

# The fundraising starts here...



# Fundraising made easy!

**Thank you for choosing to raise money for Earthwatch!**

There are so many different ways to fundraise that it can be a little overwhelming. This pack will help get you started!

From all of us here at Earthwatch, a big thank you for your support. Do get in touch with our fundraising team if you need any help or advice on +44 (0)1865 318 882, or [fundraising@earthwatch.org.uk](mailto:fundraising@earthwatch.org.uk)

**Good luck!**



# Getting support

## Sponsorship

Getting sponsorship from your friends, family or work is often the easiest way to start raising money. Tell people what you're doing and why, and you may get more support than you think!

### Who to ask:

- Family, relatives, their friends
- Friends, and your friends' friends
- Your employer, work colleagues, former employers, customers. Does your company offer a matched-giving scheme?

### Go online:

- Set up an online fundraising page at: [Virgin Money Giving Page](#) and customise your page to tell your supporters why you're raising money. Research shows that people give more online, plus you don't have to worry about chasing people for their donation after the event!
- Share your fundraising page via email Facebook or other social networking sites
- Add a link to your fundraising page into your email signature

### Achieving the impossible...

*"It was a tough day. The support from the crowd was fantastic and I had my sponsors in the back of my mind in the final few miles.*

*"It seems obvious to raise money for Earthwatch. Whether we're looking at worms, coasts or fresh water, the commitment of our citizen scientists never fails to impress – how could you not be motivated by that?"*

**Malcolm Bradbrook, London marathon 2016**

## Get face-to-face:

- Face-to-face technique is a tried and tested method - it's often harder to turn you down in person
- Make a fundraising flyer with a link to your fundraising web page to help your sponsors ask people they know to also support you. Hand out paper copies or make a PDF and email it. The flyer will ensure the right message is delivered every time



### One two three...

*"My work mates and I got together to take part in a local triathlon to raise money for Earthwatch. It was a huge personal challenge for all of us lazy office folk, but we had a great time doing it and the sense of achievement was amazing. Earthwatch were really supportive of our fundraising efforts and even made an appearance on the day to cheer us on!"*

**Andrew Ford, 24, Oxford**

## Top tips:

**Try a bit of everything and see what works for you!**

**Personalise your online fundraising page, sponsor form, etc, with a photo of you or a personal statement about the challenge**

**Collect sponsor money as you go. After you've completed your event the last thing you want to do is chase people for money!**

**Be sure to ask your sponsors to tick the Gift Aid box if they're a UK tax payer and Earthwatch will get an extra 25p from every £1, - you raise at no extra cost to you or your sponsor!**

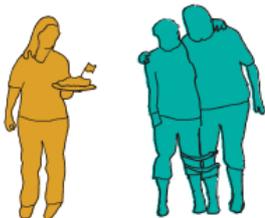
# What you can do

Holding a fundraising event can be challenging, but it's also very rewarding. Whether you're organising a charity ball, or sitting in a bath of baked beans, raising money for Earthwatch will not only help to preserve our planet, but make you feel good too!

## Get entertaining

Charge friends, family, colleagues and acquaintances a modest amount in exchange for a fabulous night out.

- Seasonal party (e.g. Christmas, Easter, Halloween)
- Speed dating
- Band / DJ/ Open mic event
- Karaoke night
- Bingo evening
- Pub quiz



## Get social

Ask local businesses and people you know to donate prizes. Charge people to enter the games and offer prizes for the winners.

- Football match
- Penalty shoot out
- Cricket match
- Tennis tournament
- Silly sports day
- Pub games
- Arm wrestling



## Get active

Take part in an organised marathon, half marathon, 10k run, triathlon, or even organise your own. Or what about these lesser known examples?

- Swim-a-thon
- Aerobic-a-thon
- Twister-a-thon?!
- Lawnmower-a-thon?!

## Get silly!

The more imaginative the event, the more likely you are to get interest from local press and businesses.

- Sponsored shaving - head, beard, moustache...
- Knobbly knees competition...
- Limbo competition
- Pram pushing race
- Auction of promises



## Get local

Be an enterprising entrepreneur and set up a fundraising activity in your street/village/town.

- Fair / fete
- Garden party
- Car washing
- Lawn mowing
- Car boot sale / jumble sale
- Nature trail / walk
- Odd jobs day
- Treasure hunt
- BBQ
- Sponsored tree planting day

## Get creative

What skills do you have or which hobby could help you to fundraise?

- Busking
- Arts and crafts stall - greetings cards, pot-porri, jewellery
- Holistic therapies
- Sports training



## Get working

Talk passionately about what you are raising money for at work, school or university, and think of something inventive to entice people's support.

- Themed lunch
- Cake sale
- Non-uniform day
- Back-to-front day
- Fancy-dress Friday
- Raffle
- Tuck shop
- Who's that baby?  
Photo competition
- Run a lunch time yoga/  
aerobics/pilates/knitting club!

## Top tips:

Combine ideas to maximise fundraising potential

Find out if your company offers a matched-giving scheme or if it will offer prizes for a raffle

Gain support from local businesses; ask for donations of things that can be used in raffles/ auction of promises. Mention any press coverage to encourage their support

Try to do something different that will capture the attention of the press: Maybe get a local celebrity to support you - perhaps they could attend your event, or donate a signed book as a raffle prize?

At university/college ask your RAG Society (Raising and Giving) for support. Contact the college Ball organisers or Hall Presidents and ask them to make a donation. Or see if you can sell cocktails, flowers or do a bucket collection at their event

# Tell the world!

The key to success for all types of fundraising is **publicity!**  
Send a compelling message that reaches the audiences you're targeting for fundraising and you are half way there.

**Get your message out there - advice on working with your local media from the Earthwatch fundraising team:**

## Before the event:

- Decide which local media to contact - newspapers, magazines, radio and television. Try to keep your event in perspective and think about its USP (unique selling point). Your local TV station won't turn up for a raffle, but they may want to know if you're cycling from Lands End to John O' Groats!
- Give your local newspapers /radio station plenty of advance warning about the day
- Local newspapers love a good photograph! Ask them to send a photographer, or if they are unable to send a photographer to your event, ask if they would consider using digital photographs supplied by you (Send high resolution JPEG files by email or on disk)
- Wear your Earthwatch t-shirt in the pics!



- Tweet us your fundraising pics @Earthwatch\_eur!

## After the event:

- Contact your local media again to ask if they would like to do a follow-up feature/interview
- If you have good images from your fundraising event, please let us know - we may be able to include your images in our publications/monthly e-News and encourage more people to support us

# Money matters

Congratulations on raising money for Earthwatch!

If you are using an online fundraising page the money should reach us automatically.

Please write cheques to 'Earthwatch Institute' and post to:

Fundraising team  
Earthwatch  
Mayfield House  
256 Banbury Road  
Oxford  
OX2 7DE

**Note** - Please do not send cash in the post! If you have collected cash from sponsors or from individuals at fundraising events, pay all the cash you've raised into one bank account and then write one cheque for the total, made payable to Earthwatch Institute (Europe).

## Adventures in the saddle...

*"When I decided to undertake a solo cycle trip from Lands End to John O'Groats, I thought it would be a shame not to use the adventure as a way to further a cause I cared about. I used the JustGiving website to allow friends to sponsor me and contribute to Earthwatch."*

**Doug Fraley, 41, London**



# The legal stuff

It is essential that you fundraise in a safe and legal way. There are many rules and regulations around fundraising and we want to help you make your fundraising run smoothly.

The Institute of Fundraising offer legislation and best practice guidelines to fundraisers in the UK. We strongly urge you to visit their website before you start fundraising: [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

There are many sources of advice so if you are ever in doubt, your local council, police, Trading Standards Office and the Council for Voluntary Action will be pleased to advise you on any necessary permissions including licensing, trading standards, and health and safety issues.

## Some general things to consider:

### Legal:

- Some fundraising activities have a minimum legal age limit - please check the details on the IoF website [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)
- If you intend to collect funds in a public place, you must get a licence from your local authority. If you intend to collect funds on private property, it is essential that you first obtain permission from the owner, i.e. supermarket or pub
- Raffles and lotteries are subject to very strict and complex laws. You must consult the Institute of Fundraising before organising a raffle or lottery
- You must make it clear that you are raising money in aid of Earthwatch, and that you do not work for the charity
- When you collect funds, ensure that all money is placed in a sealed container for safekeeping. Don't collect alone as you could put yourself at risk
- If you're doing a sponsored walk, always get permission from any land owners first, i.e. local council or farmer
- If you're selling alcohol at your event, check with your local council about an event licence. This does not apply if the venue already has a drinks licence

## Safety:

- If you are serving food at an event then you will need to adhere to food standards health and safety guidelines: [www.food.gov.uk/safereating](http://www.food.gov.uk/safereating)
- If your event involves members of the public, you should take out public liability insurance unless the venue already has this covered
- It is recommended that event organisers carry out a risk assessment. For more information see [www.hse.gov.uk/risk](http://www.hse.gov.uk/risk)
- Consider First Aid requirements and fire safety. Contact St John's Ambulance and your local fire brigade station for advice
- If you're carrying money around, be vigilant, use safe routes, and always take company. Don't allow children under 16 to collect money without adult supervision
- If facilities such as caterers are used, ensure they have adequate insurance cover.

Earthwatch cannot accept liability for any problems or accidents during activities run in its name. Please make sure that you keep it safe, and keep it legal, as well as having fun!

For a comprehensive advice on all aspects of health and safety at events see: [www.hse.gov.uk/pubns/law.pdf](http://www.hse.gov.uk/pubns/law.pdf)

# Earthwatch fundraisers in action!



From fancy dress to sporting prowess, karaoke parties to tree planting. Fundraising is a great experience and loads of fun. So don't hesitate to get involved. **Get in touch with us, and good luck!**

