

Fundraising Guide

Welcome to your fundraising journey! You're about to embark on a life-changing trip abroad to also support communities in need. Fundraising will give you a fantastic sense of achievement. Apart from raising cash for your trip, this will give you increased self-confidence, develop your life-skills in: budgeting, creativity, independence and entrepreneurship – great for university and your careers.

Thousands of Global Action students have successfully fundraised towards their trips! This guide offers practical tips, creative ideas, and inspiration for your success. Remember, many young people have done it before, and so can you!

Did you know?

Most students raise £600 - £1000 towards their trip - and many even earn their whole trip fee!



Global Action will provide support every step of the way on your fundraising journey.

- ✓ 1-2 fundraising workshops for you and your team
- ✓ Regular online fundraising webinars with our partners at easyfundraising
- ✓ Ideas, plans and resources to get you started

“

Doing your own fundraising gives you a sense of achievement and means that whilst you are out on the trip you engage more in the activities as you paid for them yourself.

James, Saffron Walden High School, Zanzibar

”

Getting Started

The key to successful fundraising is to make a plan - and stick to it! To create a good fundraising plan, there are a few key questions to ask yourself:

What is my target?

Sit down with your family and discuss a realistic target for your fundraising. If you have an ambitious target, you may find it helpful to break it down into monthly or termly milestones.

When can I fundraise?

You'll probably have the most time to fundraise at weekends and during school holidays - and you'll want to avoid busy periods such as the run up to exams!

Who can help?

Make a mind map of your network, and the different ways in which they might be able to help you - and how you might be able to help them!



Summer job - £600



Easyfundraising - £500



Dance club event - £200



Parents evening refreshments - £50



Babysitting x 12 - £150



Ebay/Vinted sales - £300

Making your plan

Once you've answered these questions, you can [put together a plan](#) to reach your target.

Try and get a good mix of activities - individual and group fundraising, regular income and one-off events.

Set an individual target for each element of your fundraising to help you stay on track.

If you need more ideas, check out the rest of this pack, speak to your teammates to find out what they are doing, and look for inspiration online!

Individual Fundraising

Get a job

Finding a job is a great way of earning a substantial amount towards your trip fee. There are all sorts of opportunities out there - here are a few ideas to get you started:

Did you know?
On average, our students earn 80% of their target individually, with the remaining 20% coming from team fundraising



Garden Centre



Office work



Mystery Shopper



Waiter or Barista



Shop work



Cleaner



Sports coach/lifeguard



Tutor



Summer camp leader

Writing a CV - It can seem strange and daunting hunting for a job, particularly if it's your first one and you don't have any work experience. But don't worry - no-one is expecting you to! There are lots of potential employers who are looking for enthusiasm and transferable skills. Focus your CV on explaining who you are, your skills, hobbies and interests - and of course your education, and adapt it to the specific job you are applying for as much as possible. For more CV-writing tips [click here!](#)

Starting the hunt - Get the word around your networks as much as possible - extended family, family friends - go back to the mind map you created before. It can be easier to get a part-time job through personal connections - but if that's not possible, there are lots of other options:

- Local recruitment agencies (Office Angels, Manpower, Reed etc)
- Online jobsites (Indeed, Monster, Totaljobs, Gumtree etc)
- Shop windows, post office noticeboards, local supermarket
- Direct approaches to places you would like to work

More ideas, CV and cover-letter writing tips, and other fantastic resources can be found at the great website 'Employment for students' - check it out here:

<https://www.e4s.co.uk/jobs/1-top-jobs-under-18s.htm>

Sell unwanted things

Getting rid of old or unwanted things is a great way to declutter and raise funds at the same time. You can sell online, or the old-fashioned way at car boot sales or bring-and-buy events. Websites where you can sell unwanted items include:

General

[Ebay](#)

[Gumtree](#)

[Facebook Marketplace](#)

Clothes

[Vinted](#)

[Depop](#)

Books, CDs, DVDs and Old Phone

[Music Magpie](#)

[Ziffit](#)

[WeBuyBooks](#)

Top Tip!

Friends and relatives can support by donating unwanted items, as well as money.

Sponsored event

A fun way to raise funds can be to do a sponsored event. This could be anything:

- A physical challenge like a run, swim, cycle or danceathon
- A non-physical challenge like a silence, readathon, gameathon or if you're brave enough, a sponsored wax or head-shave!

Try and do something you will enjoy - and get creative with it! Lots of students theme their sponsored event around their destination, such as wearing traditional dress from the country while doing it, or climbing the equivalent of the highest peak in the country (this one might be too much if you are going to Nepal!).

Remember - You can only do an event like this once, so make sure you maximise the income.

Make it easy for people to sponsor you using a tool like [JustGiving](#) or [GoFundMe](#), as well as a traditional paper [sponsorship form](#).

Spread the word far and wide amongst extended family and friends, and share your plans early and often.

And don't forget to keep sharing your sponsorship link after you have completed the event - people can still sponsor you! Share some inspirational or fun photos of the day and report on what you achieved, and how it made you feel.

Raise free funds when you shop online

You and your family and friends can collect free donations towards your expedition just by shopping online if you join easyfundraising. Follow these steps to get raising!



1. Register your expedition as a cause with easyfundraising:

<http://global-action.easyfundraising.org.uk/>

It takes a matter of minutes and it's completely free!



2. Here's how it works

It's useful to understand how easyfundraising works, even if you don't have anything to buy. This will help you explain how it works to others. Watch this short video explaining how you raise with easyfundraising!



3. Your cause page

You have your own easyfundraising page link to share with your supporters (parents, friends and family). By visiting the link, they will see how to sign up in support of your trip and see how much you have raised so far.

Once registered, complete your cause page by adding a photo and a good description of your expedition and what you'll be doing whilst on it.



4. Talk to a fundraising coach

Talk to one of our friendly fundraising coaches who can guide you around the website and advise on how to make easyfundraising work for your expedition. The call will only take 10 minutes and we've found that causes who talk to our fundraising coaches raise over twice as much!

[Book my call](#)

Shop with over 7,500 brands and sites including...

John Lewis



ebay

Booking.com



We need you!

5. Recruit new supporters

You now need to drum up support from friends and family for your expedition and you can start with the [ready-made tools](#) we have available to you once signed up.

Add your cause page link to the:

- Ready-made social posts
- Posters
- Flyers
- Handout cards

Watch this video all about how to gather support...



6. Keep banging the drum

It's important to help spur on your supporters to keep raising with regular reminders and updates.

All of your supporters have access to the range of [emails and newsletters](#), [Facebook and Twitter posts](#), [posters and flyers](#) - so it is easy for them to ask their own friends/colleagues to support you too!



7. Other ways you and your supporters can raise

Donation Reminder

The Donation Reminder helps you to remember easyfundraising every time you shop online by telling you which retailers offer donations when you visit their sites.

[Get the Donation Reminder](#)

easyfundraising app

If you shop on an iPad, iPhone, or Android device, our FREE app makes it even easier to raise donations for your expedition! You can see your recent activity and how much you have raised too!

[Get the easyfundraising app](#)

Other Sponsorship

You have signed up for an inspiring adventure, and you will be contributing to extremely worthwhile causes while you are on your trip. Ask around and you will be amazed at who will help you achieve your goals!

Local businesses are often willing to support you, whether with a financial donation or by providing services or goods that you can raffle. Think about how you can help their business in return - wearing their t-shirt or displaying a banner at an event, handing out flyers, or doing a talk to staff about your experience when you return.



Case study

One of our travellers had her whole trip paid for by a local mechanic. All she had to do in return was take pictures of her in a branded cap in some spectacular places on her trip to go on the wall!

Many students get support from [Lions Clubs](#) and [Rotary Clubs](#) around the country. These organisations exist to promote and support community development at home and internationally, and will be very happy to help. Find your local branch, and adapt our '[Global Action Trusts](#)' letter template.

Extra Ideas

- Ask for donations or kit for birthdays and Christmas
- Get paid for doing online surveys using sites such as [Slice the Pie](#)
- Run a sweepstake around a major sporting event like a World Cup or Olympics
- Organise a gaming tournament among your friends with paid entry and a prize - maximise your earnings by winning!
- Collect used printer cartridges from local businesses and recycle them at [The Recycling Factory](#) - good for you and the planet!

Top Tip!

It is easy to lose motivation during the long build-up to your trip. Pin your itinerary, or pictures of trip highlights, somewhere you will regularly see it.

Start a small business

Another option is to start your own business! This can be incredibly rewarding and help you develop important life skills. Consider:

- A community business, offering services such as babysitting, dog-walking, cleaning or gardening.
- An online business run through a platform like [Etsy](#), where you sell things that you have created and made.

- # PLAN
1. Create a simple [business plan](#) to make sure you have thought about how you will make it profitable
 2. Use a tool like [Canva](#) to create smart posters or leaflets advertising your services, for online and physical use.
 3. Get the word out! Advertise in local Facebook groups, put posters in local shops and ask local businesses to keep leaflets on the counter.

Some creative ideas that have worked for previous students have included:

- Making and selling flat-pack bird-boxes at local craft events and online.
- Baking samosas and other tasty treats to sell to businesses for staffroom snacks.
- Making Christmas wreaths to sell at craft fairs.
- Breeding exotic plants, like venus flytraps!
- Providing a computer repair and troubleshooting service for a local retirement village.
- Running a tea and cake stand at a local beauty spot for hikers and dog walkers - this was most successful on cold, wet days!



Team Fundraising

Team fundraising strengthens team bonds before your trip, and can be a lot of fun! This can either be done as a whole team, or in smaller groups. Remember you will need to split the profit by each student. But, with a larger group and more of you to help with organisation, you can aim for more ambitious fundraising events!

Tip 1:

Appoint a co-ordinator each term to organise team meetings and keep things on track.

Tip 2:

Dream big, but keep it real - aim for 1-2 events per term. Different people can lead on each.

Tip 3:

Use an [event planning template](#) to help you cover all bases and ensure your events run smoothly.



Tip 4:

Think big and go the extra mile to make every event a winner! For instance, if you're hosting a movie night, sell popcorn and drinks too, or offer a gift-wrapping service on your Christmas stall

Tip 5:

Take a breather after each event and reflect on how you can make your next one even better - and more profitable!

Take some inspiration from our World of Ideas...



Tuck Shop

Run a regular tuck shop or cake stall at school during breaktimes. Make treats yourself, or buy them in at a discount from [Krispy Kreme](#) or a wholesaler like Macro.

Advertise around school, and plan a rota to make sure there are always a couple of you manning the stall.



Film Night

Get ready to transform your school into a blockbuster movie theatre! Pick a date, select your target year groups and theme, and get the green light to use school spaces. Sell tickets during registration or breaks, and don't forget to offer snacks and drinks to boost those funds!

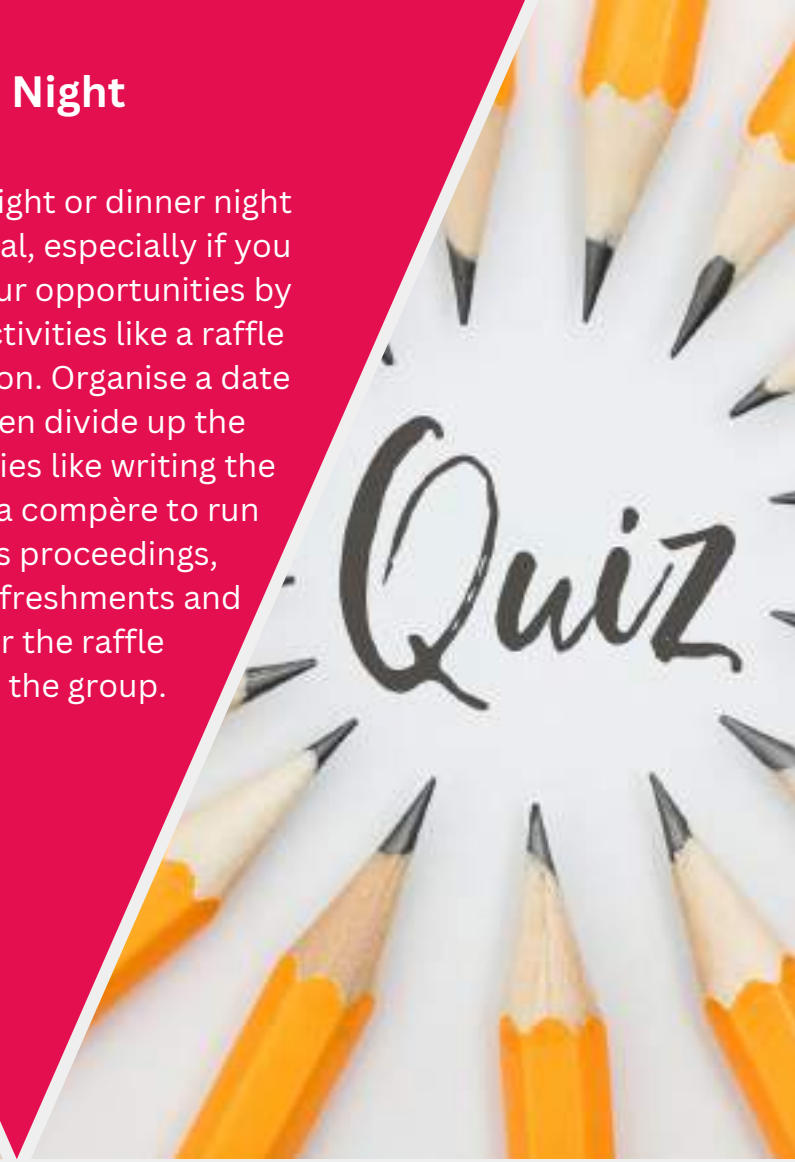


Junior Disco

You must get permission and set a date first, then organise some great music and lighting. Advertise early and often to sell as many tickets as possible in advance. You can also run a refreshments stand at the event to make a bit more money, or sell glowsticks and fingerlights to glow up your fundraiser.

Quiz Night

A parents quiz night or dinner night has huge potential, especially if you can maximise your opportunities by running other activities like a raffle or promise auction. Organise a date and venue, then divide up the different activities like writing the quiz, planning a compère to run the evenings proceedings, getting the refreshments and prizes for the raffle amongst the group.



Car Wash

Group car washing can be a surprisingly fun way of spending the day together. Pick a date and location - teacher training days can work well. Make sure you get the equipment together, and you have a water source so you can make the cars sparkling and clean - and have happy customers!



Team Sponsored Event

Look into what type of activity you would like to carry out as a group. Remember that making it challenging and a bit unusual can help with advertising and encouraging sponsorship. Make sure you plan when and where you are going to do the activity, and make sure you will have the support and assistance necessary, as well as the supervision. Something that might help with your fitness training for your trip could be very useful!

Additional Resources

We hope this guide has given you lots of practical ideas, tips and advice. Good luck on your fundraising journey - have fun with it and embrace the experiences and lessons you learn. Remember - at the end of all of your hard work, you will have an inspirational, life-changing trip look forwards to, which will be all the more satisfying for the effort you have put in. Here's some final resources we couldn't fit in anywhere else:



[Krispy Kreme](#) offer boxes of donuts at a reduced price to support fundraising efforts.

[Bag2School](#) offer money for bulk textiles - organise a big community collection individually or as a team.



[Add2event](#) allows you to reach a range of suppliers for an event with a single request - great for getting fast, competitive quotes.

[Rapanui](#) offer sustainable clothing printing services - create stunning designs and start your own clothing business




PRINT.WORK [Print.Work](#) are a eco-friendly, fast printing service - an option for producing leaflets, flyers and business cards.


And finally...

- ✓ Please contact the office here if you would like to spread the cost with smaller, monthly instalments.
- ✓ Call or email us if you have any questions, or need any help. We are here to support you
- ✓ Join our Facebook and Instagram pages to keep up with Global Action news, and dates for Easyfundraising webinars - and share you're best fundraising tips with us!

Say hello!



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My Fundraising Plan



My target is:

I am going to:

The highlights of my itinerary are:

What I have raised so far

I plan to reach this by:



Eight horizontal bars for recording fundraising goals, each with a colored circle at the start:

- Red circle
- Blue circle
- Black circle
- Red circle
- Blue circle
- Black circle
- Red circle
- Blue circle
- Black circle

Business plan

Outgoings

What materials or tools do you need? How much will it cost up front?

Income

How much do you hope to make after costs?
How long will that take?

Audience

Who is your target audience?

Marketing

What are your marketing strategies? How will you reach them?

SPONSORSHIP FORM



EVENT:

DATE:

NO	NAME	EMAIL	AMOUNT
1			
2			
3			
4			
5			
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Trust - Letter Template

From:

Name of Fundraising Coordinator

Address

Address & postcode
email, mobile telephone

To:

Name of Chairperson

Title

Trust Name

Address

Address & postcode

Insert date

Dear Mr X / Ms Y

Our team from **School Name** have joined a trip to **Destination** in **month and year of travel**, arranged by Global Action. This trip will be a once in a lifetime opportunity to learn about:

- **Insert key themes of your trip**
- **For example; Conservation, sustainable development, fair trade**

We will achieve this through a series of visits to **insert details of sites and organisations you will visit - see itinerary for details**, as well as local experts. We will also have the opportunity to support a community project, **detail the work you will be doing**, leaving a positive contribution.

Our trip will also provide us with the opportunity to earn the ASDAN Universities Award. This award accredits the commitment to learning demonstrated by participating in this trip, along with the entrepreneurial and organisational skills we will gain.

We would be extremely grateful if the **Trust name** would consider giving our team a small donation towards this. We would be happy to give a presentation or full report to the trust after the trip returns as well.

Thank you for considering this.

With best wishes,

Student name

Event Planner

Event Name

Date

Location

Time

Event Description

To Do:

Theme

Location Details

Notes

Budget & Ticket Price