

# Fundraising for your Expedition Place



## First have your sponsors donate via a Reach the Children UK Just Giving page

We recommend payments are made through a Just Giving page. You can create a specific Reach the Children page by going to [www.justgiving/reachthechildren](http://www.justgiving/reachthechildren) and following the instructions there to create your own page where people can donate directly to your fundraiser – this will save you time not having to chase donations, allow donors to easily Gift Aid their donations – and give us a clear record of those donations!

Just to clarify how this will work

- You can offset monies donated towards your final balance for the expedition and would suggest that you set a closing date for donations of at least 6 weeks before the expedition commences. Just Giving pays the monies raised to RTC monthly.
- However the gift aid on donations will not count towards your total. The gift aid refund from the government is what helps with the day to day running of the charity, allowing us to use every pound donated on the projects/expeditions in Africa
- Any donations for Reach the Children projects must go to projects/expeditions so there would be no refunds after you have paid your final balance. Any remaining balance of donations would be used on the expedition to provide, for example, more PC's for a computer class in school or more sewing equipment for the after schools skills programme etc. Should they arrive after the expedition commences they would be put towards another project or for the next expedition.

## Handy hints when seeking sponsors

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- Set your sponsorship target - aim high!
- Seek help from your friends - network, friends of friends - you will collect more than you thought possible, but you need to work at it.
- Think about organising small events, a coffee morning, disco, jumble sale or a car boot sale - whatever you feel comfortable with. The only limit is your imagination!
- Start your sponsorship early - well in advance of the event.
- When you approach people for sponsorship, ask them if they would mind giving you the money NOW - via Just Giving RTC page than to trying to collect after the event - people lose interest quickly, and often find excuses for not giving you the money.
- Always maintain a record of your sponsors and ensure that your list reflects those who have paid and those who have *still* to give you their contribution if they choose not to donate via Just Giving.
- If you belong to a club or association, get them involved either as a sponsor, by organising a fundraising event, or by 'matching' the funds you raise.
- Ask local companies or firms to sponsor you in return for wearing their logo on your T-shirt.

## Why not hold a fundraising event



**A car boot sale** can help you have a clear out and make a difference in Africa!



**A sponsored event** is a great way to help you to get involved and with easy to set up Just giving pages via Reach the Children Just Giving page - collecting the funds could not be easier – think about an event you and/or your family could do – a walk, cycle ride, run or swim, even a parachute jump! - and go for it !

## Ideas for fundraising

The list that follows is not exhaustive but is designed to stimulate your imagination.

- Non Uniform Day - Give a donation to attend school / college in your own clothes.
- Job Swaps - We all feel at times we can do better than the boss. Auction the MD's / Head of Department's / Cleaner's job for an afternoon.
- Fancy Dress - Pay to come to work in fancy dress. (H&S permitting)
- Guess the Baby competition - photos of the staff / colleagues as babies.
- Fashion Show
- Concert / Play / Musical Evening
- Trivia Quiz - Pop / Sport / General Knowledge / etc.
- Fete
- Car Boot Sale
- It's a Knock Out
- Sponsored Silence
- Sponsored Haircut
- Five / seven a side football / rugby / hockey / etc.
- Sponsored Walk
- Cake sale
- Craft sale

The list is endless and we have not yet mentioned the "Thon" family, MaraTHON, WalkaTHON, SlimaTHON.

## The Way Ahead

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Once you have chosen your event there are many areas that you must cover to make it a success.

The keyword is PLANNING - allow plenty of time to look at the various aspects of the challenge that lies before you.

- Discuss with friends, colleagues, and management how easily the event can be organised.
- Do we have the people to make all parts of the project run smoothly?
- Will the event cost us anything to get off the ground?
- Arrange a date.
- What resources do we need?
- How do we publicise the event?
- What can go wrong?
- Can we get a celebrity? ( There are generally tame celebs in your local area, or people who may give their time)

## Publicising the event

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Your event must be well publicised if it is to be a success.

At work:

- Work notice boards
- Company magazine
- Announced at briefings
- Word of mouth

At home:

- Leaflets to families
- Leaflets to local suppliers
- Announced on local radio
- Advertisement in local paper
- Notices placed in public places in the community, for example, surgeries, libraries, local shops

## The media

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If you are able to get the support of your local Radio and TV station your event's profile is taken to another level. You will find it invaluable when approaching people in the local business community. If they think that they might be able to get some good (and cheap) local PR, they are more likely to help.

The person to get in touch with at the local paper is the news editor. If you know a reporter use the personal contact as this always works better than the cold contact. Find out the paper's deadlines for copy and photographs. They must always know:

- What the event is
- Who is involved?
- Why the event is taking place
- When, where and what time?
- Contact name for further information

When you are planning your event, always try and think like a newspaper reporter. Think what is newsworthy. Try to create a publicity stunt / have a local dignitary / local celebrity / and always have a photo opportunity.

## Sponsorship ideas that have worked

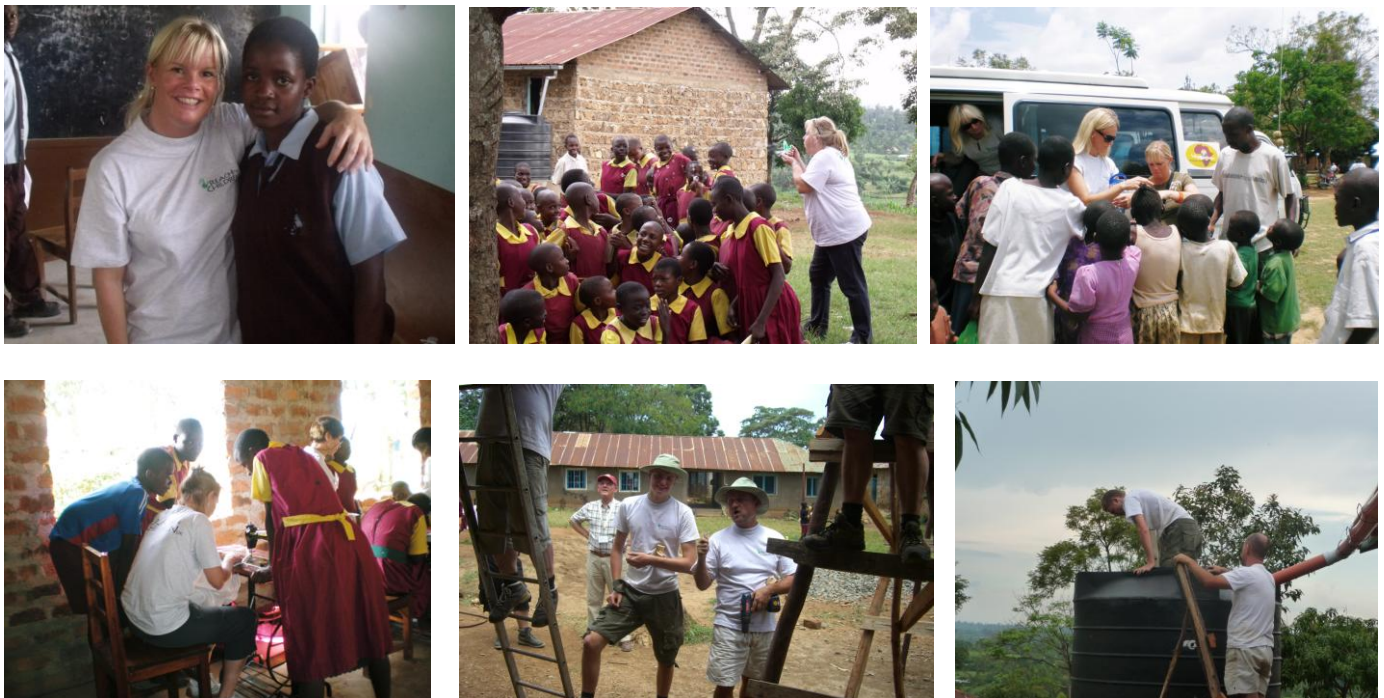
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- Approach companies for corporate sponsorship (companies have donated between £100 and £350 for their logo on a shirt). Approach the Public Relations department or Community Development department

- Put a note through all your neighbours' doors telling them who you are, what Reach the Children is and what the event is. On the note, put a time when you will come back to collect the money or pledge
- Get a friend or colleague to organise your fundraising while you train
- Get the press involved. Try to get your photo or a story about your fundraising in the local paper.
- Do something different - pull a car along a stretch of road, get a Mohican haircut (if your boss allows it) etc.
- Organise a plush dinner with guest speakers
- Photocopy the sponsorship forms and pass them out to friends and family who live in different parts of the country
- Organise a raffle with prizes donated by local shops
- Do bucket collections round the local pubs and clubs (get permission from the owners first)



**Can you picture yourself there making a difference?**



Photos showing volunteers from our latest expedition to Western Kenya in 2009