

YOUR

FUNDRAISING

GUIDE



For children and
equality for girls



Thank you for choosing to raise funds for our work with children and communities worldwide.

Whatever fundraising idea you've got in mind, we hope that the enclosed information will help to make it a great success!

We're here to help you every step of the way. If you have any questions or would like to chat through your ideas, please feel free to contact us at communityfundraising@plan-uk.org or on 0300 777 9777. We always love to hear from our fundraisers.

A huge thank you for choosing to fundraise for Plan International UK. Your support will help create a lasting difference to the lives of children and girls around the world.

Emily & Elenna

COMMUNITY & EVENTS FUNDRAISING TEAM

ABOUT PLAN INTERNATIONAL UK

Plan International UK is a children's charity. We strive to advance children's rights and equality for girls all over the world.

We recognise the power and potential of every single child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it's girls who are most affected.

We encourage, empower and help children take an active role in finding solutions and realising their rights and their full potential.

For over 80 years we have been supporting children to realise their potential. We are active in over 70 countries.

FUNDRAISING IDEAS

HOLD A FUNDRAISING EVENT

Pub quizzes to payday parties, curry nights to cake sales, sports tournaments to art exhibitions, there are lots of great ways to raise money and have fun!

Set a realistic fundraising target and get all of your friends, family and colleagues involved.

We're here to help! Contact us for help to organise your event or to request fundraising materials to help make your event a success.

MATCH FUNDING & COTY

Ask your employer if they have a charity match donation scheme, or could make Plan International UK their Charity of the Year!

GET SELLING

Do you need to do a clearing out of your clutter or clothes? You could list unwanted items on eBay or take items to a car boot sale and then donate your profits.



A-Z ideas

A - Auction

B - Bake sale

C - Cycle

D - Dinner party

E - eBay selling

F - Fancy dress day

G - Give something up

H - Hiking

I - International party

J - Jumble sale

K - Karaoke

L - Litter pick

M - Music concert

N - Name the teddy bear

O - Olympics sweepstake

P - Poker

Q - Quiz

R - [Run](#)

S - [Step Up for Girls](#)

T - Tombola

U - University challenge

V - Video gaming

W - Wedding gifts

X - X-factor competition

Y - Yoga marathon

Z - Zumbathon

PLANNING YOUR EVENT

SAVE THE DATE

Start by thinking about when you might hold your event. Choose a time and date that works for your friends and colleagues. Remember to give yourself plenty of time to plan it too, it may take longer than you think to organise.

BUDGETING

Working out a simple budget for your event will help you to manage finances and ensure that more funds reach the communities we work with. To keep costs down, you could ask for donations from companies for raffle prizes or see if you can hire a venue for free.

LOCATION, LOCATION, LOCATION

At home, at work or in your community - there are lots of potential locations. If you're planning an event outside remember to think about the weather and if you're indoors, you may want to hire a venue.

RALLY YOUR FRIENDS

Raising money is more fun with friends or colleagues. Think about the contacts you have and ask them to get involved.

You could ask them to take on specific roles in planning your event and on the day.



INSPIRING YOUR SUPPORTERS

Setting a fundraising target will help motivate you and your supporters.

Think about why you are fundraising for Plan International UK and share your story.

Use cost examples to show your supporters the difference their donations could make. You can contact us for information or stories to help inspire.

£50

could help 25 children to continue their education during an emergency

£72

is enough to send a girl to school in Guatemala for an entire year

£112

could establish community legal support for girls in Mozambique at risk of child marriage

SPREADING THE WORD

GETTING SOCIAL

Are you on Facebook? Twitter? Instagram or LinkedIn? Social media is a great fundraising tool and will help you to reach lots of people.

If you're taking on a challenge, take photos of your training highs and lows and post them on social media.

Add updates to your fundraising page and add the link to your email signature.

Include us @PlanUK so that we can retweet you and help you to reach more potential supporters.

If you're a blogger, write about your fundraising efforts and then share with your followers.

Tell everyone how they can get involved and remember, always include a link to your online fundraising or event page in every post.

PRESS AND MORE

An article in your local paper, a spot on the radio or even a feature on local TV will help to promote your activity and raise awareness for Plan International UK.

You could advertise on your office intranet, community newsletter and put up posters locally.

When you're promoting your activity or event, always remember to include a link to your online sponsorship page if you have one.

"Make sure that you get as many people involved as possible and ask for help! My mum has helped me contact my local paper and my friends help me out a lot."

Tiharna, Team Plan



How your fundraising helps

“My grandmother fell sick and needed to be cared for at home, so my mother told me I had to quit school”



Jim's story

In Laos, 18-year-old Jim was forced to drop out of school when her mother refused to allow her to continue her studies. In this region, girls are more likely to leave school early compared to boys.

Jim returned to school thanks to the intervention of her teachers and Plan International staff members. We promote the education of girls in Laos by tackling child marriage and improving health services for young people in the area.

Your support is helping girls like Jim to rewrite her future and achieve her dreams of becoming a chef one day.

Photo credit: Plan International

[Watch Jim's story](#)



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COLLECTING THE MONEY

Whatever activity you've got in mind, the easiest way to fundraise is often to go online. Start by creating a fundraising page a www.justgiving.co.uk/PlanUK and then checkout our top tips to help you make the most of your page.

If you'd rather collect donations yourself, use our sponsorship form and follow our advice on sending us the money you have raised. Remember to thank everyone for their generous donations too!

TOP 5 FUNDRAISING TIPS

SET A TARGET

It's a great way to motivate yourself and it may encourage your supporters to give a bit more. Don't forget to increase it after you hit the 100% mark.

BE TACTICAL

Ask your best supporter to sponsor you first and inspire others to give more.

SAY THANK YOU

Acknowledge your supporters donations and name-check them on social media. You might encourage others to donate!

TIME YOUR ASKS

The most popular time to donate is Friday afternoon or Monday mornings. Remember to share your page on payday!

Share your challenge

As well as your social media bios, add your fundraising page link to your email signature for colleagues and clients to see.



£750

could build a child-friendly space to keep children safe in an emergency

"We had a wonderful time on our Coastal Path walk. It was a challenge but knowing we'd been able to raise money as we did and have the support of friends and family really kept us going"

Esme & Sam, Team Plan

KEEPING IT SAFE & LEGAL

RESPONSIBILITY FOR YOUR EVENT

The key thing to remember is you're responsible for your own event. Unfortunately, we cannot accept any liability for your fundraising activities. You'll also need to make it clear that your event is fundraising 'in aid of' rather than organised by Plan International UK.

COLLECTION TINS

Collection tins and buckets can raise both funds and awareness. If you're collecting funds in a public place you'll need to apply to the council for a permit. For private collections, you don't need permission from the local authority but please remember to seek permission from the land/property owner.

When you're collecting money please ensure that funds are kept safe and secure. It's good practice for two people to be present when the money is counted. Please ensure that cash is banked as soon as possible.

RAFFLES & LOTTERIES

There are strict laws relating to raffles and lotteries. To ensure your event is legal and as successful as possible please check guidelines from the Gambling Commission.

INSURANCE

You'll need to take out appropriate insurance to cover your liability. If your event is open to the public, you might need to take out public liability insurance.

It's worth checking to see if your venue already has insurance. If you're fundraising at work, ask your company what insurance cover they have.

FOOD PREPERATION

Please take care when storing, handling and preparing food.

Remember to follow basic food hygiene advice to make sure that no one goes home with food poisoning! You can find more advice from the Food Standards Agency.

USEFUL WEBSITES

Institute of Fundraising (IoF)

www.institute-of-fundraising.org.uk

Gambling Commission

www.gamblingcommission.gov.uk

Food Standards Agency

www.food.gov.uk



AFTER YOUR EVENT



Once your event is over, please send us the funds you have raised as soon as possible. Please don't send us cash in the post. You can donate online via our [website here](#).

BANK IT

Transfer your funds directly to us via your bank and then get in touch with the team.

We'll let you know our bank details and your unique reference number to make your transfer.

CREDIT OR DEBIT CARD

Call the Community Fundraising Team with your Credit or Debit card details ready to pay in your funds over the phone.

CHEQUE

Please make your cheque payable to 'Plan International UK' and return to Community Fundraising Team. Remember to include your paying in form!

CONTACT US

0300 777 9777

communityfundraising@plan-uk.org

@TeamPlanUK

Plan International UK,
Finsgate, 5-7 Cranwood St,
London, EC1V 9LH

THANK YOU!

After the fun is over, don't forget to thank everyone for their support or for giving up their time to help out with your event.

Remember to also let us know how it went, we'd love to send a thank you letter that you can share with your supporters.

We'd also love to see any photographs too! You can email us or tag us!

Twitter - @PlanUK

Instagram - @Plan_UK

Facebook - @PlanInternationalUK



On the cover: 13-year-old Sokhat and her friend play together in Siem Reap, Cambodia

Sokhat receives food rations and a daily breakfast through Plan International's School Feeding Program. Without this food support, Sokhat would be forced to skip meals.

“This program has changed my life and it helps my daughter go to school” says Kohn, Sokhat’s mum.

“After breakfast I feel full. It’s good. It tastes good too.”



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