

FUNDRAISING MADE SIMPLE



THE COMPLETE FUNDRAISING TOOLKIT

www.missiondirect.org



DOES THE THOUGHT OF RAISING MONEY FOR YOUR TRIP FEEL A BIT DAUNTING? AS YOU ARE ABOUT TO DISCOVER, IT IS SO MUCH EASIER THAN YOU COULD EVER IMAGINE.

To help you get started we have produced this toolkit. It's full of tried and tested fundraising ideas that have already been shown to work for hundreds of our volunteers. You will also find some tips on how to make your event and plans as successful as possible.

But this isn't just a 'paint by numbers' guide. You can, of course help yourself to any of the examples we have provided. But we would love you to be inspired to come up with your own brilliant – and perhaps ever-so-slightly mad – ideas.

So, as you read on, prepare to be reassured, informed and inspired. You are about to have a lot of fun raising this money – trust us!



IT REALLY IS OK TO ASK FOR MONEY

'O our God, we thank you and praise your glorious name! But who am I, and who are my people, that we could give anything to you? Everything we have has come from you, and we give you only what you first gave us!' 1 Chronicles 29:13-14

It is a well-known statistic that 99% of the population when asked, 'Would you like to make a difference?' say YES!

"Give, and you will receive. Your gift will return to you in full—pressed down, shaken together to make room for more, running over, and poured into your lap. The amount you give will determine the amount you get back." Luke 6:38

Make a fun activity and enjoy connecting with family and friends who will tell you how amazing you are and will be glad to support you!

ONLINE GIVING

One of the simplest way to raise money is by creating an online giving page. Mission Direct recommends BT MyDonate. It easy if you just follow the steps:

- ✓ Go to www.btplc.com/mydonate and click on 'Start Fundraising'
- ✓ Click on 'Create My Challenge' and this will take you step by step through creating a fundraising page to suit your event.
- ✓ Online giving works best if you are asking them to sponsor you for a particular event.
- ✓ Please email us at the office (info@missiondirect.org) once you have set up a site so that we can allocate the money correctly.
- ✓ Once your giving page has been set up, post a link to it on your Facebook and Twitter pages so that everyone knows what you are doing.
- ✓ Don't forget to email people who are not on Facebook or Twitter with the link also. Note, this is a really effective tool for raising money from those people who you don't see regularly.

WHO?

YOU KNOW A LOT OF PEOPLE.

Think about how you spend your time and who you come into contact with each day. Each of these people is a potential donor. You don't know the contacts that they have. At every opportunity tell people about what you are doing and see what it leads to.

HOW TO USE THIS PAGE?

This is your space to get your thoughts on paper. Make a note of all those people that you share your life with. We've given you some headings to get you thinking.

FAMILY

FRIENDS & NEIGHBOURS

COLLEAGUES

CHURCH FAMILY

HOW?

FUNDRAISING

WEAR WHAT YOU LIKE DAY

There are two hard-and-fast laws of fashion:

- ✓ Every child hates school uniform.
- ✓ Every grown man wishes he could wear a Hawaiian shirt to the office.

A wear what you like day at work or school cashes in on these sartorial longings –literally.

Handy hint (for schools):

Try to book a slot at the school assembly where you can tell the children about your trip.

Handy hint (for offices):

Sandals and white socks? Don't even think about it.

PROMISE AUCTION

Are you a fantastic photographer? A brilliant babysitter? A shockingly-good chauffeur? Gather a group of friends together and auction off your skills to the highest bidder. It could be anything from two hours of ironing service to a haircut.

Handy hint: Make sure you have a well briefed auctioneer who can get the crowd into the spirit of the event.

BAG PACK

It's the age old question: can you put frozen peas in with milk? And is it OK to fit in some spring greens down the side if they won't get squashed? Offer some unexpected assistance in the bagging area of your local supermarket and make a mint from grateful shoppers.

Handy hint: Have a chat with the supermarket manager to see if they have any requirements for the job.

G FAVOURITES

COUNTRY THEMED EVENING

No, not stetsons and line-dancing! Get some friends together for an evening – wear the local dress, sample some traditional foods and tell them all about the trip.

Handy hint: The internet is teeming with national recipes. And be prepared to make a few judicious ingredient replacements – with a bit of help from the web again!

COFFEE MORNING

It's a fool-proof fundraiser for the less ostentatious fundraiser! No-one can refuse a coffee and a homemade muffin. Charge to attend.

Handy hint: Be classy: make it 'fair trade' and get some delicious teas and coffees.

SPONSORED EVENTS

Are you ready for a personal challenge? Commit to a sponsored cycle, swim or gentle ramble. Or, if you really want to give something back to your sponsors, how about a sponsored silence?

Handy hint: choose something you would actually enjoy doing – even if it pushes you out of your comfort zone a bit.



WHAT?



16 WAYS TO NAIL IT

BLACK TIE EVENT

01



Fancy tyin' up your black tie and brushing off your tails? Plan yourselves an evening of sophistication...

BBQ

02



Have an open house with a BBQ for your friends. See if they can bring some food and use the opportunity to talk to them about your trip.

CAR BOOT SALE/EBAY

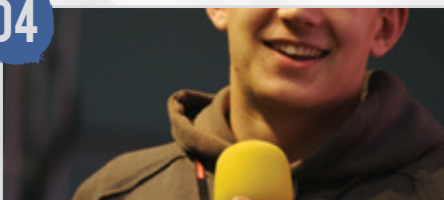
03



You know it's time to get rid of those snakeskin trousers and game of Ker-plunk. Trust us – they'll sell and you'll be able to close the cupboard door again.

TALK AT YOUR CHURCH

04



Let your church know what you are about to do. We can let you have some words and pictures to help you.

QUIZ NIGHT

05



Get together at the pub or in your church hall and hold a quiz night. Charge teams or individuals to enter, but do offer them a small prize if they win.

CAKES AFTER CHURCH

06



A good long sermon can really take it out of you. A decent cupcake or Victoria sponge at the end of the service is just what the Reverend Doctor ordered.

SPONSORED SLIM

07



You wanted to lose weight. Do one of these and there is no backing out, which is probably just what you need to motivate you.

PAMPER PARTY

08



Hold a girlie evening of facemasks and manicures. Don't forget to watch 'Grease' while the face pack is working its magic.

OPEN GARDEN

09



Are you blessed with a decent-sized garden and green fingers? Show off your skills with a garden party – if it's good enough for Her Majesty...

WINE TASTING

10



Have a civilised evening with some friends. See if everyone can bring a different bottle. All together now: "pleasingly citrusy, with just a hint of asparagus..."

CLEANING & ODD JOBS

11



Bob-a-job week may have gone the way of the Plesiosaur, but people will always need an extra helping hand.

DINNER PARTY

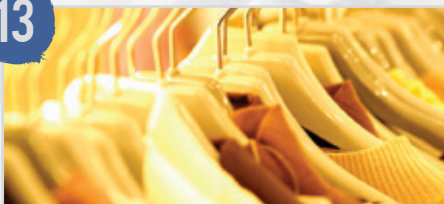
12



An excuse to do a recipe or two from that Jamie Oliver book (rather than just gawping at the pictures). Charge for entry. Serve fine wine. Talk nonsense. You know the score.

CLOTHES SWAP

13



Let the moths go free! Clear out the wardrobe and share what you find with your friends. Swapping is free, but charge them to take part.

FILM NIGHT

14



Popcorn at the ready... Choose a film that will appeal to the maximum people. NB - if you have lots of takers for *Zombie Mayhem 2*, perhaps you can use your church hall to show it.

BABYSITTING

15



Offer a well-earned night off to some deserving parents and keep their children entertained for an evening. Maybe you should keep the Kerplunk after all (see 5).

CAR WASH

16



As the song says: 'You might not ever get rich/but let me tell you it's much better than digging a ditch' A good team (or family) activity.

Be aware that hosting events costs money. Make sure that your budget allows for this.

Many companies have matching schemes. Every pound raised they match. Speak to your employer and see if they will give or match money on an event.

GOING ABOVE



SWIMMING THE CHANNEL

Mission Direct's very own Clare Truter and Jackie Johnston got their feet wet and raised over £1000. As crazy as this sounds, Jackie and Clare decided to swim the equivalent of the Channel in the 12 weeks leading up to Christmas. For you mathematicians out there, that's 22 miles or 1416 lengths of a 25m pool.



FLAMINGO FLOCKING

The Hunt Family turned their village pink to raise money for their trip to Zambia. They filled friends and neighbours' lawns with inflatable pink flamingos, using a fundraising technique known as "flamingo flocking".

They bought ten of the inflatable creatures online, having heard of the flocking craze in the United States. They attached each one to garden cane with fluorescent pink tape and set about 'migrating' them.

Households were then delivered a letter declaring "You've Been Flocked" explaining that the colourful act of sabotage was committed to raise money for their planned work in Zambia. Victims were then told "If your household insurance does not cover you against flamingo flocking ... for a small donation, a team of expert flamingo wranglers will come and remove these feathered friends back to their usual feeding grounds."

The recipients were then allowed to suggest other homes that might be game (or wildfowl) for a laugh.

AND BEYOND

When you have raised the money you need to go on your trip, for goodness sake don't stop fundraising! Once you are in the country, you will see all sorts of ways that you can transform other people's lives with even a small gift. Take a look at the example below and get ready to be inspired.



Volunteers went above and beyond as they bought an extra gift of 20 bicycles for a local in Kumi, Uganda. This was made possible by the additional fundraising that took place. The bikes will spare children a gruelling walk, making regular schooling a possibility. Every penny that is raised above your trip contribution will go towards small contributions that will make a huge difference to the people in the country that you are visiting. In Kumi the girls were walking hours every day along the red earth pathways to get to St Martin Secondary School. They were getting harassment and abuse on the way which caused many of them to give up on their education. A keen cyclist on one of the Mission Direct teams got the ball rolling and soon 20 bikes were provided for the girls.

KEEP GOING!

BITS & PIECES OF PRACTICAL ADVICE



WE ARE HERE TO HELP

Our team in the office are more than happy to answer any question that you may have or to dispatch any additional supplies that may help you in your fundraising. We are able to supply you with posters and leaflets, which will make your event look more official. Don't forget to send thank you letters to those who have supported you and update them on your return from the trip. Share your experiences and photos with them. They will be keen to know!

We are here to help, call us on **01582 720056** or visit us online www.missiondirect.org for a wealth of resources.

We would be delighted to also receive your emails: info@missiondirect.org

GIFT AID INFORMATION

If a Gift Aid form is signed then for every pound you raise in donations, the government adds 25p. Please do all you can to get the Gift Aid forms signed as the financial impact is huge. Do make sure that you have a pile of forms with you at your event. But note that companies cannot gift aid money.

STAY SAFE AND HAVE FUN

It is essential that everyone involved with the fundraising are safe and acting within the law. Mission Direct does not accept any responsibility for any liability arising from any activities. It is the responsibility of the organiser to have adequate insurance to cover their liability, where appropriate. It must be stated clearly that 'This fundraising activity is organised by (insert name) and will donate the proceeds to Mission Direct. Mission Direct does not accept any liability arising from this fundraising event.

WHAT NEXT?

The following two forms have been provided for you to photocopy as many as you require. The first of which is a Sponsor Form and the second, a general giving and donation form. It is essential that you ensure that your supporters write clearly on the forms as we really want to connect with them.

Please make cheques payable to Mission Direct. We cannot accept cheques without the attached volunteer sponsorship form. Once your funds have been collected please send them to Mission Direct, Wesley House, 19 Chapel Street, Luton, LU1 2SE and state your name and where you would like the money to go to clearly.



volunteers helping the world's poor



VOLUNTEER SPONSORSHIP FORM

Your Name:

Address:

Telephone:

Email:

'Gift Aid is worth 25p for every £1 you donate. It costs you nothing and all you have to do is tick the box below. Gift Aid is claimed from the Revenue & Customs from tax you have already paid. You must be a UK tax payer who pays an amount of income or capital gains tax at least equal to the tax we claim. Claims can only be made if your home address is stated.

By acknowledging Gift Aid, the charity will treat all gifts of money that you have made in the past 4 years and all future gifts of money that you have made from the date of this declaration as Gift Aid donations until you notify the charity otherwise'

Title	Sponsor's first and last name	Sponsor's Home address	Postcode	Email (Please Print)	Amount
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	£ <input type="text"/> <input type="checkbox"/> Treat as Gift Aid <input type="checkbox"/> Mail* <input type="checkbox"/> Paid
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	£ <input type="text"/> <input type="checkbox"/> Treat as Gift Aid <input type="checkbox"/> Mail* <input type="checkbox"/> Paid
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All cheques made payable to Mission Direct
 We cannot accept cheques without attaching to this sponsorship form
 Wesley House, 19 Chapel Street Luton, LU1 2SE
 Telephone: 01582 720056
 Registered Charity in England and Wales no. 5289161, Company no. 5289161
www.missiondirect.org

* 'If you do not wish to receive information about the wonderful impact your donation has made, please tick here'



Yes, I want to help Mission Direct CHANGE LIVES FOREVER!

PERSONAL DETAILS

Title:	<input type="text"/>	Forename(s):	<input type="text"/>	Surname:	<input type="text"/>
Home Address:	<input type="text"/>				
Post Code:	<input type="text"/>	Telephone:	<input type="text"/>	Telephone 2:	<input type="text"/>
Email:	<input type="text"/>				

STANDING ORDER (Giving by standing order substantially reduces our administrative costs and helps us plan ahead)

Name of your bank/building society:	<input type="text"/>										
Address of your bank/building society:	<input type="text"/>										
Post Code:	<input type="text"/>	Sort Code:	<input type="text"/>	Account No:	<input type="text"/>						
The sum of: £10	<input type="checkbox"/>	£15	<input type="checkbox"/>	£25	<input type="checkbox"/>	£50	<input type="checkbox"/>	Other:	<input type="text"/>	In Words:	<input type="text"/>
Please debit the amount stated from my account each	month	<input type="checkbox"/>	quarter	<input type="checkbox"/>	year	<input type="checkbox"/>					
Commencing	<input type="text"/>	<input type="text"/>	/	<input type="text"/>	<input type="text"/>	/	<input type="text"/>	<input type="text"/>	until further notice		
Signature:	<input type="text"/>					Date signed:	<input type="text"/>				
If a fixed period of giving is required, please insert the expiry date here:						<input type="text"/>					

ONE-OFF GIFT BY CREDIT CARD, DEBIT CARD OR CHEQUE

Card No.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Security Code	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Name on card:	<input type="text"/>										Card expiry date:	<input type="text"/>	<input type="text"/>	/	<input type="text"/>	<input type="text"/>
Signature:	<input type="text"/>										Date signed:	<input type="text"/>				
The sum of:	£ <input type="text"/>															

INCREASE THE VALUE OF YOUR GIFTS

Gift Aid Declaration: I want the charity to treat all gifts of money that I have made in the past 4 years and all future gifts of money that I make from the date of this declaration as Gift Aid donations until I notify you otherwise. I understand that I must pay an amount of United Kingdom income tax and/or capital gains tax at least equal to the tax that the charity reclaims on my donations in each tax year (currently 25p each £1 given).

All cheques made payable to Mission Direct
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Telephone: 01582 720056
Registered Charity in England and Wales no. 5289161, Company no. 5289161
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Thank You for your support

