



Fundraising for Practical Action

...we'll be with you all the way

PRACTICAL ACTION
Technology challenging poverty



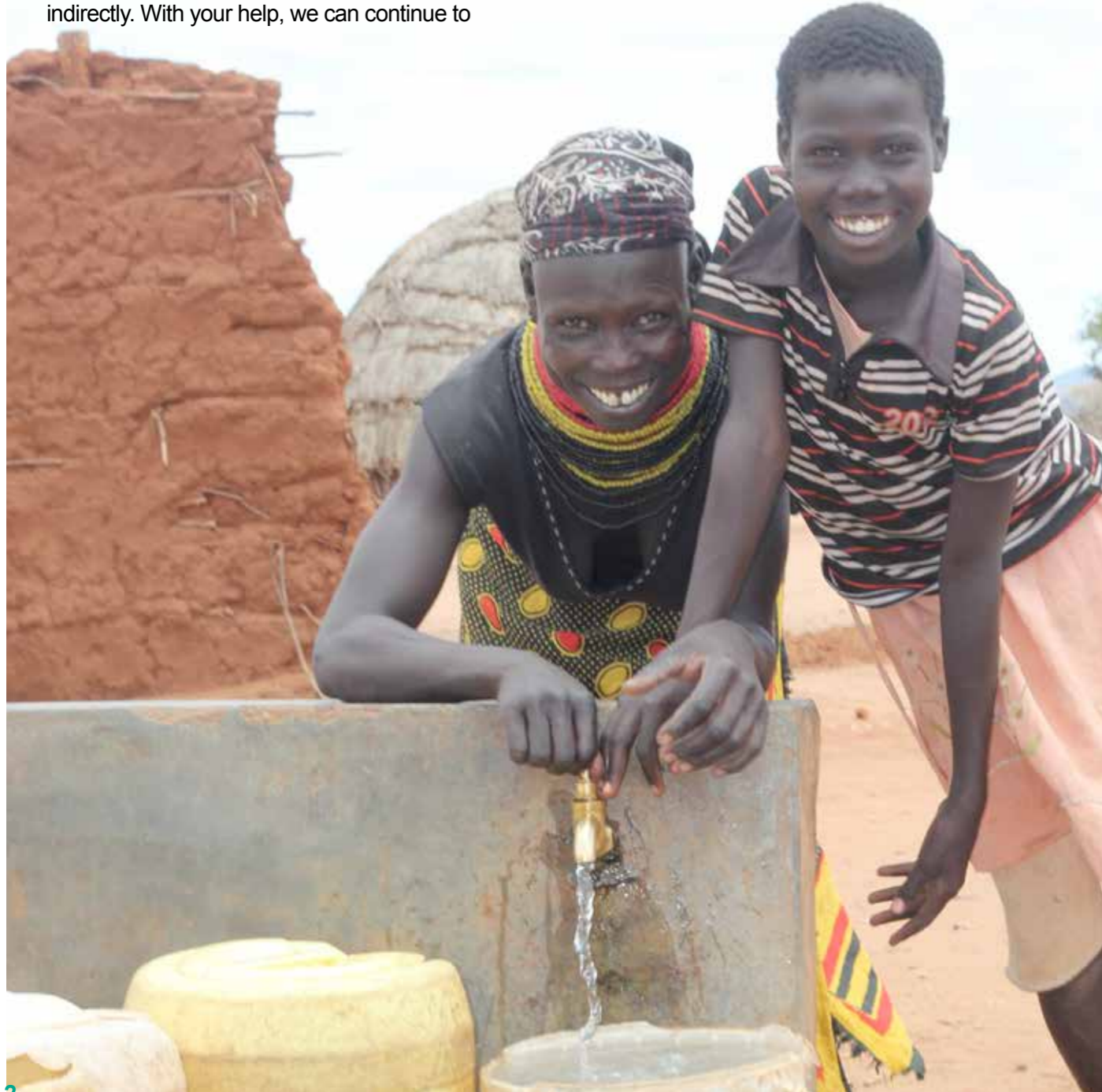
Thank you

for choosing to fundraise for Practical Action

Congratulations on taking the first step on your fundraising journey for Practical Action! To make the most out of your fundraising read on for ideas and tips on how to raise funds and inspire others to give.

Thanks to our generous supporters and fundraisers like you, over that last year, more than 1 million people directly have benefitted from Practical Action's project work, and many more have been supported indirectly. With your help, we can continue to

transform lives across the world in a sustainable way, by providing access to those technologies and skills that enable communities to take control of their own future.

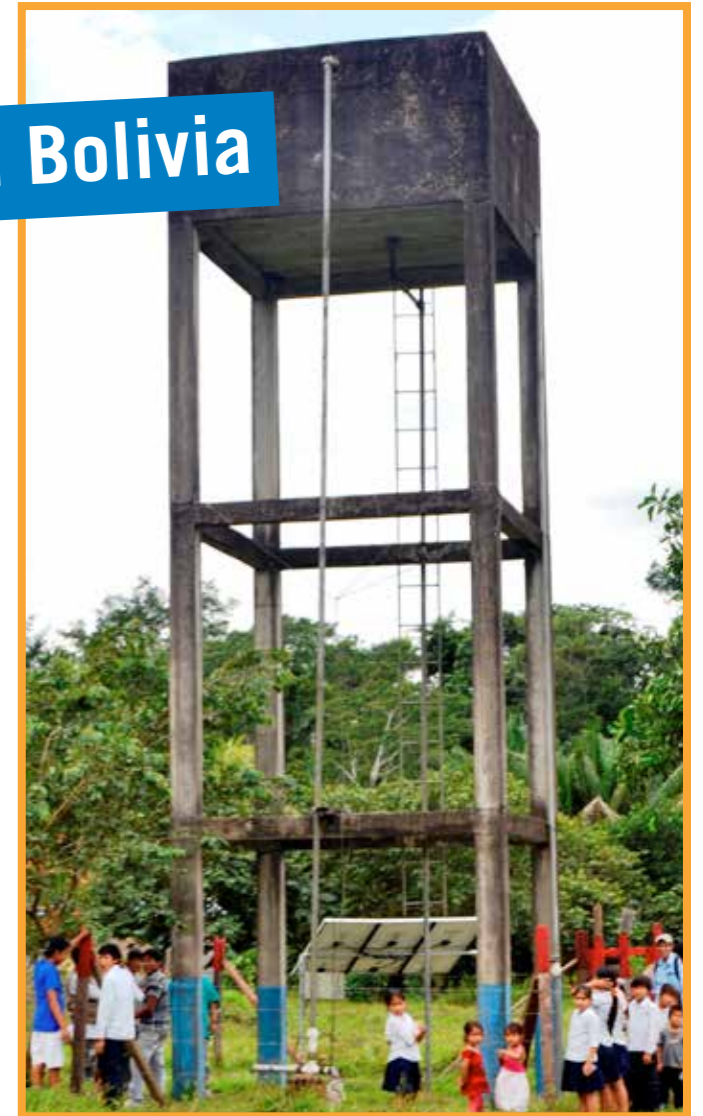


Clean water for river communities in Bolivia

Nine year old Daniella lives in Altamarani in the jungle area of Northern Bolivia. The area is prone to long periods of heavy rainfall, that cause the huge waters of the river to swell – each time the river floods, Daniella's community face the disaster of crops and vital food being washed away, houses being destroyed and water contaminated by waste.



Daniella



“ The water pump is good for the village. If it goes wrong, we know how to fix it, and we can mend it with materials we already have”

Freddie

But with the help of supporters like you, lives are changing for the better. The installation of a new photovoltaic water pump means that a clean supply of water is always available – even in times of crisis. A new school has been built, far enough from the river shores to ensure it is safe, with biogas toilets that can be closed off when the flood waters rise, to stop contamination.

“ At first we were afraid of the toilets...we didn't know what to do! But now it is much better because we can go alone. We have also learned to wash our hands after with the new water taps”

Daniella



Need some inspiration?

Have a look at our A-Z of fundraising ideas to help get you started!

- A**
- Arts and Crafts
 - Abstain From – alcohol/smoking/coffee
 - Adventure Experience – abseiling, bungee jumping etc.
- B**
- Bake sale/Bake Off
 - Book Sale
 - Busking
 - Babysitting
 - Bring and Buy
- C**
- Come Dine With Me
 - Car Wash
 - Casino Night
- D**
- Dance Off (12 hour/24 hour?)
 - Drama Display (Theatre)
- E**
- Expeditions
 - Eating Contest
 - Exhibition – exhibit local artists/own work
- F**
- Fancy Dress Friday/Formal Friday
 - Fashion Show
 - Facial Hair
- G**
- Games Night
 - Gourmet Dinner Night
- H**
- Hair Off – shaving hair/waxing
 - Hula Hoop Competition
- I**
- International Evening
 - Indoor Olympics
- J**
- Jail and Bail
 - Jam Nights/Sessions
 - Jazz Nights
 - Jam making competition
- K**
- Knit – a – thon
 - Karaoke
 - Keep Fit Campaign
- L**
- Live Below the Line
 - Lucky Dip
 - Lent
 - Litter Picking
- M**
- Murder Mystery
 - Movie Marathon (sponsored – Harry Potter, Lord of the Rings/Hobbit extended, Marvel etc.)
 - Make Music – jam/record/mix
 - Matched Giving
- N**
- Nature Walk
 - Netball tournament
- O**
- Obstacle Course
 - Open Mic Night
 - Olympics
- P**
- Pub Quiz
 - Poetry Slam
 - Pyjama Party – work/school in pyjamas
- Q**
- Quiz
 - Quit - smoking
 - Quad Biking Challenge
- R**
- Race Runner/Running Races
 - Raffles
 - Reading Challenge/Competition
- S**
- Skills Donation
 - Social Media Swear Off
 - Switch off (energy themed – switch off technology for period of time?)
 - Silent/Sign Day
- T**
- Talent Show
 - Themed – colours (bright orange?)
 - Treasure Hunts
 - Tombola
- U**
- Upcycle – re-use/re-work old items
 - Underwear/underpants party
 - University Challenge
 - Uniform Day/Non-Uniform Day
- V**
- Variety Show
 - Valentine's Day Ball/ Speed Dating
 - Village Fair
- W**
- Wine and Cheese Night
 - Wax Off – sponsored waxing
 - Walk
 - World Records
- X**
- X-Box tournament
 - X-Factor Style Competition
- Y**
- Year of Fundraising – events regularly throughout year
 - Yoga Lessons/Marathon
- Z**
- Zombie Run
 - Zumba Fundraiser
 - Zip Wire

Getting started

Getting sponsored:

Once you have decided on your event or challenge, ask everyone you know to sponsor you, and then ask them to share your challenge with others, and encourage them to give too!

Online fundraising pages are really effective and easy to manage - they are secure, fast and easy to share. There's also the more traditional method of using a paper sponsor form or getting people to donate via text-giving.

Fundraising online and by text:

Sign up for a free account with either JustGiving or Virgin Money Giving – it's really simple to do!



- 😊 Make the **name of your page** catchy and personal
- 📊 Include a **fundraising target** to encourage people to give generously, and let them know how you are getting on
- 📣 **Tell your story** – describe your challenge, what motivated you to take it on, why you're supporting Practical Action. Don't forget to include a link to Practical Action's website: www.practicalaction.org

- ✍️ **Add highlights and updates** to your page regularly to keep other people motivated towards your cause.
- ➔ **Share your fundraising page** link in as many places as possible - we recommend regularly posting about your fundraising page on Facebook, Twitter and other social networks.

Tips for sponsorship:

- **Ask close friends and family to sponsor you first** – Close friends and family are most likely to be generous when supporting your fundraising efforts. Ask them first before sending to others, to help set the trend!
- **Matched funding** – Some companies will match the amount that you raise for charity. Ask your employer whether they operate a scheme of this type, as this could double your total raised!
- **After the event** – Make sure you send updates and say thank you to everyone that sponsored you or made a donation. Donations still come in after an event is held, so put out one final post to encourage those last few gifts!



giftaid it

Gift aid is simple – it costs you nothing but increases the value of your donations to Practical Action... If you and your sponsors are UK tax payers, through the Gift Aid scheme your donations could be worth 25% more! Gift Aid is explained fully when you sign up for a JustGiving or Virgin Giving page, or alternatively, visit www.practicalaction.org/giftaid for more details.

Promoting your event

Social media

Social media sites like Facebook, Twitter, LinkedIn and Instagram are brilliant fundraising tools. Some tips for using social media for fundraising are:

- **Create a page to describe what you're doing and why** – make it personal, and include stories and photographs
- **Show your progress**, and update with a thank you message or video at the end of the event
- **Use links to Practical Action's website** and videos to illustrate why you are raising money
- **Prompt people to like, share and re-tweet** your posts to encourage donations and support

Like Comment Share



Fundraising materials

Get in touch with the team at Practical Action at fundraising@practicalaction.org.uk to see how we can help you out with fundraising materials.



'The training I received means that I can sell my crafts at larger markets, for a fair price'

Press coverage

We at Practical Action are really proud of what we do, and because you are doing something special to support our life-changing projects – you should be too!



'With the power provided by the project I can now work and make an income to look after my son'



To help you prepare, we have put together some simple tips for writing a concise, interesting story for the press:

- 1) Shape your press release template to suit your event or challenge
- 2) Make sure you emphasise the local angle
- 3) Sum up the key story in the first 30 words
- 4) Include a quote from yourself or one of your supporters
- 5) Look up the contact details of the local media
- 6) Briefly explain what you are doing and ask for the email address of the person you should send your press release to.
- 7) Include a relevant photo if you have one, and remember to add your contact details
- 8) After the event send an updated photo and story

Organising an event

There are a few things you need to consider if you're organising an event, but it's most likely going to be successful if you plan it carefully!

What?

Make sure you've decided on the event whether it be a coffee morning, a disco, dinner, party or auction

When?

Have you chosen the optimal date and time? Make sure it doesn't clash with any big national or sporting events and it's at a time when people are more likely to attend

Where?

Have you chosen and booked the best venue you can for the right number of people?

Promoting it!



Get Publicity - Contact the local media, radio and tv - our press release template will give you a head start, and our Media Officer can help out too



Get online - Use Twitter, Facebook, LinkedIn, Blogs, Videos and photos to let everyone see what you are doing, how your preparations are going and how the event goes



Advertise - stick up our posters at work, church, community centre, local supermarket - get permission first though



Materials - we have posters, balloons and Practical Action T-shirts to help your promotion

Countdown to the event

The Week before

- Double check the details; make sure that any bookings are confirmed; venue, food, dj etc
- Who's coming? Are your guests invited or have you advertised and promoted your event to enough people?
- Does everyone know what they have to do? Delegating jobs takes a lot of the work off you.
- Have you reminded the media about what you are doing?

On the day

- Make sure people know you're doing the event for Practical Action – call us to get lots of posters, leaflets and balloons, and don't forget to wear your fabulous Practical Action t-shirt!
- Have fun, get lots of photos and video footage and raise lots of money! – photos and films are great promotional bits for us
- Remember your initial motivation for the event and feel very proud of what you are doing – cherish the moment.



Safe and legal

It is essential that you fundraise in a safe and legal way. There are many rules and regulations around events and fundraising so if in doubt, please seek professional advice. The Institute of Fundraising website offers invaluable advice and best practice guidelines for anyone fundraising, we urge you to visit their website when considering a fundraising event: www.institute-offundraising.org.uk



There are a few legal requirements that are a must:



Raffles and Lotteries— there are strict laws surrounding these which must be adhered to



Licenses & permissions are needed for collections - ensure that you follow the requirements of your local authority



Alcohol - always check to see if events and drink licenses are needed from your local council

We also urge you to consider the following:

- Health & Safety
- Food Standards
- Insurances
- First Aid
- Carrying Money
- Electrical Equipment
- Lifting

Practical Action cannot accept liability for any problems or accidents during events raising funds for us. Please make sure that you keep it safe and legal, as well as having fun!

After the Event/Fundraising

- The most important thing to do is thank everyone involved; whether they have donated to your cause, helped you with an event or just simply wished you luck
- Send in any offline donations and sponsorship to our freepost address:

Freepost RTHZ-ELIX-KEZS
Practical Action
Bourton
Rugby
CV23 9QZ

- We don't advise sending cash in the post
- If you have set up an online fundraising page then the money will be automatically paid to us from your chosen site

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I would like to take part in an event – what next?

You can either call us on **01926 634537** or send an email to **events@practicalaction.org.uk** to let us know what you are doing and we'll do all that we can to help.

What materials are available to promote my event?

We have some that could help including our Introduction leaflets, Small World Magazine and Posters. We have a Practical Action T-shirt, Running shirt or Cycling shirt available for our fundraisers – just let you know the size that you would like! We have also set up a Practical Action Fundraising Toolkit where you can download forms, logos, sign up to newsletters and links to follow us on Social Media.

Can you help with publicity for my event?

We may be able to help you by posting about your event on our social media feeds and on our website where appropriate – get in touch at **fundraising@practicalaction.org.uk** to discuss your request.

Do you have secured places for events?

We generally have places in one main running event and one main cycling event each year, current details will be on our website: **www.practicalaction.org/challenge-events**
If you have your own place in an event, we would really appreciate it if you used it to support us!

How do I send you the money I raise?

There are a couple of options:

Online

If you have set up an online fundraising page (at Justgiving or Virgin Money Giving), the sponsorship donations and applicable Gift Aid will be forwarded to us directly.

By Cheque

We also welcome cheques made payable to Practical Action and posted to us along with your completed sponsor forms or donation form.



What if I can't reach my fundraising target?

You will have the support of the events team to give you extra ideas and advice. However, if you do not manage to raise the minimum sponsorship, you will have the opportunity to make up the shortfall yourself. As a rule of thumb, you should aim to have received 80% of your fundraising at least two weeks before your event.

Where does the money raised go to?

Your donations are allocated wherever the need is greatest – helping us create simple solutions to poverty together with local communities throughout the world, examples are shown at **www.practicalaction.org/simple-ideas**. Please also see **www.practicalaction.org/annual-report-accounts** for Practical Action's Annual Report, including highlights of our work and full financial statement.

Will I receive acknowledgement that I have paid money in?

Yes – we will send a thank you letter or email once we have received your donation, or once your fundraising page has been closed.

Will photographs of our event be useful?

We'd love to see your photographs and be able to share them with other Practical Action supporters. Please send them to us at: **events@practicalaction.org.uk**

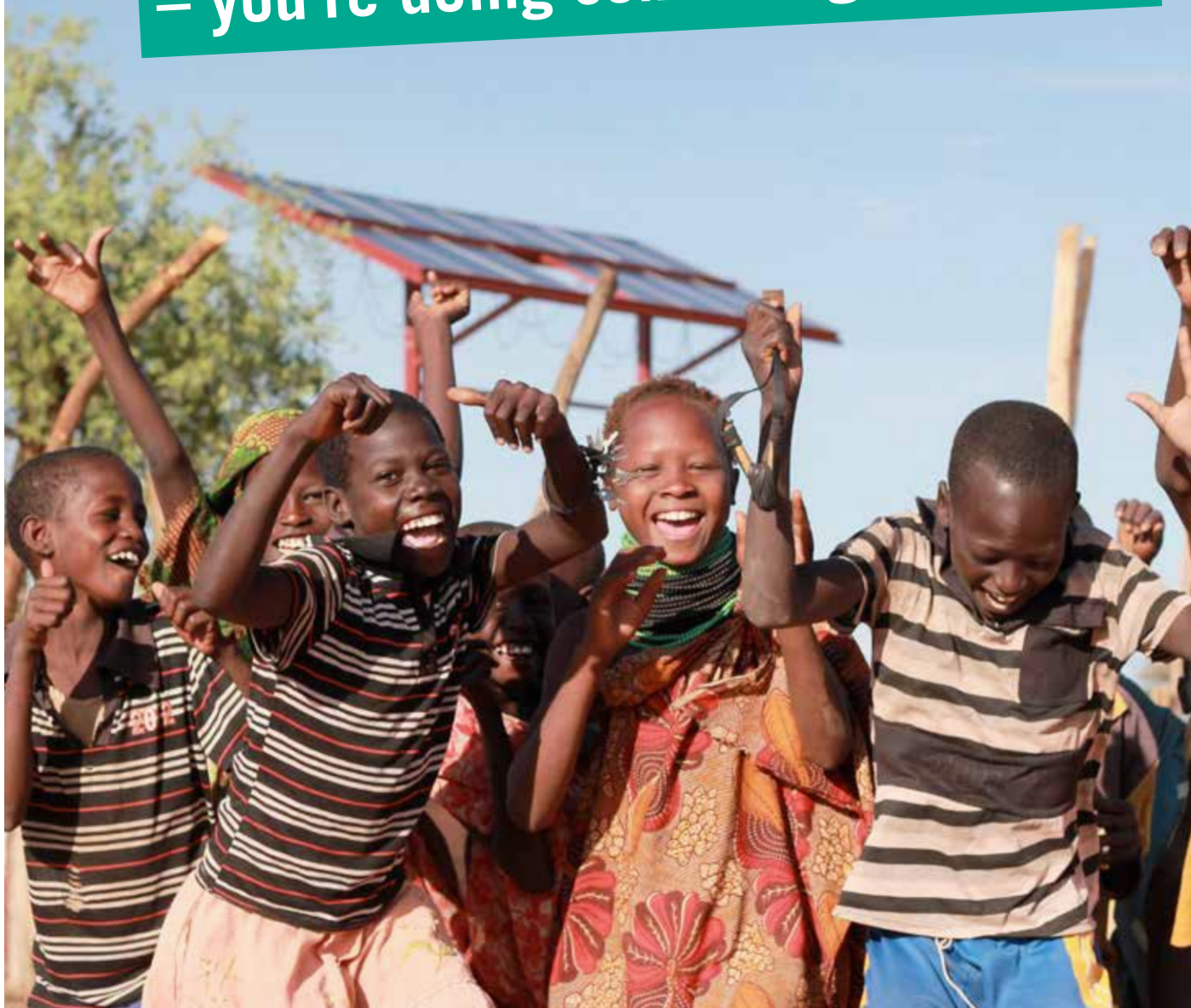
Can I use the Practical Action logo to help promote my event?

There are certain circumstances where you can use the Practical Action logo yourself, for example when making posters or updating a social media page, however, please ask our permission first by emailing to let us know what you plan to do. That way we can also make sure you have a high res version if applicable.







Thank you for your support

– you're doing something amazing!



Practical Action,
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Reg Charity No. 247257

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