

FUNDRAISING GUIDE

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INTRODUCTION

At Projects Abroad we believe in providing unrivalled support, help and guidance to our volunteers. This assistance starts from the minute you first get in touch with us.

Once you have been accepted onto one of our projects, there are lots of preparations to make and consider. Aside from compiling your kit lists and arranging vaccinations and visas, you also have to raise the money for your trip. Finding the funds to cover the costs can seem daunting, but fundraising can be a fun, rewarding and exciting experience.

Don't see your invoice as a scary burden - see it as your first challenge as a volunteer and an opportunity to use your creative skills to raise money for something you are passionate about.

While abroad you will embark on a fascinating and life-changing experience. It will be a journey of learning, discovery and unforgettable memories. The fun begins in planning and organising this adventure.

So why wait another minute?

KNOW YOUR FACTS

It is essential that you are well versed in everything about your project, destination and Projects Abroad. Sponsors will ask what you are doing, your reason for taking part in the programme and specifics about the organisation you're travelling with.

The Fact File below provides you with all the information you need to know about Projects Abroad as an organisation.

FACT FILE

- Projects Abroad was founded in 1992.
- Dr Peter Slowe is the founder and Director of Projects Abroad.
- We currently operate in 30 countries worldwide.
- We send around 10,000 volunteers overseas annually.
- We employ over 700 staff worldwide.
- Projects Abroad is a UK company based in West Sussex.
- We recruit volunteers from all over the world, including Europe, the USA, Australia and Japan.
- We are a founding member of the Year Out Group.
- We believe in creating and working with sustainable projects that foster development in local communities abroad.

WHERE DOES THE MONEY GO?

Knowing how the money you raise is spent is an important aspect of the fundraising process. Many people, including any businesses from whom you request sponsorship, will want to know where their money is going and how it is going to make a difference.

Projects Abroad is an entirely independent organisation that does not receive funding from governments, religious bodies, political parties, development organisations or other external sources. We never request money from our partner organisations in the developing world. Our work is 100 percent funded through our contributions.

This financial independence gives us the freedom to set up projects where we think our volunteers are needed most. The price of your project covers the costs directly linked to your presence on the ground, but also a share of the other expenses related to setting up our high quality volunteering projects.

The chart below indicates the average percentages of our expenditures. For more details about what each of these sectors encapsulates, please visit our website at www.projects-abroad.co.uk/moneymatters



AIMS AND OBJECTIVES

To make your fundraising as successful as possible, you need to establish a set of aims and objectives. This will help you plan events and achieve your goals before beginning your travels.

The best place to start is your invoice. Work out exactly how much you owe and when it needs to be paid by. The final balance for your project is due 3 months before departure or upon acceptance if you apply with less than three months to go.

You should also work out what other expenses need to be covered. For example, if you plan on travelling or doing adventurous activities at the weekends, then you should budget more than if you were only going out once or twice a week. Medical expenses such as vaccinations and travel-related fees for things such as visas should also be taken into account.

All volunteers are set up with their own personal MyProjectsAbroad webpage which provides plenty of information regarding living and travelling costs in your host destination and is a useful starting point for budgeting.

You can also use this webpage to set up your own fundraising page and give the link to anyone interested in donating directly towards your project fee. Please note that you cannot use a website like JustGiving.com to pay for your project.

You will also find a suggested kit list on your webpage. You may already have many of these items at home, but may need to buy other necessities such as a mosquito net. Shop around for what you need - often these items can be found cheaply online as opposed to in-store.

You could ask to borrow some items from friends or even ask for some things as birthday or Christmas gifts – don't let the chance to save money pass you by!

Also be sure to account for the cost of the fundraising events themselves.

Once you calculate the amount of money you need to fundraise and create a feasible schedule to achieve your goals, draw up a table and set realistic monthly targets. Take into account whether you are likely to raise more money in one month than another. In December, for example, you may raise more than in January, as there are extra opportunities to hold events such as festive parties or ask for gift donations. If you do miss your target one month, don't panic! Work out how much extra you need to fundraise the following months and add this in the final column of your table.

An example table for a six-month period is shown below. Keep this table in a visible place, such as on your fridge or at the front of your fundraising folder, to constantly remind you of your remaining goals.

EXAMPLE:

Month	Target	Amount raised after expenditure is deducted	Left to raise	How much more/less than target to raise next month
September				
October				
November				
December				
January				
February				



Working part-time or allocating wages from your current job if you're employed will really help contribute to your project expenses. If you do not have a job, then look around for opportunities in your community: babysitting, car washing and dog walking are brilliant ways to earn a bit of extra money.

Be sure to fill your table in each month so that you can keep track of how much you have raised and the amount you still need. Organisation is key to successful fundraising!



PLANNING YOUR EVENTS

Once you have outlined your fundraising goals and established monthly targets, it's time to begin planning events! Deciding what to do is the first step in event planning.

There is no limit to the amount of fundraising you can do and how it will help you reach your financial targets. Whether you are a talented musician, love to bake or have an appetite for adventure, there are loads of events you can hold to finance your project.

Here are just a few examples of the brilliant ideas previous volunteers have pulled off:

18 year old **George Baxter** decided to do something different:

He bought stick on moustaches for 30p each and sold them for £2.50 to students and lecturers at his university. They had to wear them all day – an interesting sight to any visitors!

When discussing his inspiration for the event, through which he raised nearly £500, George said:

I wanted to do something completely different which would encourage people to donate money. University students love to have some fun, so I decided that this event would be a really amusing way to fundraise. It was even more successful than I imagined. Everyone saw the people wearing the moustaches and wanted to join in!

Keen musical fan **Becky Randall** hosted a 'Grease' themed dance night to raise money for her trip to India. She charged £6 per ticket and held a competition for the best costume.

It was a really lovely evening. Luckily, my uncle is a DJ so he sorted out the music and we were able to use my local community centre hall for free, after I wrote to them explaining the reason for the event. Everyone was really helpful and we had an amazing time. The costumes were great as well!

Becky managed to fundraise the entire amount needed for her 2 month trip to India on a Medical project through a number of different events.

As well as the dance night, I held raffles in my Sixth Form and did simple competitions such as 'Guess how many sweets are in the jar'. Gradually, the money added up and soon I had raised enough!



After choosing what you're going to do, draw up a list of everything you will need to organise. For instance if you're putting on a fashion show, you may want to consider the following:

VENUE Who do I know who can help me?	PUBLICITY How will I spread awareness about my event?
MODELS Which friends would like to get involved?	OTHER EVENTS Could I also have a raffle or cake stall at the event?
CLOTHES Which stores shall I write to? How will I convince them to donate?	PRESENTATION Should I start/end the event with a presentation about what I am doing?
FOOD Do I need to provide it? If so, can I make it myself to cut costs?	BUDGET How much money can I allow to be spent on this event, to ensure that I make a substantial profit?
SAFETY Will my event be safe for all participants?	

Once you have the list, work through the points. Always begin with the budget – devise how much you can afford to spend, what you will charge for tickets and your target profit. Make use of your social networks and connections. For example, if you are organising a fashion show and know someone who works at your local community centre, ask them for donations and help. They may be able to give you a reduced price on venue hire or put you in touch with someone who could provide clothing donations.

Make a table of all the expenses you anticipate and record the actual amount spent in the same table. When the event is completed, record how much you raised minus your personal expenditure. Add all these figures into a table, like the one below, where you can track your expenditure and profit.

EVENT	Fashion Show
AMOUNT RAISED	£350
EXPENDITURE ON EVENT	£100
ACTUAL AMOUNT RAISED MINUS EXPENDITURE	£250

Keep track of your enquiries and always be sure to thank those who respond to you. Make your aims and objectives clear while keeping your tone professional and approachable.

Record your enquiries in a table similar to the one below. Keeping track of everything when you are writing a lot of letters helps you stay on top of your fundraising and prevents you from making mistakes. Being organised makes you appear professional and committed to your work.

LETTER SENT	12th Jan
APPLICATION SENT	14th Jan
FOLLOW-UP CALL	28th Jan
MONEY RECEIVED	£150
WRITTEN THANKS SENT	2nd Feb
LETTER ABOUT YOUR TRIP ON RETURN	28th Feb

A planned event will be far more successful than an event you have rushed. Keep note of everything, keep within your budget, but above all have lots of fun and get your friends and family involved!

PUBLICISING YOUR FUNDRAISING

As with any event, publicity is the key to great results. Whether you use leaflets and posters to put up around your school or utilise electronic formats such as e-mail and social media, you need to attract attention in a way that is clear, eye-catching and informative. You can publicise your events and trip simultaneously as people are more likely to support you if they know what you are undertaking and why. Talks, leaflets and Q&A sessions are great ways to raise awareness of issues you are hoping to tackle on your placement and also get people interested in your cause. The more awareness you generate, the more likely people are to support you.

If designing leaflets or posters, make sure you convey your key messages and include at least one picture. You may also find it useful to put your contact details on this so that if people want to donate they know how to get hold of you. And don't forget the time, date and place of your event!

Adverts in local magazines and papers about what you are doing can generate support and advertise events. You may also want to ask your local paper whether they would be interested in covering the event.

You can also make use of the Projects Abroad Facebook and Twitter pages. Like Projects Abroad UK on Facebook and you are then free to advertise events or also success stories on this page. Similarly, if you follow us on our Twitter account at @Proj_Abroad_UK, then we can retweet any mentions you make of your fundraising and help raise awareness. The more you get your ideas out there, the more support and donations you are likely to receive!

 /projectsabroaduk  +projectsabroaduk

 /Proj_Abroad_UK  /projectsabroad

SPONSORSHIP

Many companies are willing to consider sponsoring people if approached correctly. Bear in mind that sponsorship is generally done out of commercial interest rather than for purely donating to a worthy cause, so before approaching companies ask yourself the following questions:

- ❓ Does the company have a local interest in your community/school/ university?
- ❓ Do they have an interest in your project or destination?
- ❓ Can you offer them an opportunity for promotion via advertising for an event (radio/newspaper/poster)?

When constructing a sponsorship letter make sure you cover the following points:

- ✔ Make your statement personal and address it to the correct person. Find this out by calling the company before posting your letter and asking whom to contact. 'Dear Sir/Madam' is likely to be pushed to the bottom of the pile.
- ✔ Give some concise background information outlining who you are, your project and what you hope to gain while spending time abroad. There is no need for pages and pages of description, as this will lose their interest. Remember, they may get hundreds of requests all the time.
- ✔ Point out the benefits of your time abroad.
- ✔ Make the sponsorship worthwhile by offering to advertise the company when possible.
- ✔ You may wish to follow up the letter with a telephone call a week later. Prepare a brief statement of what you want to say prior to calling so you feel confident – first impressions count!

Companies are not the only places you can obtain sponsorship. Local councils, religious centres, community groups, Lion Clubs and any youth or sports groups you belong to can also help. Check online for memorial trusts in your area as, while these will often not be widely publicised, they are often willing to consider requests.

If you do not receive an answer straight away, don't give up. Every donation, no matter how small, counts!

EXAMPLE:

Mr J Brooks
19 Dawlish Road
Selly Oak
Birmingham

Dear Mr Brooks,

My name is Amanda Howard and I am currently a student at the University of Birmingham. Before embarking on a career in International Development, I am hoping to fulfil an ambition to learn more about different cultures and to help develop local communities by volunteering in Bolivia.

Bolivia is the poorest country in South America. Many orphanages in the country do not receive any funding from the Bolivian government, and so rely on any help they can receive from other sources. This summer, I am planning on going to Bolivia for one month to work in such an orphanage to help give these children a better future.

I will also be working to raise awareness of special needs among local communities, and how people living with disabilities should not be stigmatised or abandoned. Many of the children with whom I will be working have special needs and my work will involve caring for them on a daily basis.

In order to participate in this project I will need to raise a total sum of £2,500 to cover the flights, placement fee, vaccinations and kit costs. I plan to contribute £1,250 by working part time at my local golf club and am hoping to raise the rest through sponsorship and fundraising events. I would be extremely grateful if you would consider sponsoring me a maximum of £250 for my project. I am planning to advertise my garage sale on local radio next week and would be more than willing to include details of your company as my sponsors. Furthermore, I will be giving a short presentation at my old school on return from the project and would similarly include you in this too.

I hope you agree that this is a worthwhile undertaking and I would certainly keep you updated on its progress.

Kind Regards

Amanda Howard

SO TO SUMMARISE...

1

Set out clear aims and objectives in the early planning stages

This will keep you on target and ensure that you raise as much money as possible in a manageable way.

2

Use your connections

Family and friends are there to help and will be more than happy to get involved!

3

Be realistic

Don't set your targets too high. Take one step at a time and don't panic if a target isn't met for a certain event. Simply think about areas of improvement and use these ideas to help make your next event more successful.



4

Be creative

The best events are often different and funny. Sitting in a bath full of baked beans is much more entertaining than a sponsored silence!

5

Plan carefully

Never rush into an event. Sit down and work out all the details first before proceeding.

6

Be professional

Approach potential contributors in a friendly and enthusiastic manner. Always explain why you are doing a project, what you hope to achieve and how they can help. Don't be too pushy but appear assertive.

7

Know your facts

Make sure you know some basic facts about Projects Abroad and research your destination. Be prepared to answer any questions that come your way.

8

Be resourceful

If you know people who have travelled previously, see if you can borrow their equipment or ask if they know cheap places to buy kit.

9

Be confident

Don't be disheartened if it appears difficult to generate funds. Stick with your plans, remain upbeat and remember there is always help at hand from friends, family, teachers, local communities and the Projects Abroad team.

10

Put the 'fun' back in fundraising and enjoy yourself!

This is the beginning of your volunteering journey and should be an exciting and rewarding time! The more enthusiastic you are and the more fun you make your events, the more likely people will be to support you and donate towards your trip. So keep your chin up, imagination flowing and smile beaming.



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ProjectsAbroad



*help...
learn...
explore!*

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