org also known as free software, or *software libre* www.fsf.org) has become one of the premiere methods by which modern software is developed and distributed. It has many advantages in both technology and community-focus over proprietary, closed source software.

What distinguishes Open Source software is that it can be made available for no (zero) cost, can be freely re-distributed, copied and installed on as many computers as you like, and is provided with the source code (the programming instructions, as written by the developers of the software.) Linux (www.linux.org) is a famous example of Open Source software. The Internet was developed on, and operates primarily on Open Source software. Many of the worlds premiere computer companies (IBM, Sun Microsystems, HP) are heavy donators to Open Source software projects.

The OpenCD Project

The software for this Kit, which you download from the Internet, was put together by a group of volunteers, called TheOpenCD project. These volunteers are users of and contributors to Open Source, and by way of introducing others to Open Source software bought together a large number of interesting, useful and high quality applications for all computer users. TheOpenCD project, in turn, acquired the software content from the vast number of Open Source software projects which are available on the Internet. Some of the highlights of this software archive will be presented below.

OpenOffice

One of the most significant software packages included on this CD, and also available as a *separate* download and installation, is the OpenOffice (<http://www.openoffice.org/>) productivity suite. OpenOffice has a strong resemblance to Microsoft Office, and includes many of the same components; word-processor, spreadsheet, presentation package, web document creator, database link, drawing program and more. OpenOffice was designed to allow Microsoft Office users a simple migration path, and can share the same document and file formats (.doc, .xls, .ppt etc)

OpenOffice was developed jointly by Sun Microsystems (<http://www.sun.com/>) and a global community of programmers. They have succeeded in developing a world-class office productivity suite, which has become hugely popular and successful in a very short time. OpenOffice itself is available free off the Internet, and appears within this Kit/CD (along with all the other applications) as a matter of convenience to the users, saving them from lengthy downloads. OpenOffice also forms the core of the StarOffice 6.0 product, which is produced by Sun Microsystems in a competitively-priced boxed-set version. If your donators are suitably impressed by OpenOffice, and ask about boxed-set versions of this software, you can commend them to Sun for such a purchase.

To give you an indication of what OpenOffice looks like (and indeed, demonstrating its resemblance to Microsoft Office) we have included some screen snapshots later in this Kit. These are in Appendix A.

The intention of the OpenOffice community is: to create, as a community, the leading international office suite that will run on all major platforms and provide access to all functionality and data through open-component based APIs and an XML-based file format. (source: <http://www.openoffice.org/>)

What the reviewers are saying about OpenOffice:

"OpenOffice.org 1.0 arrived, and Microsoft Office's long winning streak may finally screech to a halt. OpenOffice is what many computer users have been waiting and wishing for: It's free, open-source, Office-compatible and cross-platform (Windows, Linux and Solaris, with a Mac OS X version in early development)."

--Rob Pegoraro,

Support

All the software on the CD which forms the core of this Kit is available on the Internet, at no cost. As such, all support for the software should initially be derived from the Internet. The software list provided, includes a full set of Internet addresses, showing you the locations for contact, information and support. This information should also be available on the CD itself, and can be impressed upon your donators, when they acquire the CD from your fundraising staff.

Warranties

As with almost all software, there are no warranties expressed or implied with the software shipped on TheOpenCD archive or with OpenOffice . Installation and use of this software is at the sole discretion and decision of the individuals who do so. More information of warranties is provided with the software packages themselves on TheOpenCD archive or with OpenOffice .

The Software

There are almost 200 separate software applications on TheOpenCD archive, and they range across Business, Entertainment, Educational, Utility and Miscellaneous. A full list of the software, as of the time of writing this Kit, is as follows:

Office:

Abiword, OpenOffice, SOT Office.

Internet:

Althea, Amaya, Beonex Communicator, DC++, Ethereal, Filezilla, Gnucleus, HTTrack, K-Meleon, Mahogany, Mozilla, Nettime, SanXmud, Speak Freely, Sylpheed, TightVNC, TriDComm, VNC, WackGet, WinJab, XChat

Multimedia:

Audacity, Bomb, CD-DA X-Tractor, Cdex, FreeAmp, gAlan, GIMP, Imgv, Jahshaka, MP3 Tag tools, OpenFX, Pyscle, SPWave, Streamripper, Timidity++, VideoLAN, VirtualDUB, Visual Music, VPVision, WaveSurfer,

Emulators:

AdriPSX, Atari800, Basilisk II, Bochs, Fellow, Frodo, Vice, WinUAE, ZSNES

Educational:

Celestia, GNU Solfege, Spelling Activities, Stellarium, TestGuru, Tux Typing, Xplanet,

Games:

Abuse, Acorn, Amphetamine, ASC, Asteroid Arena, Bloodbath, Bookmark Manager, BumpRace, BurgerSpace, BZFlag, Cannon Smash, Castle Combat, Chain Reaction, Chromium, ClanShip, Clip2Speech, Crack Attack, Critical Mass, Dodge 2, Do'SSi Zo'la, DXBomns, Egboo, EGChess Pro, Egg Chess, Es-Entropy, eWordSearch, Falcon's eye, Flightgear, ForcedAttack 2, Freeciv, Gifp for one, Heroes, Ice Breaker, Jump 'n Bump, Knockin, Lbreakout2, Leibomber, LinCity, Liquid War, Lpairs, Maelstrom, MantisChess, mHockey, Mines Perfect, Mirror magic, Mojotron, netOthello, OnSight, Orbit, Overrun, PacWars 2, Penguin Command, Pizong, PySol, RARS, Reaper3D, RenameIt, Rocks'n'Diamonds, Search and Rescue, Simutrans, Sokoban YASC, Space Racer, Space Rocks, StackBlocker 3D, TanGo, TicTacToe, TickleTux Hangman, Torcs, Tower Toppler, Trophy, TuxRacer, U61, Vegastrike, WarKurre 2, WinBoard, WinFrotz, Wing, Wings 3D, Xbill, Xlogical, Xpired, Zoom.

Server:

FoxServ, Posadis, Privoxy, WarFTP

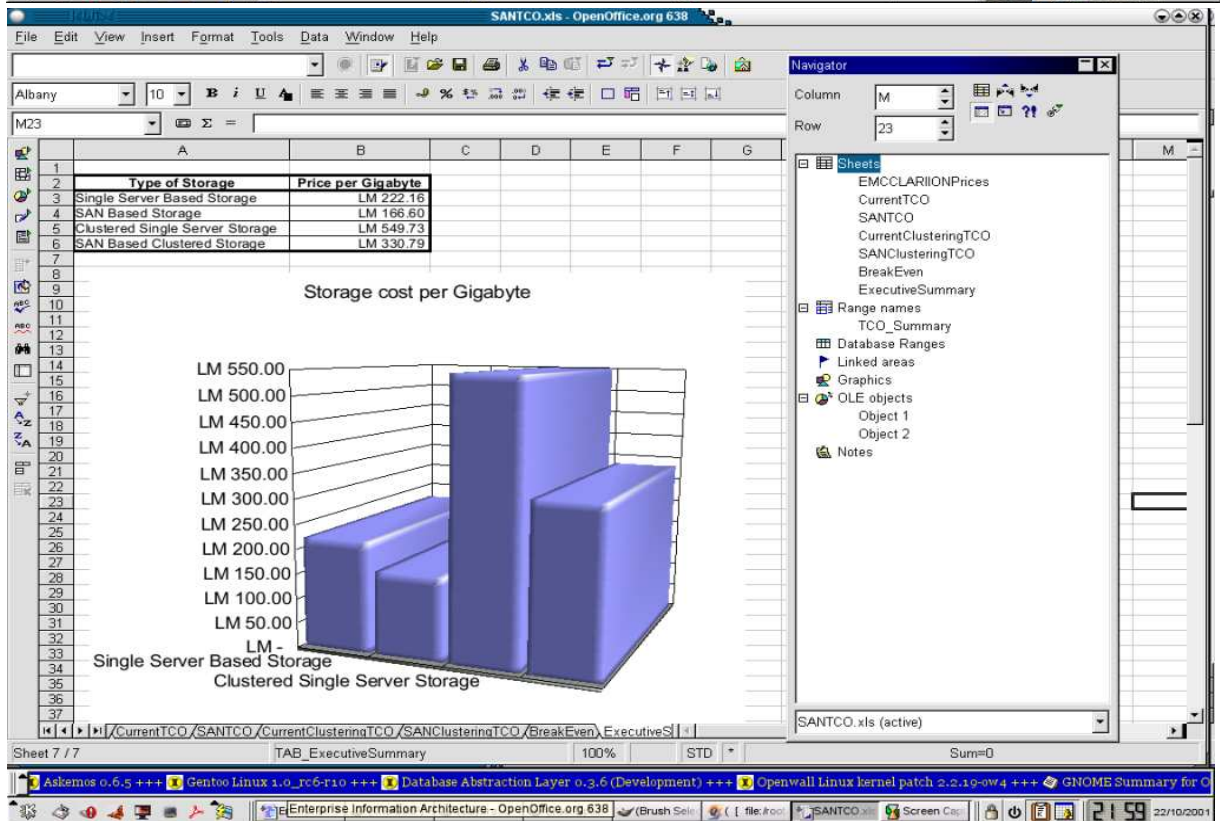
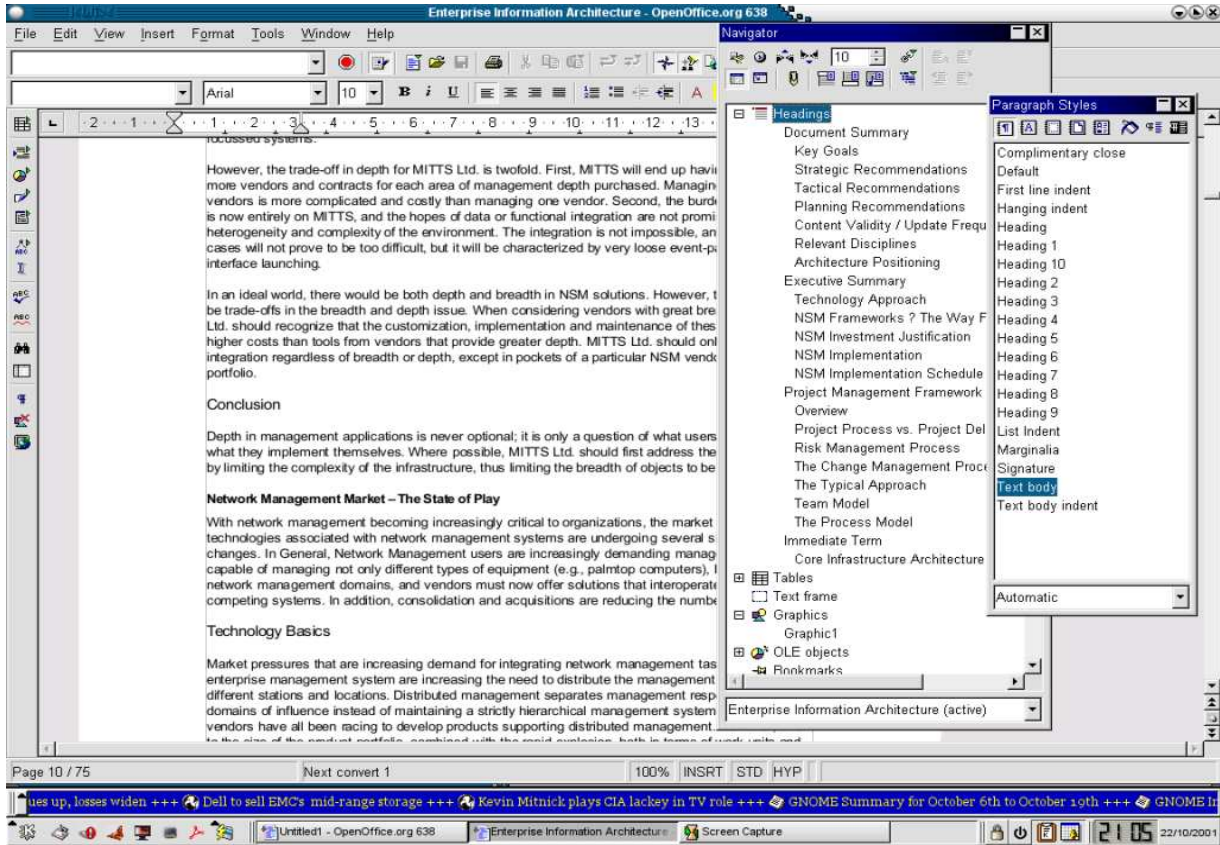
Screensavers:

GLT Chaos, GLT Life, TunnelVision

Misc:

7-Zip, AutoRealm, Camstudio, Complete, DataMaster 2000, Dia, Dorgem, ezGM, ,Elephant Memory, Emu, Eraser, Etext Reader, EuclidianReality, Fractal Forge, FRHED, GameDev, Ghostscript, GPA, GPS3D, GreenStone, GXExplorer, GutenBrowser, LavaLamp, LeoCAD, LetMeType, Neko, Password Safe, PyMol, Qbrew, Qcad, Quat, QuickKey, Quick Search Deskbare, QwikReader, R, Scid, Sphere, Tail for win32, TeeChartOffice, TextStat, TidyGUI, TimeStamp, Universal Calender, VDMSound, Windows Privacy Tray, WinPenguins, Xaos, Yenc32

Appendix A -- OpenOffice Screenshots



Appendix B -- Charity Fundraiser CD Jewel Case Sleeve

This document is available as a separate PDF document, available here:

http://www.cyber.com.au/cyber/about/charity_fundraiser_cd_jewel_case.pdf