



i-to-i

Fundraising

The Ultimate Guide



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Contents

Introduction	7
Down to Basics	7
What next?	8
The Perfect Fundraising Leaflet	11
Letter Writing	14
Writing a Press Release	19
Coverage in Local Newspapers	21
Coverage in Company Newsletters	23
Coverage in Specialist Magazines	23
Radio Stations	24
Resources	25
Event Planning Considerations	26
A-Z of ideas	28
Event Ideas	30
Case Study	37
Useful contacts and resources	39

Introduction

This guide is to show how fundraising can help you meet our placement support fees and get your community closely involved with your bid to join a volunteer project overseas.

Many i-to-i-ers have raised enough money to not only cover their placement fee, but also their flights and living expenses, some even having enough left over to make direct donations to the project itself – which is fantastic. With some bright ideas, good planning and a little patience, you may be in a position to do the same.

You could also have a little fun along the way so here is how to get started....

Down to Basics

Fundraising can be a great way to cover the cost of your project, to get much-needed resources to underprivileged communities and to raise awareness of good causes around the globe. Whatever your motivation for starting a fundraising campaign, we're here to lend a helping hand, so take a look at our extensive guide and get planning!

Where to start...

The first thing you need to do is decide what you are going to be fundraising for. Some people simply want to cover the cost of their placement, others want to pay for their flights and yet more want to raise money to buy vital resources for their chosen project. What you're raising money for will influence how much money you want to raise and how you conduct your fundraising efforts so it's important that you know this before you start planning.

Expenses you might want your fundraising to include:

- Placement fee
- Flights
- Equipment and resources
- Vaccinations
- Visa costs
- Living expenses

Keeping it legal:

You can find information on the legal considerations for events from a number of sources, your local council, police and trading standards should be first on your list of contact. More than likely you will need to register any event that involves the public and the size of the event will determine the length of time needed for registration.

If you are collecting money in public places or door to door you will need a licence from your local authority. Most authorities will have information about obtaining a licence on their website. If organising a collection on private property such as in your local pub or supermarket, you will need to have the permission from the owner or manager. All collectors must be over the age of 16 as well.

You must consider safety at your event and take into account if there will be children at the event and plan for adult supervision at all times. You should make provisions for first aid cover and fire safety at the venue. It is advisable to conduct a risk assessment on all aspects of the event with plenty of time to make any adjustments or provisions. The health and safety executive provides a very good five step guide to risk assessment which you can find at: **www.hse.gov.uk**

There are strict rules on conducting a raffle or lottery and you must consult the Institute of Fundraising laws before commencing with any raffle or lottery.

If you are planning on selling food or drink at your event you will need to adhere to the food safety laws which you can find in detail at: **www.food.gov.uk**

If you are thinking of serving or selling alcohol, you will need to apply for a temporary licence, unless the premises already has one. You will need to apply to the licensing justice department at your local magistrates court at least one month before the event.

What next?

Setting goals

Before you start planning your fundraising efforts you need to set yourself a realistic target to work towards. Think about what you want to raise money for, the resources available to you and the time you have to raise the money. Realism is important, so make sure you aren't reaching for the stars.

Share your passion

You're volunteering because you want to make a real difference to underprivileged communities and fragile ecosystems, because you want to give something back and make the world a better place. This kind of passion will give real weight to your fundraising efforts, so make sure you keep it in mind at all times.

Networking is key

Make a list of everyone you know and think about how they might be able to help with your fundraising efforts. You'll be surprised at how useful friends and family can be, so spread the word and let them help you out. Remember, you're not just looking for donations and favours, a little good advice can go a long way as well!

Do your sums

Estimating how much you need from each donor will allow you to ask for specific donations and will give your donors a benchmark to work by. This can make your fundraising efforts a whole lot more effective and you'll know that every donation has taken you one step closer to your ultimate goal.

The right people, at the right time

Unless you're friends with a millionaire you can't expect all of your funds to come from the one person. If you're continually harassing people for money the only thing you're going to get is grief, so make sure you focus your fundraising efforts on a wide range of people. If you are likely to ask people more than once, make sure you're fundraising efforts are spread over a longer period of time so there is less chance of your donors being put off.

Be professional

It's important that you maintain a smart, professional image throughout your fundraising efforts (especially if you are trying to raise funds from people or companies that you are not personally acquainted with). Once you've booked your project you can use official logos and images from i-to-i*. When possible don't use email addresses like "girlycat@hotmail.com", opt for something more professional with a lesser known provider.

Get inspired

Friends and family are a great source of inspiration, so take advantage of them. Get some nibbles in and invite them all round for a brainstorming session. The more people the better!

Make a plan and stick to it

Planning your time is really important, especially if you're trip is quickly approaching. The more you plan, the higher the chance of you meeting your target. Sure you'll encounter your fair share of rejections along the way but it will be worth it in the end.

Make it personal

Make sure your potential donors know exactly which project you will be volunteering at, the effect that this will have on the local community or environment and the reason why your help is so desperately needed. This will help them to understand why you are raising money and will involve them on a personal level.

Always say thank you

Don't forget to thank your donors. This is just as important as asking for money. Not only is it polite, it is good business. It is also an effective way of making donors feel good about supporting your project.

ILA Scotland

If you're over 18, earn £18,000 or less and live in Scotland, you can apply for an Individual Learning Account that will give you up to £200 a year towards learning something new.

You can use your £200 towards the TEFL (Teaching English as a Foreign Language) course which is included in all of our Teaching or Community Development projects all over the world.

Request an application form: Give the ILA Scotland a call on 0808 100 1090. It's free to call so there's no need to worry about your dwindling phone credit!

Complete it and send it off: Your pack will include an extensive advice booklet and a pre-paid envelope so you won't even have to queue at the post office.

Wait for your welcome pack: Once your ILA Scotland account has been set up they'll send out a welcome pack. Your ILA Scotland account card will be included in this pack. You'll need this when you book so keep it safe!

Give us a ring on 0870 787 2375 to book your course. Make sure you tell the advisor that you're planning to pay with your ILA Scotland account. You'll need to pay your "contribution" when you book and we'll also need your ILA Scotland account number.

The ILA Scotland will send you a confirmation letter and learning token in the post. Once you've received these you're ready to go. When you start your course just bring your learning token with you and hand it over to your TEFL tutor, or if you're taking an online TEFL course www.i-to-i.com/contact send it to us.

*We're happy for you to use these pictures and the i-to-i logo for volunteer fundraising purposes. If you'd like to use them for other purposes, please ask our permission first.

The Perfect Fundraising Leaflet

Raising awareness about your fundraising efforts is vitally important, especially when you're starting out, and a fundraising leaflet is the perfect way to do it. A well-designed leaflet will help you to market yourself and your cause, so that your potential donors know exactly what they're getting involved in and why.

What to include...

Your name and contact details

A brief introduction explaining who you are and what you are doing

Information about your project and the company you are travelling with (you may wish to include information about i-to-i's history, ethics and motivations)

The reason why you want to volunteer at the project and a short explanation of why the project needs volunteers

Suggested layout...

Cover: A catchy title and an inspiring picture.

Page 2: A short biography of yourself with your picture and reasons for volunteering abroad.

Page 3: Information about the project and the country it is based in, including details of why the project needs volunteers.

Back Page: Information about i-to-i, so that your potential donors know that you are travelling with a respected and accredited volunteer travel provider.

What to do with your fundraising leaflet...


Make a list of people and organisations that you think would be interested in your project and send it to them.

Think about your local venues, cafes and meeting places where you might be able to reach a wider market and ask if you can leave a couple of your leaflets there. This is particularly effective if you can make a link between your project and the place that you're leaving your leaflets. For example, if you are volunteering at a project in Mexico you might want to leave leaflets in a Mexican restaurant.


Take a look at our example leaflet overleaf.

ALL I WANT FOR CHRISTMAS IS AN ELEPHANT!!!

In ancient mythology elephants held up the universe.
In Sri Lanka they have supported its people since prehistoric times. At work, at war, as a religious and cultural icon – three thousand years of history make the elephant an inherent feature of Sri Lankan culture, and to this day they continue to play a crucial role in the culture and ceremonies of the island. But the demands and aspirations of an expanding human population are putting Sri Lanka's elephants under threat...



PLEASE
HELP
ME
RAISE
SOME
ELLIE-
FUNDS!



ABOUT...

Ita is a volunteer travel and TEFL training organisation that specialises in providing working holidays and expert training for people who want to make a difference around the world. We aim to develop people, share cultures and build futures.

Ita's ventures are designed to provide a unique and fulfilling experience which gives something back to its host country. These range from teaching English to monks in Nepal, to building homes in Mozambique and monitoring sea turtle hatchlings on the Caribbean shores of Costa Rica.

Kate Taylor was born in London and has spent most of her life there since, which is why she thinks it's about time she expanded her horizons and tried to see some of the world. As a teenager she had her heart set on becoming a vet, the pursuit of which led her working at veterinary surgeries, stables and farms. She is sure the wildlife of Sri Lanka will bring comfort from the fact that she is no stranger to having her hand in some very strange places and at least knows one end of a thermometer from the other.

She was a dedicated student at school, but with A-levels out of the way Kate soon decided that there was much more fun to be had in the job, and after a brief flirtation with finance and London universities she decided she'd much rather stay in the job, so she worked as a bar manager for a few years. The last two years have seen her cutting her teeth in the wonderful world of PR, where she has worked on a number of projects including the regeneration of London's Carnaby Street. It's a long way from the West End to South Asia, but she hopes to put her PR skills into practice promoting Sri Lanka's stunning natural heritage. She hasn't worked with elephants before but is getting sure it isn't too much harder than wrestling top breeds of sheep to the floor in order to trim their pomps.



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PLEASE HELP ME RAISE SOME ELLIE-FUNDS!



ELLIE-FACTS...

The need for conservation work in Sri Lanka stems from its need to support a growing population in the wake of colonisation, social independence, a growing population and an ever increasing demand for food plus a shift in its industrial base put an enormous strain on Sri Lanka's resources and wildlife.

In a bid to clear land for agriculture, 30% of the island's forests were destroyed in just three decades. It takes about five square kilometres of land to support an adult bull elephant, which gets through 150 kg of food a day. With the current human-to-elephant ratio standing at 1,400 : 1 there isn't simply enough space for man and elephant to live happily ever after.

Over 200 elephants have died every year over the last 10 years as a result of conflict with humans, and there are now just 2,000 left in the wild. In not just elephants which are under threat – Sri Lanka may be losing a range of exotic habitats with a biological diversity far greater than its size and at urgent, long tropical rainforests in the south west to the east, along highland areas of the hill country and the wild dry zones of the north. The island is home to over 80 species of mammal, 430 species of birds and a wealth of other wildlife. Tropical forests are home to hardwood trees such as ebony, teak and silk wood, as well as many of the plants and herbs used in Ayurvedic medicine.

But with few economic opportunities available, and the far-reaching influence of Western culture taking a hold on younger generations of Sri Lankans, the exploration of natural resources can look like the quickest and easiest route to progress. Despite the Government's conservation measure – diversity in place, from action to desperately needed in terms of environmental education, long-term research, and developing integrated projects for community based conservation.

Sri Lankans are developing a new type of industry that combines the ecology of the island: eco-tourism is based on offering responsible travel to natural and cultural areas, concerning the environment and sustaining the well-being of local people. Eco-tourism can range from a casual walk through undisturbed forests to exploration and study of unique natural and cultural features in remote areas. The point is it allows Sri Lankans to use their heritage as their resource base, and the income generated stays in the country.



ELLIE-FANATIC...

On 7th January, Kate Taylor is leaving London to spend three months in Sri Lanka, working as a volunteer at a number of conservation projects. The Millennium Elephant Sanctuary near Kappale helps conserve the rapidly diminishing elephant population by giving a home to abandoned, malnourished and orphaned elephants.

The Sanctuary need volunteers to help with all aspects of running the centre: from washing the elephants in the river to promoting the sanctuary's work in schools.

An efficiently coordinated grassroots network runs 28 eco-tourism projects in the hill country. The projects must benefit the local economy and have an ecological/conservation focus. Volunteers are needed to help maintain and promote (eco)tourism's benefits and ensure nature, bird, promote fair trade, collect research and to help plant and collect seeds and harvest herbs.

Delivata Zoo in Colombo needs volunteers to help with all aspects of zoo management – this means anything from raising public awareness to making out the marketing.

Kate's placement is through a company called iVolunteer, which organises global volunteer programmes that make a crucial impact on local communities at grassroots level – see back page for more info.

She hopes to raise £2,500, which will cover her placement fee, airfare, equipment and inoculations. Sponsors will receive email newsletters from the projects she is involved in to learn who, and how, she is helping.



Letter Writing

Writing persuasive letters is an important skill for any would-be fundraiser, so it's important that you give it the attention it deserves. This brief but effective guide will show you how to make your letters reach their full potential and will have the donations rolling in before you know it.

Do your research

Large businesses receive hundreds of letters asking for donations every year, so you need to make sure it goes to the right person and that it stands out.

Give them the information they need

If you haven't included all the information the company needs to authorise a donation you simply won't get one. They aren't going to contact you to get it, so make sure it's all there in the first place. Including your fundraising leaflet is the best way to do this and it will show how much effort you are putting into your fundraising as well!

Don't forget your letter of support

When requesting any kind of financial aid it's vitally important that you make your appeal as credible as possible. Your potential donors need to know that you are serious and the only way to prove this is to send a letter of support from your volunteer travel provider. Without such a letter your claim will be considered invalid and your request for financial support might even be considered to be fraudulent. A letter of support from i-to-i will be available after you have booked your project.

Think about your audience

Always keep the reader in mind while you are writing the letter. Think "is this going to a big corporation or benevolent trust?" and write your letter accordingly. Corporate donors will be most interested in the cause they are contributing to, whereas grant giving donors will also take into account the personal development the project will bring you as an individual.

Keep it short

Ensure your letter is brief and to the point. One page is enough. Too much information will dilute the message.

Choose potential donors with care

Requests for donations should relate to something of concern to the donors. Target organisations which will be interested in your project. If you know senior members of a company or you are resident in the same town as the company headquarters, your request will be more relevant to them and will stand more chance of success.

Be specific

Don't just ask for support - say exactly how much you need to raise, why you need to raise it and ask for a specific donation. The bigger the organisation, or wealthier the individual, the more you can ask for. Deadlines are also important so give a time limit for people to make a donation.

An eye for an eye

Requests for donations should give something in return. Offer to give presentations and slide shows about your volunteer project before and/or after the trip. Also, send newsletter bulletins to donors throughout your placement so they know how you are doing and what effect it is having on the local community or environment. You might want to offer to wear the company logo on a T-shirt during your trip or to bring back photos of your trip for use in company newsletters.

Individualise your letters

Make sure your letter is addressed to a particular person because it is more likely to be read this way. This will make your letter appear more personal and ensure that the company does not think it has been mass produced. Personal requests made to the right people are the key to successful fundraising.

Telephone prospective donors

Many companies may read your letter and put it to one side – they may only be reminded about your request once you phone them to follow up. Having read about your background, people will then be more likely to make a donation when you call.

Say thank you again!

Don't forget to follow up when you return. Thank all your donors again and give them the acknowledgement they deserve. For example, you could send them thank you cards with a picture of yourself on the project and write about an experience that benefited you. You may also want to hold a presentation or event where you can bring together all your benefactors to give thanks for their donations and demonstrate the good work they brought about.

Get your message out there

If it's the festive time of year, include fundraising requests in all your Christmas cards. Get in touch with local companies: restaurants, supermarkets, hairdressers, bookshops etc - generally just any local businesses that you have given custom to or those which have a family member working for them. As you're local and they know who you are they will be more likely to make a donation.

Getting the cash

It's important that you make it as easy as possible for people to make a donation. They can be made to you direct (cheque, cash) or to i-to-i direct (cheque, cash, visa). You may also wish to consider receiving donations via the internet. Remember to include the i-to-i volunteer contribution form in all your fundraising correspondence.

Company fund matching schemes

Some companies have a fundraising matching scheme for employees raising money. It is worth approaching your employer or friends and family who are helping you in your fundraising efforts to see if they run a matching scheme and you could double the money raised instantly. Alternatively, they may be willing to match your amount but require the money to be donated to a charity. The i-to-i Foundation (i-to-i's charity arm) contributes funds directly to our most under-resourced projects overseas. For more information on the i-to-i Foundation please visit **www.i-to-ifoundation.org**

Sponsorship forms, posters and i-to-i's letter of support can be sent to you, on request, once you have booked your i-to-i venture.

[MR/MRS/MS ADDRESSEE]
[ADDRESS 1]
[ADDRESS 2]
[TOWN]
[POSTCODE]
[DD MONTH YYYY]

Dear [Mr/Mrs/Ms Lastname]

Leatherback Turtle Conservation – Costa Rica

For the past decade, the population of leatherback turtles on Gandoca Beach in Costa Rica has been diminishing at a rate suggesting imminent extinction. I intend to spend three months on a Gandoca Beach volunteer project later this year to help prevent this catastrophic environmental loss.

My name is [Firstname Lastname], and I have lived in [#] for [#] years. Before continuing my career in [#], I want to fulfil a long-standing ambition to help endangered species by becoming an environmental volunteer worker. Many environmental projects, including the one I will be working on, rely solely on the support of volunteers, and without them, many wonderful species would be lost to the world.

The leather-backed turtle population in Costa Rica has been adversely affected by the poaching and selling of their eggs on the black-market. With the help of a scientific research project, work is being done in Gandoca to tackle the problem. I will be travelling to the region with an organisation known as 'i-to-i', which specialises in bringing voluntary support to areas where it is needed most (see www.i-to-i.com for details). On the project, I will be collecting freshly laid turtle eggs from the beach and depositing them in purpose-built hatcheries to ensure the hatchlings make it back to the ocean in safety before continuing their natural migration. This migration route takes them all the way from Greenland to Tierra del Fuego in Argentina, only stopping en-route in Gandoca to lay another generation of eggs on the very same six-mile length of beach.

To enable me to participate in this conservation project, I will need to raise [£XXX]. This covers my airfare, vaccinations, placement and living costs. I have saved [£XXX] already from my current job and the rest I am hoping to gain through fundraising. As your organisation has an interest in wildlife conservation in tropical countries, I would be extremely grateful if you would consider donating a maximum of [£XXX] towards my venture to support an endangered species of Costa Rica.

On my volunteer placement I will also be commenting on my experiences in a weekly diary. Upon my return, this will be published on my personal website [insert details] and distributed throughout the region to encourage other people to consider such a worthwhile experience. I would, needless to say, include details of your organisation's involvement with the project should you decide to lend your support, and would also be happy to send you instalments of the diary as they are written.

To further my fundraising efforts, I will also be holding a special event on [date, at time, in place], at which I will also be giving thanks to all those who have given their kind support. I very much hope you will be able to contribute to my cause. Details of how to make a donation are enclosed.

Yours sincerely,

[Signature]

[Firstname Lastname]
[YOUR ADDRESS 1]
[YOUR ADDRESS 2]
[YOUR TOWN]
[YOUR POSTCODE]

Exploiting the Media

The media is a great way to make your message reach a wider audience and it opens up a world of fundraising opportunities. Used correctly the media can help to get the whole community involved so that you can raise as much money as possible for your project and your trip.

How to involve the media in your fundraising efforts...

Firstly you need to find the right people to contact. The best way to do this is to phone and ask. Telephone numbers for newspapers, radio stations and television networks can now be found in phone books and on the internet, so you won't have any trouble doing this.

Once you've collected a list of relevant contacts, you will need to write a press release. Sending press releases to the media is a great way to publicise your fundraising, particularly if you have an event organised. Public events are something that readers and listeners can get involved in and will therefore make your fundraising press release more relevant to the particular media outlet you are targeting. You can use an event to bring attention to your other fundraising activities and to raise awareness about the project you are about to volunteer on.

Once your press release has been sent out it could lead to articles in local papers, interviews on local TV stations or even a slot on a local radio program. The extra attention this attracts will help you to raise even more funds and to draw attention to the needs of your chosen project.

Writing a Press Release

Make sure your timing's right

Don't write a press release on half a story. If there's more to come wait until you have all the information first.

The five W's

Who, What, When ,Where and Why (but don't forget 'how' either)! Organise your press release accordingly and make sure you have all the information before you start writing.

Create a catchy headline

Keep the headline short and simple (when possible it should be less than ten words). It needs to get across your key messaging but it also needs to be catchy, for example "Fundraiser's a Monster".

Identify your story's angle

A good story angle must have the following three attributes:

- It must be the most important part of your story
- It must be timely
- It must be unique and newsworthy

Make the first paragraph count

Your main points and angle should be made clear in the first paragraph. This is your chance to capture the attention of your reader so make it count.

Keep it simple

Avoid excessive use of adjectives and fancy language. Deal with the facts and keep it short - one page is more than enough, journalists are busy people you know!

Write in third-person voice

A press release must be presented objectively from a third person point of view.

Don't get personal

Try to avoid expressing personal opinions, unless they are done in quotes. Draw conclusions from facts and statistics only - not general opinion.

Don't forget to include your contact details

They should always be included at the end of every release eg. for further press information or photography, please contact elizadolittle@fundraising.com, 555 7866.

Put a date on the release

Remember, yesterday's news isn't going to go far. If it's for immediate release, then say so and make this clear i.e. FOR IMMEDIATE RELEASE.

Don't use attachments

Email attachments aren't popular with journalists so always paste your press release into the email. You should also send a copy of the release by mail to ensure that it reaches its desired destination and to remind the journalist of the story.

Include a photo

When possible include a good photo of yourself.

DD/MM/YY

For immediate release

Press Release: 24-HOUR RADIO FUNDRAISER

Sophie Hall Thompson, 23, of Braunton in Devon, is hosting a 24-hour sponsored radio show on Wednesday 13th December to raise money for a volunteer teaching placement she will be joining in Thailand this February.

'Tarka Radio' is the official station of North Devon District Hospital and Sophie will be broadcasting day and night to raise both money and awareness about the need for educational support in countries less fortunate than our own. All proceeds will go towards the work she does in Thailand and to the hospital's own 'Caroline Thorpe Children's Ward'.

Sophie is travelling to Thailand with i-to-i, a specialist volunteer travel and TEFL (Teaching English as a Foreign Language) organisation which sends over 2,500 volunteers like her abroad every year. On her three-month placement, Sophie will be teaching English to disadvantaged school children in Nong Khai, near the Laos border. Before leaving, Sophie will also be trained in Teaching English as a Foreign Language by i-to-i's own expert TEFL tutors.

For more information on Sophie's volunteer placement, how to tune into her radio show, and to pledge support, please contact the press office on the details listed above. Sophie is available for interviews and photographs on XXXXX XXXXXX.

-ENDS.

Coverage in Local Newspapers

Newspapers are interested in the local community and as a member of the local community your story will already be of interest. That isn't to say, however, that you shouldn't make every effort to remind the newspaper of why your story is of interest. If you can make a connection between your current fundraising activities and your previous experiences within the community then you will make your story all the more interesting to the local press. Also, if your fundraising event incorporates the local community the newspaper will be interested.

Getting coverage...

The first step is to send your local contact (who you have adequately researched to ensure they are the right person to write to) a copy of your press release. If they show an interest in your fundraising activities then they'll probably want to interview you, so make sure you set time aside for them.

Photographs are an important part of newspaper articles and you'll need to be prepared to smile for the camera. Some newspapers will not have their own photographer, so make sure you have some good pictures handy. Pictures of your project are available from i-to-i.

Event publicity...

If you're organising an event it's important that you organise your press release at least two weeks in advance. If you don't give journalists the time they need to write the article it simply won't be written and you'll miss out on all that free publicity! Keep a close eye on editorial deadlines – check whether it is a weekly or daily paper. If in doubt about the deadlines telephone in advance to check.

NEWS



icked eats: Halloween revellers at the Old School House Restaurant, Leven, (from left) 'acy Cook, Ray Cook, Ian Cook, Paul and Hazel Moody, all from Beverley
Picture: John Brattan

Fundraiser's a monster

by David Paine

HERE was hardly enough room for anything to go bump in the night at a spooky fundraising event.

More than 70 people attended a fallow on supper and quiz to raise funds for a voluntary work placement in Latin America.

Beverley-based student Sarah Stoney organised the ghastly evening at the Old School House Restaurant, Leven, to fund her trip to Ecuador next year.

Sarah said: "The restaurant usually sits seats 50, but 72 people turned up and so it was all very cosy.

"We had to borrow some chairs from the sports hall to make sure everybody could get a seat."

Diapers donated ghoulish costumes, while feasting on "cauldron of meat and green rice". "Towels and snot (with) layers of nasty pants", all washed down with Devil's Brew at the supper, which raised £1,300



Venue: The Old School House Restaurant, Leven



Ghoulish grub: The Pumpkin People, from Stogges-thorne, help to raise cash for student Sarah Stoney's trip to Ecuador

towards the cost of her trip.

The 19-year-old plans to spend three months in Ecuador, which will see her teach English in the country's capital, Quito, for ten weeks, followed by a four-week stint doing conservation work.

To finance her placement, Sarah needs to raise vital funds to cover training and placement fees, flights, vaccinations, food and accommodation.

"The night proved to be a great success," said Sarah.

"I would like to thank everyone involved in making this night possible."

"My placement will do some really valuable work in an underprivileged part of the world."

My placement will do some really valuable work in an underprivileged part of the world



■ **DIGGING IN:** James Vann and Rachel Hallett

Saving for rain forests

JAMES Vann and Rachel Hallett are getting exhausted in their quest for funds in Ecuador.

They have raised £600 by measuring people's car fumes towards their target of £1,090 to help save rain forests.

James asks drivers to monitor their mileage and then he converts the amount of their car's carbon emissions into money.

James and Rachel, who live in Seizincote, near Stow, will plant trees, collect data and teach tribes in national parks when they go to Ecuador in July.

James said: "We've still got a long way to go to get the necessary funds."

Anyone who would like to sponsor the couple can contact jamesvann@hotmail.com.

Coverage in Company Newsletters

Company newsletters can be a great way to spread the word of your fundraising activities and you don't even have to be working at the company to take advantage of it! Seek out companies with a connection to you or the project you're going to be volunteering at - even if it's just through a relative who works there, you might still be able to get a mention!

Finding contacts...

Family and friends are a great place to start and will give you an instant link to the company (and in most cases this means they'll be more willing to make donations) but if this isn't possible then the internet is going to be your main resource. Company websites will allow you to do your research in advance and they'll also give you easy access to contact information.

Sponsorship...

Sponsorship is a great way to raise funds and awareness. You might want to consider making a deal with local companies whereby you will wear branded merchandise in return for donations or space in their company newsletter. This is particularly effective if you are organising a local event and can offer advertisements within the community they operate in.

Coverage in Specialist Magazines

Specialist magazine are perfect for spreading word of your fundraising activities to a wider audience. What's more, your message will reach people who have a personal interest in the project, country or travel sector that you are involved in.

Getting coverage...

The first step is to send your press release to the relevant contact (who you have adequately researched to ensure they are the right person to write to). Genres to consider include; travel, environmental, educational, charitable and local interest. If you have a personal accomplishment or "beat-the-odds" twist then you might also want to consider women's and general interest magazines.

If a magazine is interested in your story they'll probably want to interview you. This will maximise your press coverage so make sure you're available.

Magazines will be looking for more background than your local newspapers. They are unlikely to run a story just about fundraising. They will want a personal account from you - perhaps your reasons for volunteering, how you think it will help you, what you

are leaving behind. If you can give your story a personal edge then it's more likely to be printed so put your thinking cap on and tweak your press release to suit this new medium.

In some cases, especially with travel magazines, you may find that journalists are more interested in the project you are visiting and the community that you will be helping. This is still a great way to publicise your fundraising activities but it won't be the main focus of the article.

Remember deadlines...

Most magazines are printed monthly and often work three to six months in advance so keep a close eye on editorial deadlines.

Radio Stations

If you want to reach the local community then radio stations are a great way to do it. Like local newspapers they will run stories that are relevant to their target audience and as a member of the local community your story will be of real interest to them.

Your local radio station is a good starting point but there is no reason why you can't contact national radio stations or internet based radio stations. Use your initiative and do something different, so that your story grabs the station's attention.

Getting on the air...

When approaching local radio stations it's important that you do your research in advance. Understanding the station's schedule and the relevance of your story to each slot is vitally important. Though you may not be contacting the DJ directly, you may still need to sell your story and having an angle is a good way to do it.

Again your press release will need to be tweaked to meet the needs of this new medium but it will share much in common with your release for the local papers. Include details of who you are, the organisation you will be travelling with and the community which will be benefiting from your hard labours. It's also important to include information about any fundraising events that you're organising because local stations will be particularly interested in this.

You'll need to be ready to go in and be interviewed or give a phone interview before the programme. If you're uncomfortable speaking in public or nervous write up some possible answers before you go and make sure you have some basic notes to keep the conversation flowing. Facts and figures can strengthen your argument and emphasise the need of your project so you might want to throw in a few of those as well.

Event publicity...

Contact the station close to the time of your event, maybe a couple of days before. Radio is more immediate than the printed press. If in doubt, telephone the radio station in advance to check the deadlines they work to.

Resources

Benevolent societies and local trusts

These have been set up to help people with worthy causes.

You will need to:

- identify which society best suits your financial needs
- ask how to make an application
- include a fundraising letter with your application as well as your personal leaflet
- offer the society newsletters throughout, during your placement and slide show presentations on your return

Target Rotary Clubs, Lions Clubs, Round Table

Local trusts may be your biggest source of financial assistance. In your hometown, you may find trusts that have been set up to help voluntary work.

Print

The Directory of Grant Making Trusts – check your local library as this is expensive to buy. The CD ROM version is very useful as searches can be cross-referenced. The directory lists 3,500 grant making trusts with extensive indices including geographical area, field of interest and type of beneficiary.

The Directory of Smaller Grant Making Trusts – covers more than 1,000 smaller trusts and is useful for small-scale, local fundraising.

The Educational Grants Directory – contains a list of 1,200 local and national educational charities that support students.

The Guide to UK Company Giving – a directory of companies that donate to charities, community projects and voluntary organisations including types of grants, support given, typical grants and application advice.

Hollis Sponsorship & Donations Year Book – a guide to corporate donors, including contacts, donations, sponsorship budgets and each company's preferred area of support.

Event Planning Considerations

Good planning is key to the success of a fundraising event, so you really can't scrimp on it. Think about everything in advance, make lots of notes and do your research!

Things to think about...

What type of event will it be?

Are you going to organise a music concert, a black-tie ball or an auction? Will your event be sponsored, will it have a theme or are you simply going to run a competition? See page 21 for ideas.

Will you have any help?

Depending on what you decide to do you might want to consider getting some help. Friends and family are great for this but for some things you will need professional help. You need to think about this in advance because convincing professionals to work for free can be tricky and if you can't do it you'll need to budget for it.

So, ask yourself who will be:

Running the event – team or individual

Promoting the event, writing the press releases, designing the adverts

Setting up

Cleaning up

Making the tickets

Selling the tickets

In charge of money on the night

Researching and booking the entertainment

Researching and booking the caterer

Finding a venue/suitable location

Making the decorations

Sponsoring the event

Providing prizes

Providing the entertainment

Providing the food

How will it be funded?

Organising an event can be an expensive business, so you need to think about how much you can afford to invest in advance. You should consider asking local businesses for sponsorship and where possible ask professionals to volunteer their services for free.

How can you publicise the event?

Think about local newspapers, radio stations and television programmes that might be interested in your event and get those press releases out to them! Make sure all your promotional material explains clearly why you're holding the event.

How much money are you hoping to raise?

Research how much people normally pay to attend a similar event, calculate your expenses and your likely profits. Consider other money spin offs, like raffles or competitions, which can be conducted during the event.

Where will you hold the event?

You will need to choose your venue carefully to ensure it complies with health and safety regulations, provides adequate insurance cover and facilities and is the appropriate size for the event.

When will it be held?

Make sure your event doesn't clash with local or national events (planning something in the middle of the world cup could be counter productive).

A-Z of ideas

	Ticketed	Community/Work/ School	Sponsored event/ Competition
A	Arabian night	Afternoon tea stall Auction Assault course Art fair	Aerobics workout Athletic event Arm wrestling
B	Bingo Barn dance Barbecue Ball or dance	Bring and buy sale Battle of the bands Book sale Bring a pound to work/ school	Badminton tournament Bed push race Baked bean bath Backward walk Beard shave Bungee jump
C	Caribbean night Cabaret night Curry night Cheese and wine party	Craft fair Coffee morning Car boot sale Car wash Carol concert	Cricket match Crazy golf competition
D	Disco	Dress down day	Dance marathon Darts competition Drum marathon
E	Ecuadorian evening	Easter egg hunt Egg eating competition	Expedition Shaved eyebrows
F	Fashion show French evening	Family fun day Fancy dress competition Five-a-side tournament Flower show	Fun run
G	Garden party Gala evening	Guess the weight of... Guess the name of... Garage sale	Golf day
H	Halloween party	Household sale	Hair shave
I	International evening Italian night	Indoor games evening	Iceskating
J	Jazz evening	Jumble sale	Jogging
K	Karaoke evening		Kite-flying
L	Light saber party	Lunchtime quiz	Sponsored line-dance

M	Medieval night Murder mystery Masked ball	Mile of pennies	Match the pet to the owner
N		Nearly-new sale Non-uniform day Nature trail	New Year's resolution
O	Opera night	Odd jobs Open garden	
P	Pantomime	Pub games night	Photography competition Pram race
Q	Quasar night Quiz night		
R	Race night	Raffle	Raft race Relay race
S	Silent auction Salsa night	Swimming gala Sports day Second-hand market	Swimming Sweepstakes Supermarket trolley dash Sunflower competition
T	Talent night Theme night	Teddy bears picnic Treasure hunt Tombola Tug of War	Trampoline marathon Ten pin bowling
U	Underwear party – adults only!	Unwanted present sale	
V	Valentine's day party Variety show	Village fete	Volleyball competition
W	Wine tasting evening	White elephant stall	
X	x-files night	Xmas hamper sale Xmas evening	X-factor evening
Y		You've been framed	Yoga Yard of ale
Z	Zebedee Lookalike Party Zombie Party	Zodiac night	

Event Ideas - Car boot sale

Car boot sales are a great way to make a little extra cash and that makes them perfect for fundraising. Everyone has things hanging around the house that they never use so don't just limit yourself to your own rejects; get your friends and family contributing as well!

Getting the goods...

It's not particularly complicated - simply search through your house, garage and even the garden shed to find those forgotten valuables that will make a tidy profit at a car boot sale. Make sure you ask permission if you're taking anything that isn't yours and ensure that your friends and family do the same.

Pre-arranged or personal...

Pre-arranged car boot sales are certainly easier than personally organised ones and in many ways they're also better. You will reach a wider audience and you won't have to publicise the event yourself - both major bonuses. Having said that, your customers won't have the same incentive to buy that they would have if the event had been organised especially to raise funds for your trip and your project.

Pre-arranged...

Arrive at the event early so you have plenty of time to unpack and set out your goods

Remember to take a table with you

Decide whether you will be pricing the items before the event or whether you will be bargaining on the day

Personal...

Decide where and how you will promote the event. Promotional material should include where and when the event will take place together with contact details. It is also important to emphasise why the event is taking place and what you are trying to raise money for

Find a suitable venue and ensure that it complies with health and safety regulations

Calculate how many cars will be attending and how much space each car will have

List possible problems and how you will deal with them on the day

Ensure the event is signposted

Decide whether there will be any money spin-offs, for example raffles or competitions

Determine how much you will charge for cars and how much you will charge members of the public

Event Ideas - Battle of the Bands

Would-be pop stars are everywhere you look these days and the chances are that you will know at least one person who is idly pursuing a career in the music industry. That means you have entertainment at your fingertips and that's a great way to pull in the punters.

Things to think about...

Will the event be organised as a team or individual event?

Who will be organising the promotion of the event?

Who will be responsible for the event finances?

Who will be introducing the band and judging the competition?

Will the event be ticketed or an on-the-door event?

How much will you charge bands to enter?

Will you provide food and drink and if so how much?

If the bands will be selling CDs/t-shirts/other merchandise ask whether they would be willing to donate a percentage from any sales?

How and where will you advertise for bands?

Things to do...

Make sure that you have all the necessary equipment

If alcohol is being served, ensure there is an adequate licence

Sound check the bands before they play and use a good sound man

Promote the event in music listing guides in the paper and on the internet

Invite music reviewers to attend

Make sure that you have a good prize

Calculate how much profit you are likely to make

Make sure your venue meets health and safety regulations

Ensure the venue has an appropriate capacity

Make sure there are enough plug sockets for any equipment

Check whether there is anywhere for musicians to store their equipment safely

Sponsorship...

Local music stores are great targets for this sort of event but you might also want to consider radio stations, clubs and bars. If you can persuade your local radio station to put the winning band on live then you'll get great publicity for both you and the band, which will attract more bands to the competition if you publicise it well

Event Ideas - Baked Bean Bath

This is one of those age-old fundraising events that take very little effort but yield good returns. Simple but effective - what more could you want?

Organising the event...

The main challenge of this event is finding a bath that you, and your friends if they can be persuaded, can sit in, in public. Chances are it won't actually be a bath but some kind of massive vat. The effect is the same so it shouldn't be a problem. University unions are a great location for events such as this (and believe me it would be all the more effective if it were a lecturer in the path instead of a student).

How does it work...

Basically, you fill a bath with baked beans (if you prefer you could opt for soup, cat food or even a mixture of everything) and then sit it in. It's not exactly brain science! You'll need to get people sponsoring you before the event and you might want to add a "I won't do it unless I raise..." threat to get people giving more. If you do opt for the university union or any other public area for that matter, you should also take a fundraising bucket because you'll probably get donations while you do it.

Remember: you'll get a ready-made sponsorship form with your welcome pack.

Event Ideas - Fun Run

Another age-old classic of the fundraising game, but a little more complicated than the baked bean bath option, is a fun run. Organising a fun run can be a lot of work but its all worth it in the end.

Things to think about...

Who will be promoting the event?

Who will be clearing up after the event?

Who will be timing the event?

Decide who will be responsible for signing off the forms to confirm that participants have completed the race?

Who will be responsible for event finances?

Will you be asking St John's Ambulance to attend?

Who will prepare the paperwork (application forms, sponsorships forms etc)?

Who will choose and mark the route?

How long will the run be and where will it be held?

How will you publicise the event and attract runners?

Things to do...

Consider who will be handing out food and drinks to participants and selling food and drinks to observers - this is a great opportunity to get local vendors involved and could bring in extra donations

Ensure that a trained first-aider is on hand

Take photos at the start and finish line and sell them

Invite local papers and radio stations to attend

Sponsorship...

Local sports stores are great targets for this sort of event but you might also want to consider leisure centres, gyms, sports brands and sports drink manufacturers like Lucozade. If you can get local athletes involved it will be great publicity and the funds will come rolling in. You may also wish to approach local companies to see if they want to advertise on the start and finish banners.

Event Ideas - Salsa Night

Everyone likes a little dancing (well, except those of us with two left feet) and if you can make a little money from it then all the better. There are few fundraising events that promise to be as fun as this one and it'll be particularly effective if you're travelling to Latin America!

Things to think about...

Who is likely to attend and is there a target age-range?

Who will provide food/entertainment/bar and who will be researching suitable people to do so?

If food and drinks are involved consider who will be waitressing, clearing plates, glasses, washing up?

Who will be in charge of the event finances?

Who will be making tickets?

How and where will you promote the event?

Can you get venue/staff for free?

Will you organise any money spin-offs like a salsa competition or a best outfit competition?

Where will the event be held?

Things to do...

Enlist people to help set up and clean up after the event

Research how much to charge for tickets

Calculate expenses

Calculate how many tickets you need to sell to break even

Ensure the venue is large enough

Check whether there is a licence for the sale of alcohol, if relevant

Ensure the venue complies with health and safety regulations and fire regulations

Make sure that there is adequate insurance cover

Sponsorship...

Local dance stores or schools are great targets for this sort of event but you might also want to consider bars or clubs that run Salsa or themed nights. You could also put company banners around the dance floor or if you're planning to run a salsa competition you could offer to put company logos on competitor's vests.

Event Ideas - Quiz Night

Quiz nights are always popular and they're a great way to raise money. You might want to focus your quiz questions on the country you're travelling to so your competitors have a chance to swot up in advance or you might just want to stick to general knowledge. Whatever you choose, you won't have any trouble finding questions or answers and the internet will prove to be a great resource.

Things to think about...

Who will be researching and marking the questions?

Who will be hosting the quiz and awarding prizes?

Who will be invited to the event?

Will you provide any food or drink?

What will the prizes be and can you get local businesses to donate them?

How big can the quiz teams be?

Will there be any spin-off like play your cards right or family fortunes?

Who will promote the event?

Will this be a regular event?

How much will you charge for entry?

Things to do...

Research your questions and answers

Jot down a tie-break question just in case

Stipulate maximum and minimum team sizes

Devise the rules and then stick to them

How will you promote the event

If alcohol is going to be served, check the licence is adequate

Calculate your expenses and how much money you will make

Ensure that health and safety and insurance requirements are met

Sponsorship...

Who you get to sponsor the event will depend on what prizes you want to give away. You might offer to put company logos on the quiz sheets or the host could perhaps wear a branded t-shirt. Bookstores are great, especially those which stock non-fiction literature, but they won't always offer prizes that are popular with the competitors.

Event Ideas - Leg, Chest or Back Wax

It's a well known fact that women take extreme pleasure in men undergoing the excruciating pain of waxing. It makes them feel that little bit better to see men suffer just once as they do on a regular basis... and that makes this a lucrative fundraising event!

Organising the event...

This is a really easy one to organise. All you need to do is agree a location buy a waxing kit and convince one of your friends to do it for you. The chances are that you will have women lining up for a go and you might even want to consider charging women to "pull off a strip".

Sponsorship...

Make sure you get people to sign their names on the dotted lines of your sponsorship form in advance and chase it up afterwards. You're going to look like a plucked chicken for the next three days so try to collect up your money then when your suffering is still fresh in everyone's minds.

Remember: you'll get a ready-made sponsorship form with your welcome pack.

Case Study

In 2005, Rich Welch embarked on a three month community development project in South Africa. Prior to his departure, he held a successful band/comedy night to raise the funds for his venture. With no previous fundraising experience and a sell-out night now under his belt, Rich has put together some golden tips for fundraising and information about the lessons he learnt!

The night

Hi,

I will shortly be going to South Africa where I will be volunteering on the community development programme for children at risk. The placement cost me £1,700 – which also included the Online TEFL course. Of this, I have managed to raise just over £1,500. The bulk of this was raised through a night I put on at the Loop Bar, London on 27th October 2004.

The night had live music from Kelli Ali (formerly of the Sneaker Pimps), stand-up comedy from Stewart Lee (from TV's Lee and Herring show) and a DJ. This was the first time I have ever done any type of fundraiser and during the course of planning the night I made a lot of mistakes. That's why I've put together some handy tips - because you can never have too much help!

I hope it helps and best of luck with your fundraising.

Keep smiling,

Rich Welch

My golden tips

Plan early

I know that everyone always says this but I cannot stress enough how important this point is. I began organising this night back in July (four months before the event). Please see the cold calling leaflet which I took with me to bars around London. Most bars wanted a "minimum bar spend guarantee" – don't agree to this unless you absolutely have to as you could end the night with nothing if the agreed figure for the bar spend isn't reached. In the end, I managed to get a club with a capacity of 350 for free and the only concession I made was move the night from a Thursday to a Wednesday!

The following wouldn't have been possible had I not asked for help:

Tickets designed by a friend

Live music and comedy acts were possible only by asking friends if they could use their contacts

I asked every contact possible for gifts for the raffle, from friends to work colleagues

If you or any friends work in a large building, take advantage by putting up flyers on all notice boards. I managed to get over 100 people to the night just from the building where I work.

Don't be shy – ask!

So long as you're polite, no one can be offended by you asking for help or favours. You'll be surprised (and humbled) by how much people are willing to do when they know it's for a good cause.

So from all at i-to-i good luck with your fundraising and don't forget to enjoy yourself while remembering your end goal.

WHEN IS IT?
Weds 27th October
@ The Loop Bar,
Hanover Sq, W1

WHAT'S ON?
TOP COMIC
STEWART LEE,
LIVE ACOUSTIC
MUSIC FROM KELL
ALI AND OTHERS
AND A DJ TO PLAY
OUT TILL LATE!

HOW DO I BUY?
Tickets are just £5
and available from
The Loop Bar (in
advance only) or
direct from Rich on
07973 122 379

In 2005, Rich Welch will be undertaking a 3 month voluntary placement in South Africa working on a programme trying to help 'At Risk Kids' back into school. On the 27th October he's holding a fundraiser to help towards the costs. Please come alongand bring friends!

Hope to see you all there! Rich

WHEN IS IT?
Weds 27th Oct 2009 from 7 PM

Comedy and Music Night Loop Bar, W1
7-9 Hanover Sq, Hanover Sq, W1
07973 122 379
The big attraction is a stand-up act by comic
Lee, unaltered. Book Stewart Lee. Also
an acoustic set by Chris Welch.

celebrate the season's 50th anniversary.
Kell Ali • Rich Shalby • Dave Burns
Loop Bar W1, 7-9, Hanover Sq, W1, 07973
122 379. Please note South Africa, history work
Society Project, Lee Ali and Stubbs, music of
Bernie Taupin and the Nylon Dylon.
Loop • When Trains Were Kings • Nilas

Rich Welch
Stewart Lee
Plus music from Kell Ali,
Stubbings and Dave Burns.
Loop Bar, Dorset Street, W1
07973 122379. Open late, £5

Useful contacts and resources

Websites:

www.trustfunding.org.uk – Information in grant making trusts

www.fund-online.com – Online Fundraising Resource centre

www.fund-raising.com – Fundraising resources

www.fundraisingdirectory.com

www.fundraising.co.uk

www.funderfinder.org.uk

www.hse.gov.uk – Government Health and Safety Executive

www.food.gov.uk/news/newsarchive/2006/nov/guideex1782002news – Health and Safety guidelines (Food)

www.tradingstandards.gov.uk – Trading standards

www.institute-of-fundraising.org.uk/ - Institute of fundraising

www.direct.gov.uk/en/DI1/Directories/Localcouncils/index.htm - Finding your local council

www.i-to-i.com/tefl/about-courses/ila-scotland.html - ILA application information

www.i-to-ifoundation.org - i-to-i's charity arm

Books:

Tried and Tested Ideas: For Local Fundraising Events by Sarah Passingham

The Complete Guide to Fundraising by P.F. Sterrett

How to Write Successful Fundraising Letters (The Jossey-Bass Nonprofit & Public Management Series) by Mal Warwick

Fundraising for Dummies by Katherine Murray

The Complete Fundraising Handbook by Nina Botting

Successful Fund Raising: A Complete Handbook for Volunteers and Professionals by Joan Flanagan



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