

How to Fundraise Pack

WOHAA!

A unique fundraising award programme designed by students for students

wings
of hope
Empowering
through Education

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Brainstorming!

Get together with your mates and create a team. Give the team a really cool name!

Brainstorm all the cool, fun and crazy ideas you have for fundraising! Be adventurous! Remember, at this stage all ideas are good ideas! You need to be as **creative and innovative** as you can.

You are entering a competition so think about how your team can best compete and which categories fit your **team's skills and experience?** What are the strengths within the team? For example, who is good at marketing, finance, IT, leadership, project management?

Everyone in the team will have specific skills that will contribute towards the team's fundraising goals. Identify the skills within the team and delegate tasks accordingly. You will be creating a '**Snapshots Project**' of your WOHA journey so make sure you collect **lots of evidence along the way** to include letters, pictures, photographs, leaflets, references, permissions etc.

Award categories

- **Most Entrepreneurial Team/Individual**
- **Most Awareness Raised & Best Presentation**
- **community Action Award**
- **Most Funds Raised**
- **Excellence in Sport/the Arts/culinary/Technology**
- **overall winners**



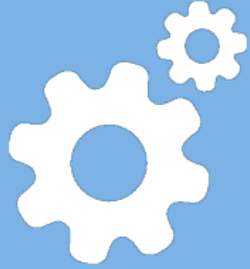
Top tips for successful fundraising

- ✓ **Be creative** in your approach to fundraising: think of ways to make people part with their money and get something out of it at the same time. **Be bold.** Don't be afraid to stand out and make a fool of yourself!
- ✓ Make people laugh – **humour is key** in getting people to support you!
- ✓ **Get some help!** Book a session with a **WOHAA mentor** right from the start.
- ✓ Call us 020 8 459 3260 between 08:30-17:30; email info@thewingsofhope.org or book a Skype session
- ✓ We're happy to help you and can give you examples of successful fundraising projects and ideas, help with marketing, help you with event management and anything else you need. We are there **to support you!** We will help you to develop your ideas from scratch and help you to complete a competitive project!

- ✓ **Aim high!** Give yourself a target and a realistic amount of time to achieve your target.
- ✓ Realistically, **how much time do you have** each week to commit to your project? Work this out and stick with it! A little and often is better than one mad dash to the finish line!
- ✓ **Plan in advance** and stick to your timetable. This will ensure that you have enough time for your school work and your WOHA project.
- ✓ **Be innovative.** Cake sales are great but think outside the box. Be unique and do something that hasn't been done before! We're always on the look out for teams that do something a bit different.
- ✓ **Use your time efficiently.** All you need is a good idea and good time management. This shouldn't be a chore!
- ✓ Make sure that you're having **fun**, every step of the way! WOHA is the coolest way to do so much for other young people and getting loads out of it!

Skills you will learn

- ✓ **Remember what you're getting out of this and why you're doing it!** Communication, leadership, time management, entrepreneurship, work experience, project management, event management, sales, marketing, finance, personal development – all these skills give you **fantastic key transferable work-related skills** experience. Invaluable!
- ✓ Plus if you win overall you'll get a once in a lifetime, expenses paid trip to India where you can see how your funds are used and gain a week's work experience teaching the kids! Category winners are offered valuable work experience placements from some of the UK's top employers
- ✓ Be competitive! You've just entered a competition and you are competing with many other schools! Make yourself and your school shine
- ✓ Don't give up!



Administration

Think about your **timeline**. You have from when you sign up until the end of March to fundraise! This includes the Christmas Holidays which is ideal for festive events. But before you rush out there, let's get the boring stuff out of the way:

- ✓ Get any **necessary permissions from your school**. In order to run events you will require permission from the school Head Teacher/ Secretary / Events coordinator / Charities coordinator. If you are planning an event in school you should also **obtain permission from parents**.
- ✓ Contact your **local council** and notify the **local police** in order to obtain **permission for fundraising in public places**.

- ✓ Prior to any fundraising activity, **obtain insurance document and letter of authorisation from the Wings of Hope.**
- ✓ **Download sponsorship form** and think about merchandise for events e.g. bags, pencil cases, t-shirts, leaflets and any necessary marketing material required for each event
- ✓ **Download the Gift Aid forms** as these will add 25p for every £1 raised which will substantially increase the amount raised.
- ✓ Visit www.thewingsofhope.org/wohaa/resource-centre to obtain any resources you need for your events.
- ✓ Call us on **0208 438 1598** or email us on info@thewingsofhope.org if you need any information or have any questions
- ✓ Book your **mentoring session** either by calling or emailing us with suitable dates and times (the session will need to be either in a lunch time or after school)



Wings of Hope have teamed up with Osper, who are a mobile banking service for young people. All participants are encouraged to sign up to OSPER for their WOHAA projects

YOU GET

- Gives you a personal debit card to use for fundraising and for your personal shopping.
- Osper will credit £5.00 into your card straight away, to kick start your fundraising. So if you are in a team of 6, you will have £30.00 straight away in your kitty!
- WOHAA will also get a £5 donation of £5 for every card
- Osper teaches you to manage personal finances
- Osper is FREE to sign up for
<http://www.thewingsofhope.org/wohaa/>



Marketing

Who have you told about your fundraising? It is really important **to tell and involve as many people as you can** in your activities! Who cares? **Remember your mission is to provide education for poor and under privileged children in India and Malawi!** It's a fantastic cause so shout about it, to everyone!

- ✓ Make friends with your **local press** and get them to publicise your cause or any events you are putting on. **Publicity** is one of the best ways of raising money.
- ✓ Write a really good, punchy letter describing what you are raising money for and why, send it to as many people as you can think of, **family, friends, local businesses... the more people you write to the more money you will raise.**

- ✓ Find out which **celebrities** are associated with your charity and write to them via their agent. See if they will **endorse what you are doing** in any way, even a quote can help. Press in particular will prick up their ears if you have celebrity endorsement.
- ✓ Find out if there are any **charitable trusts** in your area and when they meet. There are hundreds of these in the UK and they normally meet twice a year to decide where to distribute their funds.



The Way Ahead

Once you have chosen your event there are many areas that you must cover to make it a success. The keyword is **PLANNING** – allow plenty of time to look at the various aspects of the challenge that lies before you.

- ✓ **DISCUSS** with friends, parents and teachers about how easily the event can be organised.
- ✓ Do we have the people to make all parts of the project run smoothly?
- ✓ Will the **event cost** us anything to get off the ground?
- ✓ Arrange a **date**
- ✓ How do we **publicise** the event?
- ✓ What **resources** do we need?
- ✓ What can go wrong?
- ✓ Can we get a **celebrity**? (There are generally tame celebs in your local area, or people who may give their time)



Publicising the event

Your event must be well **publicised** if it is to be a **success**.

At school:

- ✓ School notice boards
- ✓ School magazine/newsletter
- ✓ School website/intranet
- ✓ Announced at assemblies
- ✓ Posters/leaflets/banners
- ✓ Word of mouth

At home:

- ✓ Leaflets to families
- ✓ Leaflets to local suppliers
- ✓ Announced on local radio
- ✓ Advertisement/ editorial in local paper
- ✓ Notices placed in public places in the community, for example, surgeries, libraries, local shops



@officialWOHAA

Think carefully too about how you use social media to your advantage



The media

If you are able to get the **support** of your **local Radio and TV station** your event's profile is taken onto another level. You will find it invaluable when approaching people in the local business community. If they think that they might be able to get some good (and cheap) local PR, they are more likely to help.

The person to get in touch with in the **local paper is the news editor**. If you know a reporter use the personal contact as this always works better than the cold contact. Find out the paper's deadlines for copy and photographs.

They must always know:

- ✓ **what** the event is
- ✓ **who** is involved?
- ✓ **why** the event is taking place
- ✓ **when, where** and what time?
- ✓ **contact name** for further information

Download our media pack on <http://www.thewingsofhope.org/wp-content/uploads/2013/09/Media Pack 2011-12.pdf> for instructions and templates

When you are planning your event, always try and think like a newspaper reporter. Think what is **newsworthy**.



Handy hints when seeking sponsors

Set your **sponsorship target – aim high!**

- ✓ Seek **help from your friends – network**, friends of friends – you will collect more than you thought possible, but you need to work at it.
- ✓ Think about **organising small events**, a coffee morning, disco, jumble sale or a car boot sale – whatever you feel comfortable with. The only limit is your imagination!
- ✓ Start your **sponsorship early** – well in advance of the event. When you approach people for sponsorship, ask them if they would mind giving you the money now – offer a receipt (we can provide you with a book if you need it).
- ✓ It is easier to give money back should you have to pull out of the event, as opposed to trying to collect after the event – people lose interest quickly, and often find excuses for not giving you the money

- ✓ Always maintain **record of your sponsors** and ensure that your list reflects those who have paid and those who have still to give you their contribution.
- ✓ If you belong to a **club or association**, get them involved either as a sponsor, by organising a fundraising event, or by 'matching' the funds you raise.
- ✓ Ask **local companies or firms to sponsor** you in return for wearing their logo on your T-shirt.

- ✓ **Sponsorship ideas that have worked**
- ✓ Approach companies for **corporate sponsorship** (companies have donated between £100 and £350 for their logo on a shirt). Approach the Public Relations department or community development department
- ✓ Put a note through all your **neighbours'** doors telling them who you are, what WOHA is and what the event is. On the note, put a time when you will come back to collect the money or pledge

- ✓ Get a friend or colleague to organise your fundraising while you train for your event (marathon etc.)
- ✓ Get the **press involved** as much as possible. Try to get your photo or a story about your fundraising in the local paper!
- ✓ Do **something different** – pull a car along a stretch of road, get a Mohican haircut (always get the necessary permissions) etc.
- ✓ Organise a **plush dinner** with guest speakers
- ✓ Photocopy the sponsorship forms and pass them out to friends and family who live in different parts of the country
- ✓ Organise a **raffle** with prizes from local shops
- ✓ Do **bucket collections** round the local pubs and clubs (get permission from the owners first)



For more information visit:

www.thewingsofhope.org/wohaa/resource-centre/

Email: info@thewingsofhope.org

Tel: 020 8438 1598

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UK Registered Charity Number: 1099685