

The fundraising starts here...



Fundraising made easy!

**Thank you for choosing to raise money for Earthwatch!
Whether you're fundraising for your expedition or to support
our work, every penny really does makes a difference.**

The funds you get will help us to conduct vital research into solving the environmental problems facing our planet today.

There are so many different ways to fundraise that it can be a little overwhelming. This pack, chock-full of ideas and tips will help get you started!

From all of us here at Earthwatch, a big thank you for your support. Do get in touch with our fundraising team if you need any help or advice on +44 (0)1865 318 *******, or ukstudentexped@earthwatch.org.uk

Good luck!



Getting support

Sponsorship

Getting sponsorship from your friends, family or work is often the easiest way to start raising money. Tell people what you're doing and why, and you may get more support than you think!

Who to ask:

- Family, relatives, their friends
- Friends, and your friends' friends
- Your employer, work colleagues, former employers, customers. Does your company offer a matched-giving scheme?

Go online:

- Set up an online fundraising page, at: www.justgiving.com/earthwatch and explain what you're raising money for and why you chose Earthwatch. Research shows that people give more online, plus you don't have to worry about chasing people for their donation after the event!
- Link your fundraising page to your Facebook, MySpace or other social networking site
- Add a link to your fundraising page into your email signature



Achieving the impossible...

"To fundraise for my expedition first seemed an impossible task but once I got started, there was no stopping me! I combined a series of methods: from getting sponsorship through justgiving.com, auctioning items on eBay, to making a dolphin costume from recycled materials and walking around Bristol with an Earthwatch collection bucket!"

Eleanor King, 25, Bristol

Get face-to-face:

- Face-to-face technique is a tried and tested method - it's often harder to turn you down in person
- Pin up your sponsor form in your staff room/common room/reception - why not even photocopy it at double size! Ask your boss to sign it first, to encourage other people to give more
- Carry a sponsor form with you wherever you go - you never know when you'll bump into a potential sponsor
- Download and print our ready-made fundraising poster. Fill in your event details in the box provided. Put your poster up in your staff room/common room/reception and around your village/town. Publicity is key to generating interest and income!
- Make a fundraising flyer with a link to your fundraising web page to help your sponsors ask people they know to also support you. Hand out paper copies or make a PDF and email it. The flyer will ensure the right message is delivered every time

One two three...

"My work mates and I got together to take part in a local triathlon to raise money for Earthwatch. It was a huge personal challenge for all of us lazy office folk, but we had a great time doing it and the sense of achievement was amazing. Earthwatch were really supportive of our fundraising efforts and even made an appearance on the day to cheer us on!"

Andrew Ford, 24, Oxford

Top Tips

Try a bit of everything and see what works for you!

Personalise your online fundraising page, sponsor form, etc, with a photo of you or a personal statement about the challenge

Collect sponsor money as you go. After you've completed your event the last thing you want to do is chase people for money!

Be sure to ask your sponsors to tick the Gift Aid box and Earthwatch will get an extra 28p from every £1 you raise at no extra cost to you or your sponsor! (Gift Aid can only be claimed on money raised for donations, but not for your Earthwatch expedition.) If your sponsors don't know what Gift Aid is, brush up on the basics at www.earthwatch.org/europe/donate



What you can do

Holding a fundraising event can be challenging, but it's also very rewarding. Whether you're organising a charity ball, or sitting in a bath of baked beans, raising money for Earthwatch will not only help to preserve our planet, but make you feel good too!

Get entertaining

Charge friends, family, colleagues and acquaintances a modest amount in exchange for a fabulous night out.

- International evening (based on your Earthwatch expedition destination?) with cuisine and music from around the world
- Seasonal party (e.g. Christmas, Easter, Halloween)
- Speed dating
- Band / DJ/ Open mic event
- Karaoke night
- Bingo evening
- Pub quiz



Get social

Ask local businesses and people you know to donate prizes. Charge people to enter the games and offer prizes for the winners.

- Football match
- Penalty shoot out
- Cricket match
- Tennis tournament
- Highland games
- Rounders
- Silly sports day
- Pub games
- Arm wrestling
- All of the above in your very own Olympic Games!



Get active

Take part in an organised marathon, half marathon, 10k run, triathlon, or even organise your own. Or what about these lesser known examples?

- Swim-a-thon
- Aerobic-a-thon
- Twister-a-thon?!
- Lawnmower-a-thon?!

Get silly!

The more imaginative the event, the more likely you are to get interest from local press and businesses.

- Sponsored shaving - head, beard, moustache...
- Knobbly knees competition...
- Limbo competition
- Pram pushing race
- Auction of promises



Get local

Be an enterprising entrepreneur and set up a fundraising activity in your street/village/town.

- Fair / fete
- Garden party
- Car washing
- Lawn mowing
- Car boot sale / jumble sale
- Nature trail / walk
- Odd jobs day
- Treasure hunt
- BBQ
- Sponsored tree planting day

Get creative

What skills do you have or which hobby could help you to fundraise?

- Busking
- Arts and crafts stall - greetings cards, pot-porri, jewellery
- Holistic therapies
- Sports training



Get working

Talk passionately about what you are raising money for at work, school or university, and think of something inventive to entice people's support.

- Themed lunch
- Cake sale
- Non-uniform day
- Back-to-front day
- Fancy-dress Friday
- Raffle
- Tuck shop
- Who's that baby?
Photo competition
- Run a lunch time yoga/
aerobics/pilates/knitting club!

Top Tips

Combine ideas to maximise fundraising potential

Find out if your company offers a matched-giving scheme or if it will offer prizes for a raffle

Gain support from local businesses; ask for donations of things that can be used in raffles/ auction of promises. Mention any press coverage to encourage their support

Try to do something different that will capture the attention of the press: Maybe get a local celebrity to support you - perhaps they could attend your event, or donate a signed book as a raffle prize?

At university/college ask your RAG Society (Raising and Giving) for support. Contact the college Ball organisers or Hall Presidents and ask them to make a donation. Or see if you can sell cocktails, flowers or do a bucket collection at their event

Tell the world!

The key to success for all types of fundraising is **publicity!**
Send a compelling message that reaches the audiences you're targeting for fundraising and you are half way there.

Get your message out there - advice on working with your local media from the Earthwatch Press Office:

Before the event:

- Decide which local media to contact - newspapers, magazines, radio and television. Try to keep your event in perspective and think about its USP (unique selling point). Your local TV station won't turn up for a raffle, but they may want to know if you're cycling from Lands End to John O' Groats!
- Give your local newspapers /radio station plenty of advance warning about the day



- Local newspapers love a good photograph! Ask them to send a photographer, or if they are unable to send a photographer to your event, ask if they would consider using digital photographs supplied by you (Send high resolution JPEG files by email or on disk)
- If you have an Earthwatch t-shirt or fleece, try to get photographs of you wearing it, displaying the Earthwatch logo! If you don't have an Earthwatch t-shirt and think that it would help your fundraising - please contact us! development@earthwatch.org.uk
- If you have good images from your fundraising event, please let us know - we may be able to include your images in our publications/monthly e-News and encourage more people to support us
- Spread the word about Earthwatch as widely as you can. Give talks/ presentations to work colleagues, local groups and organisations. Take the opportunity to ask them if they would like to get involved with fundraising for Earthwatch
- Encourage your friends, family and work colleagues to visit our website www.earthwatch.org/europe where they can make a donation and sign up to our monthly e-News

After the event:

- Contact your local media again to ask if they would like to do a follow-up feature/interview

Fundraising tools

We have sponsor forms, fundraising posters, letters ready to send to companies, tips on how to write a press release and much more to help you on your way!

Our fundraising tools include:



Sponsor forms: Fundraising for Earthwatch and Fundraising for your Earthwatch expedition



Fundraising event posters



Expedition image posters



Fundraising letter



Sample Press Release & tips



Earthwatch Fundraiser form

Get your tools by emailing:

ukstudentexped@earthwatch.org.uk

Useful links

The Institute of Fundraising

www.institute-of-fundraising.org.uk

The Directory of Social Change

www.dsc.org.uk

Charity Commission

www.charitycommission.gov.uk

Earthwatch's Just Giving page

www.justgiving.com/earthwatch

Health and Safety advice

www.hse.gov.uk

Food Standards Agency

www.food.gov.uk

St John Ambulance - www.sja.org.uk

For Gift Aid details - www.hmrc.gov.uk

Rotary Club - www.ribi.org

Lions Club - www.lionsclubs.org

Round Table - www.roundtable.co.uk

General RAG Society Information

www.ukrag.org.uk

Training advice for challenge events

www.runnersworld.co.uk

Want more fundraising event help or ideas?

- www.how2fundraise.org

Money matters

Congratulations on raising money for Earthwatch!
When you're ready to send your funds to us, please do so using the Earthwatch fundraiser form. Please enclose your sponsor forms too, so we can claim the Gift Aid.

Send your fundraiser form, cheques and sponsor forms to:

Development Office
Earthwatch
Mayfield House
256 Banbury Road
Oxford
OX2 7DE

Note - Please do not send cash in the post! If you have collected cash from sponsors or from individuals at fundraising events, pay all the cash you've raised into one bank account and then write one cheque for the total, made payable to Earthwatch Institute (Europe).

If you are using an online fundraising page the money should reach us automatically, but please check first to make sure.

Adventures in the saddle...

"When I decided to undertake a solo cycle trip from Lands End to John O'Groats, I thought it would be a shame not to use the adventure as a way to further a cause I cared about. I used the JustGiving website to allow friends to sponsor me and contribute to Earthwatch."

Doug Fraley, 41, London



The legal stuff

It is essential that you fundraise in a safe and legal way. There are many rules and regulations around fundraising and we want to help you make your fundraising run smoothly.

The Institute of Fundraising offer legislation and best practice guidelines to fundraisers in the UK. We strongly urge you to visit their website before you start fundraising: www.institute-of-fundraising.org.uk

There are many sources of advice so if you are ever in doubt, your local council, police, Trading Standards Office and the Council for Voluntary Action will be pleased to advise you on any necessary permissions including licensing, trading standards, and health and safety issues.

Some general things to consider:

Legal:

- Some fundraising activities have a minimum legal age limit - please check the details on the IoF website www.institute-of-fundraising.org.uk
- If you intend to collect funds in a public place, you must get a licence from your local authority. If you intend to collect funds on private property, it is essential that you first obtain permission from the owner, i.e. supermarket or pub
- Raffles and lotteries are subject to very strict and complex laws. You must consult the Institute of Fundraising before organising a raffle or lottery
- You must make it clear that you are raising money in aid of Earthwatch, and that you do not work for the charity
- When you collect funds, ensure that all money is placed in a sealed container for safekeeping. Don't collect alone as you could put yourself at risk
- If you're doing a sponsored walk, always get permission from any land owners first, i.e. local council or farmer
- If you're selling alcohol at your event, check with your local council about an event licence. This does not apply if the venue already has a drinks licence

Safety:

- If you are serving food at an event then you will need to adhere to food standards health and safety guidelines: www.food.gov.uk/safereating
- If your event involves members of the public, you should take out public liability insurance unless the venue already has this covered
- It is recommended that event organisers carry out a risk assessment. For more information see www.hse.gov.uk/risk
- Consider First Aid requirements and fire safety. Contact St John's Ambulance and your local fire brigade station for advice
- If you're carrying money around, be vigilant, use safe routes, and always take company. Don't allow children under 16 to collect money without adult supervision
- If facilities such as caterers are used, ensure they have adequate insurance cover.

Earthwatch cannot accept liability for any problems or accidents during activities run in its name. Please make sure that you keep it safe, and keep it legal, as well as having fun!

For a comprehensive advice on all aspects of health and safety at events see: www.hse.gov.uk/pubns/law.pdf

Earthwatch for Christmas...

"I made Christmas tree decorations of animals that Earthwatch is researching; it was something different to what people normally do and gave me a chance to talk about the environment. I want to raise as much I can - I would like to help animals and Earthwatch has allowed me to start the journey."

Emma Hope, 14, Somerset:



Contact us

Please do let us know if you're planning to raise money for Earthwatch. We will always offer support where we can.

So if you have any further questions or would like to check you're on the right track, please contact us - we're here to help!

Email: development@earthwatch.org.uk

Phone: +44 (0) 1865 318878

Post:

Development Office
Earthwatch Institute (Europe)
Mayfield House
256 Banbury Road
Oxford
OX2 7DE

Web: www.earthwatch.org/europe

**On behalf of all of us
here at Earthwatch:
Thank you!**

**Every day we hear
news of on-going
environmental threats.
By fundraising for
Earthwatch, you have
become part of the
solution.**

Earthwatch fundraisers in action!



From fancy dress to sporting prowess, karaoke parties to tree planting. Fundraising is a great experience and loads of fun. So don't hesitate to get involved. **Get in touch with us, and good luck!**

