



# Fundraising Advice

Tips on fundraising remotely, digitally or online



**The Different Travel Company Ltd**  
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Social isolation doesn't have to mean your fundraising efforts have to come to an end. We've come up with a few ideas to make sure the donations keep coming in while everyone is stuck behind closed doors.

## Digital ideas

### Online giving pages

Set up an online giving page. Your charity will be able to advise on their preferred organisation. JustGiving: [www.justgiving.com](http://www.justgiving.com), Virgin Money Giving: <http://uk.virginmoneygiving.com/giving/> and EveryDayHero: <https://www.everydayhero.com/uk/> are some of the most popular services. These services offer an easy way for people to sponsor you and are a handy way for you to update your supporters with your fundraising and training progress.

### Text Donations

There are a number of platforms available for you to set up text donations which allow donors to give simply by texting a special code to a specific number. Donr: [www.donr.com](http://www.donr.com), DONATE: [www.nationalfundraisingscheme.org](http://www.nationalfundraisingscheme.org) and Instagiv: [instagiv.com](http://instagiv.com) are some of the most popular services.

### Social media

Networking websites such as Facebook, Instagram, YouTube and Twitter are more important than ever for reaching out to people who may support you while you are socially isolating. Try to utilise Facebook Live, YouTube Live, Instagram stories and much more to get your message across and share your fundraising ideas.

### Raise money by browsing the internet

Another great website to look at is [www.everyclick.com](http://www.everyclick.com) which raises funds as you browse the internet – no purchases required! Set up a page and ask friends to support you – all they have to do is use the internet as they usually would, and their browsing will bring in a donation to your cause!

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### Raise money by shopping on Amazon

AmazonSmile (<https://smile.amazon.co.uk>) is a new initiative supported by Amazon. When supporters shop using the AmazonSmile weblink, you can raise money for your local charity. Please contact your charity to make sure your donations can be tracked against your fundraising target.

### Host a virtual auction on Facebook live.

You can download auction software for online bidding, or you can livestream a live auction.

### Make money from streaming music or playing online games

Check if your charity is registered with [www.givepenny.com](http://www.givepenny.com). This online platform allows you to raise money while doing things you love like listening to music on Spotify or playing video games. Again, check with your charity to make sure your donations can be tracked against your fundraising target.

### Netflix party

Netflix has a new feature which allows you to host long distance movie nights and TV watch parties. It synchronizes video playback and creates a group chat so you can still crack out the popcorn and have that movie marathon with your friends without any of you leaving your sofa. Ask people to donate to take part.

## Food and drink ideas

### Lunch money

If you or your colleagues are working from home, or avoiding your local shopping area, why not donate what you would normally spend on lunch to your fundraising total.

### Coffee money

If you or your colleagues are working from home, or if you're avoiding your local shopping area, why not donate what you would normally spend on coffee to your fundraising total.

### Nights out money

If you're stuck at home, why not donate what you would normally spend on your night out to your fundraising total.

### Smarties tubes

Give your friends, family and colleagues a tube of smarties and, once they have eaten them, ask them over a period of weeks to fill the empty tube with £1 coins and give it back to you - you will be surprised how much a tube can hold.

### Master Chef or Bake-Off challenge.

Ask friends or family members to use a set selection of the same ingredients and to come up with the most attractive dish to win a prize.

### Pizza night

Lots of people will be relying on take-away meals when they're stuck indoors. Contact your local pizzeria and arrange with them to sell a special '(insert name of challenge here) Pizza' which is for sale for a limited time. £1-2 for every pizza sold is paid towards the fundraising total, and everyone wins!

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## Fitness and sporting ideas

### Push up, squat or lunge challenge

Ask competitors to pay £2 then film themselves doing as many of the exercise as they can. The most repetitions completed wins a prize. A great way to keep the whole family entertained and fit! If you want to make it tougher, why not try a 'Bring Sally Up' challenge. Play the song 'Flower' by Moby and when the lyrics say, "bring Sally down" you will start your rep, such as a squat or press-up, then complete the rep when the lyrics say "bring Sally up", e.g. standing up from squat position or pushing up with a press-up. In the gaps between those lyrics you must hold the position. Continue until the song ends or you can't do any more!  
N.B. Please ensure this is done safely and after taking advice from a personal trainer or doctor.

### Organise a sweepstake for a sporting event.

Ask everyone to make a donation and get them involved in your fundraising.

### Virtual Challenges

Sign up and take part in a virtual challenge from the comfort of your own home. Get sponsorship for climbing the equivalent number of steps it takes to get to the top of the Eiffel Tower or cycle the distance from Lands End to John O'Groats on your exercise bike. Run a 10k – on your treadmill, march the length of the Coast to Coast on the spot, hold a sports relay in the garden or bounce on a trampoline non-stop for a few hours. The possibilities are endless and it's a great way to get some training in too! Why not do a team challenge and invite friends or family members to place

bets on who will complete the virtual challenge first, or invite friends and family members to 'race' you after paying £2 to enter. You could also ask people to sponsor you 50p per 1000 steps.

### **Online Zumbathon**

Host a virtual zumbathon from your living room. Live stream your event and get people to donate to join in or watch!

### **Play virtual playground tig**

Who didn't love a game of tig in the playground when we were kids? Encourage your followers to play online by donating £5 and tag five of their friends to do the same. TAG you're it!

## **Educational ideas**

### **Master classes**

Give online classes in something you are good at e.g. photography, cookery, pottery, and computers.

### **Online tutorial**

Find someone else who is willing to donate their services for an evening to host an online tutorial. For example, a beauty therapist could host a live make-up tutorial, a baker could show people how to decorate cupcakes.

## **Games of chance and gambling ideas**

### **Lucky dip/tombola**

Gather prizes from local businesses, collect unwanted birthday and Christmas presents, and have an "instant raffle". Write the name of each prize on a piece of paper and put this into a sealed envelope with a number on. Sell the numbers and win a prize every time.

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### **Organise a 'guess the baby' competition**

Collect baby photos from friends or colleagues and charge £1 or £2 to match names to faces. Give a prize to the person who gets most right.

### **£5 draw**

Ask people to donate £5 to enter a draw. The winner gets 25% of the total and the runner-up gets their £5 back.

### **Bonus ball lotto**

People pay £2 to select a number between 1 and 59, and if that is drawn as the UK National Lottery Bonus Ball, the person who has chosen that number wins the prize pot (excluding a 50% charity donation).

### **Online quiz and raffle night**

Host an online pub quiz and a virtual raffle. Just because you can't get to the pub doesn't mean you can't take part in a good old quiz. Set strict rules on not Googling the answers!

Remember to stay within the Gambling Commission guidelines. Visit <https://www.gamblingcommission.gov.uk> for details.

## Games of skill ideas

### Virtual scavenger hunts

You don't have to leave your house to take part in an online scavenger hunt. Create a list of items (for example, a seashell, a blue teacup, yesterday's paper, a jigsaw piece) that participants must find within their homes within a set amount of time. They then share photos with other treasure hunters. You can host this as a live event – with people paying to enter a private Facebook group and release an item every 5 minutes. Or you can release the whole list and the winner is the person to 'collect' all items first.

### Online treasure hunt

Plan a virtual route. Give out directions at the start as cryptic clues that must be solved using Google Maps in order to find the next location. People pay to play, and the winner is the one to finish first. Be creative! Your clues can be all over the world.

For example, start in London. Clue 1: Let's get started, keep an eye on the time. I'm the subject of a nursery rhyme. Answer: London Bridge. Clue 2: From this bridge you will find, this majestic ship that's not Drake's Hinde. Answer: HMS Belfast. Clue 3: A doomed ship started life here but where was it supposed to end up? Answer: The Titanic's destination was New York. Etc.

## Sales ideas

### eBay auctions or Facebook Marketplace

Make use of your time at home and have a Marie Kondo day, where you sort through your belongings and decide what you can give away or sell. List it on eBay or Facebook Marketplace.

## Asking for support

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### Flash fundraising

If you are cancelling an event hold a flash fundraiser to start and end at the time you were meant to be hosting the event. Get your guests to donate online instead.

### Match-funding

Many employers and organisations are members of a matched funding scheme, where they will match the amount raised by an employee (or a friend or relative of an employee) for charity; ask them to match the amount you have raised. If you are approaching your employer, make sure that you present your ideas in an organised and professional manner detailing:

- The challenge itself
- Information on the charity you are supporting
- What benefits there are to the company
- Your publicity/ fundraising plan
- Ask to be included on your company's website and newsletter

### A birthday, anniversary or Christmas card amnesty

Ask your friends to send you a small donation instead of a card or present.

## Daring ideas

### The ice bucket challenge is a classic.

Why not come up with a new challenge that's just as daring!

## **Sponsored head shave or leg/chest wax**

A traditional fundraiser that always drums up support. Why not live stream to your followers while you are getting it done!

## **Other sources of publicity and support**

### **Local groups**

Organisations such as local youth clubs, Women's Institutes, Rotary Clubs, and Lions Clubs often are keen to help individuals raising sponsorship money. Many have online groups so you can still drum up support during this time of social distancing. Offer to give a short talk at one of their meetings on your return (and once things have gone back to normal!) – it will show them who benefited from their support and may encourage others to also take part next time.

### **Contact the press**

Press releases to local newspapers are a great way to advertise your fundraising efforts for your challenge, and they also create more interest from local individuals and businesses that may be willing to donate prizes or to sponsor you. Editorial coverage is great, especially if you can get a photo too; if your company has agreed to sponsor you then try to wear a t-shirt or show something with the company's logo.

Approach your local radio station and try to persuade them to give you some airtime. They could interview you to discuss the challenge: a before and after story would be a really good idea and may create local interest. If you are holding an event invite your local radio station along, many will cover events like this for free and it is great publicity as well as the chance to drum up more support.

Try to get a feature in as many newsletters as you can, through friends and family, clubs you may belong to - in fact any organisation that will help you to raise local interest about what you are doing and increase your potential for sponsorship.

## **General tips**

### **Keep in touch**

There is nothing stopping you from making phone calls or sending emails, texts or letters to let people know what you are up to.

We all know more people than we think, and through friends, relatives and colleagues we often have links to other organisations or people who could help.

Use your contacts to help build up your ideas. Let your friends, family and colleagues decide how they would like to help and get them involved. Don't feel you have to do everything by yourself.

### **Plan ahead and know your goals**

Work out how much you need to raise and split this amount into smaller chunks which are less daunting figures. *See page 8 for an example.*

Make a list of all the people to contact, the digital events you would like to hold and the sponsored activities you could do well in advance. Fundraising usually takes several months! Allow plenty of time to raise your sponsorship; it will be less stressful this way.

Use your time wisely; don't spend too much time on events that will only raise a small amount. Know how much you need to raise and what your goal is for every fundraising activity. Compare how much you expected to raise against what you do. Some ideas work, others might not, you'll know which ones to avoid next time

## **Keep the FUN in Fundraising**

Be creative! Hold events that draw attention to you and your goals – it's then much easier to get publicity from companies and local press.

## **People follow the leader**

Try to have one or two large sponsorship amounts at the top of your sheet – people will often look to see what is pledged as a guide to how much they will sponsor you. If you're asking for donations, a specific request will give a benchmark to your donors.

## **Combine and conquer!**

Try to combine more than one fundraising idea at one event. For example, hold a raffle during your online quiz night, or shave your head for a fitness challenge!

## **Tell everyone!**

Remember - original ideas create interest! Make sure everyone you know - and their friends and families - know exactly what you are doing. Give them full details of the challenge that you are taking part in, why you are raising money for the charity and how important their support is.

## **Enclosed a SAE when sending a letter asking for sponsorship**

This is more likely to help initiate a response even if it's an apology. Remember, making awareness about your charity is a big part of what makes fundraising so important.

## **Always return calls from people you have contacted**

You are asking them for support so make sure you're courteous and polite.

## **Focus on why you're doing it**

A huge desire to help people less fortunate than ourselves will bring in donations so share your story and explain what your motivations are. Include an emotional story and relevant imagery. Explain how your trip will impact the local economy in a positive way both through the charity and abroad.

## **Keep on going!**

You may get turned down by some, but overall you're likely to be overwhelmed by the generosity of the people you ask.

## **Always offer something in return**

Keep details of everyone who has supported you and remember to thank them for their time, sponsorship and prizes etc. It doesn't have to be complicated or costly – send photos from your fundraising event, let them know how much the event raised and how their support helped achieve that. When you return from the trip offer to give a talk to any organisations who supported you.

If your company has an e-mail newsletter, or intranet facility ask if you can use it to help spread the word about the event you are taking part in and the online fundraising events you'll be hosting.

## Fundraising breakdown

When faced with a seemingly huge target it is easy to become overwhelmed and concerned about hitting the target. The secret to successful fundraising is to start early, make plans and consider the target in smaller, more manageable chunks.

Planning fun events your friends, family and colleagues can get involved in is one of the best ways to reach your fundraising target quickly and effectively rather than simply asking for sponsorship.

You can see from the spread sheet below how easy it is to raise a significant amount of money just through a few simple events.

### Events/activities

EVENT	FUNDS RAISED
Online quiz night	£50
Sports sweepstake	£50
Ask 10 friends to raise £50 for you	£500
Donations from friends/family	£150
Make lunch instead of buying it for a month	£100
Coffee money/night out money	£200
Birthday/Christmas/Anniversary amnesty	£100
Virtual tig (5 people tag another 5 people)	£150
Smarties tube collection (30 tubes)	£560
£5 draw (20 participants)	£70
Online auction	£200
Sponsored head shave or leg/chest wax	£200
Virtual scavenger hunt or treasure hunt	£100
Bonus Ball lotto (5 weekly draws)	£295
Netflix watch party	£100
Virtual Challenge	£100
eBay sale	£100
Match-funding	£1,000
<b>TOTAL</b>	<b>£4025.00</b>