



FUNDRAISING PACK

Your decision to join a Raleigh expedition is one of the most important and positive you'll ever make. You're about to embark on the most amazing journey of your life...a journey that will be full of challenges and full of rewards.

And the first challenge starts now. Before you can join our expedition you need to make a financial contribution to our charitable funds. Our targets are challenging, and they are meant to be! But our experience shows that anyone who puts their mind to it can fundraise successfully.

The first thing you should do is to read this document. In conjunction with the other information in this pack, it will:

- Tell you exactly what you are fundraising for – it's not just about *your* overseas experience.
- Outline the support available to you from Head Office and our network of local volunteer support societies
- Guide you through the process of developing a fundraising plan
- Offer practical fundraising advice from people who have already done it
- Give you loads of great fundraising ideas
- Provide you with template letters, sponsor forms, press releases and presentations, which you can personalise



GETTING STARTED

Raleigh is here to support you

Whilst the ultimate responsibility for successfully reaching your fundraising target lies with you, you can count on Raleigh to support you throughout. We have over 20 years' experience of helping young people take part on our programmes and we're only too happy to share that experience with you:

- You can contact the **Support Team** who will give you advice on fundraising, kit, vaccinations and flights.
- Raleigh is currently developing a network of local **volunteer support groups** across the UK. The network is expanding, and if one doesn't exist near you, we can put you in touch with a volunteer who will be happy to chat to you via phone or email. You could even get in touch with local ex-volunteers and set up your own group. You'd be surprised how many people jump at the chance to get involved in our work once again. You may be contacted directly by a local support group, as we provide them with contact details for any venturers or volunteer managers in their local area.

What are you fundraising for?

Raleigh is a registered charity that works with young people from all backgrounds and nationalities including those disadvantaged or "at risk" to enable them to make a positive contribution and achieve personal and social development. We achieve this by engaging young people in worthwhile community, environment and adventure projects which meet the needs of people living in developing countries.

This should always be at the heart of your fundraising message. Remember what your fundraising will go towards:

- Permanent presence in all our host countries, allowing us to undertake:
 - Identification and planning of truly worthwhile projects
 - Follow-up visits to projects completed by previous Raleigh volunteers (this verifies sustainability – we will be following up on your projects too)
 - Constant monitoring and appraisal of first class rescue and evacuation systems
- Contributing towards the costs of the projects – materials, specialist equipment, and insurance.
- Our work with disadvantaged young people in the UK. Many people do not know about this side of Raleigh's work, so spell it out for your donors. More details are available in the "[About Raleigh](#)" section of this CD
- Our programme for volunteers from the host country
- Specialist kit and equipment
- Costs of recruiting specialist volunteer staff, including medics, mountain leaders & builders
- Food and accommodation costs. (Note – accommodation is very basic, usually camping)

How does fundraising fit with the Raleigh experience?

As we have already said, Raleigh exists to support the personal growth and development of young people from all backgrounds.

The fundraising process will assist your **personal development** by helping you acquire new skills, such as organisation, confidence, planning, budgeting, creativity, networking, motivational skills, presentational skills, letter-writing.

What's more, fundraising is a fantastic way to ensure that no one is barred from taking part in a Raleigh programme because of cost. Fundraising can be done by anyone, **regardless of background**.

Finally, we ask you to fundraise because the combination of all the individual campaigns undertaken by our volunteers is invaluable in promoting Raleigh to other potential volunteers. Every time you talk to your supporters about what you are planning to do, you generate interest in what we do. Personal recommendations and word-of-mouth are hugely important in attracting new participants and donors.

Want your donation to be worth more? Then remember to get the donor to Gift Aid It!

When an individual donates money to a charity, the Gift Aid scheme enables the charity to claim back the basic rate of tax already paid on the donation. Most donations will be eligible for Gift Aid provided



The donor is an individual (donations from charities, trusts and companies are not eligible)
The donor pays at least as much Income Tax or Capital Gains Tax in the UK as the value of the Gift Aid claim

The donor is NOT connected to the participant. A person is connected if they are a spouse, an immediate relative (parent, grandparent, child, sibling) or the spouse of an immediate relative

Please note, these are the rules and regulations as stipulated by HM Revenue and Customs NOT by Raleigh.

Currently, the rebate we can claim is 28%, so if somebody makes a donation of £100, Raleigh can convert that into £128. This scheme is to benefit charities and the Inland Revenue pay the rebate directly to Raleigh. However, we have decided to credit half of what we receive in Gift Aid from your donations to your fundraising account.

However administrative costs mean we are only able to allocate Gift Aid on a donation if it is £10 or more.

A Gift Aid declaration is available on this CD. It is important that all the details; donor's name and address, confirmation of donor's taxpayer status, and your name are provided, so please use the form that we have provided for you and complete it accurately otherwise we may not be able to reclaim the tax .

Special Rules for cash donations

Most cash donations will be for smaller amounts (often less than £10). Ordinarily we would not be able to process these for gift aid as they may be

:- under our £10 limit

:- impossible for us to trace as the individual donation from your donor may well be included with other non Gift Aid cash donations that you have banked as a single deposit into our bank

:- not supported by a fully completed Gift Aid declaration

For these reasons the ONLY way for you to ensure Gift Aid is applied to cash donations is to use a special copy of the donation record sheet provided on this CD to record JUST your cash donations and to complete the donor details fully only when a donation is to be Gift Aided. Total the sheet and put this amount as one deposit into our bank and sent the sheet to us with the date banked written on it. This way we can allow Gift Aid on all cash donations whatever their size. This will ensure that cash raised from any sponsored event undertaken by you for fundraising can be eligible for Gift Aid.

Ten Top Tips

1. We are a registered charity, so emphasise it!
 2. Be proud to be fundraising for Raleigh. Remember all the things that your donations fund.
 3. Be organised. Start planning as soon as possible.
 4. Do something you enjoy so that it doesn't seem a chore.
 5. Use your imagination and don't be limited by convention. The sky is the limit!
 6. Think local, both for business sponsorship, publicity and small trusts.
 7. Enlist the help of family and friends.
 8. Concentrate your efforts on where you get the best return.
 9. People give to people, so don't be afraid to talk about your background or ambitions.
 10. Think from the donor's point of view – what will make them want to support you?
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DEVELOPING A FUNDRAISING PLAN

The importance of planning

It really is important to start planning as soon as possible. Apart from saving yourself countless sleepless nights, you will find that people are more inclined to support a well thought out, timely scheme.

It's also important to have a rough idea of the sequence of actions in your fundraising plan. For example, it is no good contacting businesses and promising them publicity in return for financial support if you have forgotten to check beforehand that your local paper or radio station will give you coverage

Making a plan and putting it down on will help you avoid these oversights. Of course, it's not set in stone and you should be prepared to be flexible as new opportunities / contacts / problems arise. There is a Planning Sheet on this CD.

The importance of publicity

If you want to make the most of your fundraising activity or event, then go for maximum exposure. Local papers almost always love to hear positive stories about young people, so make sure you tell them all about yourself and Raleigh.

Good publicity can massively increase attendance at events and you'll find that, if you include your contact details, lots of old friends and acquaintances will call to offer support.

If you're looking for some business support, it's an incredibly powerful incentive if the business can see that you have already generated some media interest. So go and tell your local paper and radio station TODAY that you have volunteered to go on a Raleigh overseas programme. An example press release is on this CD.

Remember getting media interest can not only help you to achieve your personal fundraising plan but it can also be a very effective and powerful way of spreading the word about Raleigh to others.

The answers to 4 key questions will give you a fundraising plan

1 – What activities or events will you undertake?

2 – Why should people support you?

3 – Who are you going to ask?

4 – How will you communicate with them?

It's worth considering the answers to these questions yourself before you read on, but we've given you an outline of some of the things you might have come up with below.

1 – What activities or events will you undertake?

This need be constrained only by your imagination. We've had some really wacky ideas in the past, but often conventional ones work just as well.

However, it is better to personalise your event, or at least put your individual spin on it. For example, don't cycle the "Pennine Bridleway", instead cycle from your school to your university and make an event of the departure and the arrival.

Even better, why not link your event to your programme destination. For example, don't publicise your event as a sponsored walk in the Lake District, publicise it as a trek which is the equivalent length of walking from San José to the Pacific Coast (if you're going to Costa Rica)

Another Top Tip (number 3) is to do something you enjoy so that fundraising doesn't seem like a chore. If you love jogging, consider a sponsored run or marathon. If you've always wanted to do a parachute jump, consider a sponsored skydive. If you love partying, then organise a big disco-type event.

2 – Why should people support you?

Raleigh's aims and objectives as a charity should be at the heart of your case for support. It's vital that you ask for support not because you're having a car boot sale / doing a sponsored bungee jump / holding a raffle, but because the money raised is going to a good cause – Raleigh.

However, there are other reasons why people would support you. Perhaps they admire your commitment to Raleigh, so tell people how challenging you have found it.

Also remember Top Tip 9 – people give to people. If you can place your desire to participate in a Raleigh programme within the broader context of your background or your ambitions, it becomes more personal, more relevant, more worthwhile and more deserving of support.

You'll find that you can also generate support if you are willing to do or offer something in return. For example:

- Most businesses value publicity (remember how important it is to contact local media early on in the process so that you can demonstrate to businesses that you already have some interest)
- Rotary Clubs / Round Tables / Lions may want you to attend one of their meetings and do a short presentation
- Trusts may ask for a written report on your return to the UK
- Strangers will buy things or pay for services – car washing, cake selling, odd-jobbing.

3 – Who will you ask?

Many people worry that they don't know enough people from whom to raise nearly £2,995/£1750. But when you think about it, your network is probably much bigger than you realised:

- **Individuals** – friends, family, neighbours, colleagues, strangers
- **Companies** – local businesses, your workplace and those of friends, family and neighbours
- **Trusts / grant-making bodies** – Rotary, Round Table, Lions, small local trusts
- **Other organisations** – schools, universities, local paper, sports or social clubs

Once you've decided who you are going to target, think carefully about each individual or organisation and ask yourself "why should they support me?" (look at some of the points raised in Key Question Number 2). When you approach each target, you should clearly demonstrate what's in it for them.

4 – How will you communicate with them?

There is a whole range of different ways to communicate with those from whom you are seeking support, and you should think carefully about which method best suits each individual target.

- **Letter** – best for businesses
- **Face-to-face** – best for strangers, e.g. pub collecting, street collecting. Perhaps you can also visit a shopping mall to seek gifts or donations. Please note you will need to acquire a permit from the local council for street collections and from the landlord/manager for any pub or restaurant collections.
- **Presentations** – good for schools, Rotary Clubs / Round Tables / Lions (having initially made contact by phone or letter)
- **Flyer** – best for neighbours, e.g. do a flyer drop giving them a specific date and time to expect you to call round with your sponsorship form. You will need a permit for this in some areas as it is technically considered street collecting.
- **Newspaper article** – best for strangers and as preliminary to contacting businesses
- **Posters** – ask to put them up in your gym, local pub or workplace
- **Telephone** – best for people you already know

Have a look at the 'Templates' file on this CD for template letters, flyers and press releases.

Summary

The best fundraising plans:

- target a **good mix** of individuals, companies, and other organisations
- identify which reasons are most likely to make them support you
- select the most appropriate method of communication

Sadly, in fundraising, there are **no hard and fast rules**. A lot of the skill is instinctive. Think about how you would like to be treated if someone was asking you for money or time. Being polite and courteous always goes a long way and remember that, whenever you send a letter out bearing Raleigh's name, you are representing us.

Please **keep your promises**. For example, if a trust asks you for a written report, then make sure you send one, otherwise you jeopardise other fundraisers' chances of securing their support in future.

It's really important that you send a personal **thank you** to your donors for their support. Everybody who contributes is helping you on your amazing journey and it's simple good manners to acknowledge that. Remember that, at Head Office, we're hugely grateful to everyone who sponsors you because they are making a vital contribution to all the work we do. Please pass on our thanks when you send yours.

Finally, when the going gets tough, **don't give up**. It's perfectly normal for money to arrive in fits and starts, but you need to stay motivated to ensure that the donations keep rolling in. If you are struggling, the best thing you can do is to contact the Support Team. Please do not suffer in silence – you could end up losing your opportunity of a lifetime.

Best of luck!