



THEGVTRUST

Fundraising Manual



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WELCOME

- OUR MISSION -

"To build a global network
of people united by their
passion to make a
difference"

- OUR CORE VALUES -

PASSION & COMMITMENT |
INSPIRE | RESPECT & TRUST |
FUN | FAMILY

WELCOME TO THE GVI TRUST FUNDRAISING TEAM

Dear Fundraiser,

Thank you for taking the first step on your fundraising journey!

Fundraising is one of most effective ways that you can help The GVI Trust. You can do something that you love doing, for a cause you are passionate about, all the while spreading the word about the work that we do- which is a huge help to us.

We know that sometimes fundraising can be a scary and daunting task, and that is where this guide will come in handy! We are here to help you brainstorm, get organised and have fun along the way.

There are so many different ways that you can approach fundraising and this guide is here to provide you with all of the tools that you need to succeed on your fundraising mission for The GVI Trust.

Remember, that we are here to support you every step of the way, so reach out and let us know how and when you need a hand!

Have fun and good luck!
The GVI Trust Fundraising Team



FUNDRAISING STORIES FROM PEOPLE LIKE YOU!

We hope that these stories show you that anybody can be a fundraiser!

If you'd like to share your story or any tips with our community, get in touch!

OWEN DOEL

GVI FIJI ALUMNI

After working with GVI in Fiji, Owen saw the need for a vocational training centre, so he decided to walk around Wales!

After spending 2 1/2 years in Fiji, first as a volunteer and then as a field staff member, Owen observed the need for more vocational training for youth. So he decided to challenge himself to walk the circumference of Wales, a distance of 1027 miles, to raise money and awareness for Fiji.

It took him 56 days, averaging 21 miles a day, living on dehydrated foods during the wettest August Wales on record to complete the epic walk around Wales. "I learnt a lot about the nature of endurance and how much the mental side matters in something like this. One of the biggest challenges was not going mad! I had to learn to just mentally switch off and keep going when the weather or conditions were against me. Finally, if you try and do it solo and in a quick time, you will find that sometimes you'll be dependent on the kindness of total strangers to help you out. They never let you down."

Owen raised an incredible £7080 for Fiji!





REBECCA'S TIPS

- Rebecca recommends communicating your idea to as many people as possible, as you never know who will be willing to help.
- She also says, "Just go for it! Remember why you decided to fundraise in the first place and keep motivated."
- Also – WRITE LISTS!

REBECCA THORNTON

GVI NEPAL ALUMNI

After returning from post-earthquake Nepal, Rebecca was motivated to host a curry night for Nepal.

Rebecca volunteered in Nepal in April 2015 and experienced both of the earthquakes that left Nepal devastated. "While in Nepal our volunteer team began to distribute aid with money raised online and locally. Seeing the positive effect that the aid had on those affected made us all realise that none of us could just stop helping when we went home. The aid needed to continue for as long as possible."

So this is what Rebecca did: "As soon as I got home I decided that I wanted to have a 'curry night' in aid of the GVI earthquake appeal. I absolutely love the traditional Nepali food and I thought it would interest people to see what food Nepali people cook and eat. We also had a raffle with prizes from local businesses, a licensed bar, speeches and a presentation of photos of our volunteer team's work.

100 people attended and we ended up raising over £1000!"





BE PASSIONATE!

- Pick a cause that you are passionate about. This will make it so much easier to talk to people about what you're doing!
- Do something that you know will enjoy doing, or something that will challenge you.
- **Your passion is infectious!**

DANIELLE RIDGEWAY

GVI SOUTH AFRICA ALUMNI AND
AMBASSADOR

Danielle is passionate about conservation and after spending time as a volunteer with GVI in South Africa she decided to raise money for rhino conservation.

"Recently I volunteered in South Africa as part of GVI's Wildlife research program as an intern at the Karongwe National Park in Limpopo. Karongwe had been hit twice by poachers in the past 12 months, this has led to the loss of two female rhinos and one calf."

To help raise money for this great cause, she decided to, in the heat of an Australian summer, embark on a challenge to run 100km over the month of February.

She quite literally ran for the rhinos!

Danielle kicked off her running challenge with a BBQ Bonanza to let her local community know what she was doing. The support that she got was amazing!

She raised \$800 to keep our rhinos horny!





PHOTOS BY MARTIN R. SMITH

LYNDSEY PHELAN

GVI LATIN AMERICA ALUMNI

Lyndsey held a Halloween fundraiser and had a great time whilst fundraising for The GVI Trust.

'I initially began asking friends and family to donate but realising how many people wanted to give, I decide to have a fundraiser night and make it fun. I organised a committee of people who were willing to help and we made time to meet regularly. Through the committee, we were able to make a lot of connections.

We decided to hold a fancy-dress fundraiser on Halloween night with Karaoke. We charged €5 entrance as a donation. Through the connections, we made with the committee we received amazing prizes, we even managed to secure some donations from large organisations saying we would mention them on the night. My local pub let us use their function room for free and in exchange benefitted from the custom, they also donated bottles of alcohol for prizes.

On the night I reminded people exactly what they were donating to, showed pictures of my time volunteering and made sure to show my appreciation, **everyone gave generously and we made €2500.'**

DON'T BE SHY TO ASK!

- You never know what people- your friends, family, colleagues or local shop- would be willing to give or to do, so just ask!
- Lyndsey managed to get posters printed for free, signed albums and gig tickets.
- **If you don't ask.....you don't get!**





WHY FUNDRAISE FOR THE GVI TRUST?

IT SHOULD BE PERSONAL

When you embark on your fundraising journey you will have a lot of people asking you why you're fundraising. This is a great question and one that you will need to have a good answer to!

Your answer should be personal. You should be fundraising for a cause that you have a connection with.

WHY WE THINK YOU SHOULD FUND RAISE FOR US!

Your supports will also want to know more about us, the organisation you're fundraising for, so here are some quick facts!

The GVI Trust was formed in 2005 and since then we have raised over £1.6million for our projects,

We support 20 projects all around the world, focusing on marine and wildlife conservation, education and community development.

We have an International Disaster Relief Project that assists communities devastated by natural disasters.

Our flagship project is our International Scholarship Program which offers youths the chance to access an international educational opportunity.

By fundraising for The GVI Trust, you are making a tangible difference on critical projects all around the world!





GETTING STARTED

STEP 1

Decide what you are going to do

STEP 2

Craft your fundraising story

STEP 3

Share your page/ event/ idea

STEP 4

Keep everyone updated

STEP 5

Complete your challenge

STEP 6

Don't forget to thank everyone!



WHAT CHALLENGE SHOULD I DO?



We want you to have fun on your fundraising journey, so make sure that you choose a task that you are going to enjoy doing. You also want to challenge yourself- it means that there is more of an incentive for people to give to you.

We can't accept liability for your fundraising activity or event- please have a look at these guidelines and ensure you consider the health and safety for yourself and your guests when planning your event.

- If you're using any equipment, make sure you follow the manufacturer's guidelines.
- If you're collecting funds in public, make sure you have the correct permission.
- Ask your local authorities for advice on any necessary permissions, licensing, trading standards, and health and safety issues.
- Make sure that any raffles and lotteries are within the law.
- To ensure your event is run safely and in accordance with local Health & Safety standards, especially if you're working with food! We don't want anyone getting sick or hurt!

The sky really is the limit, so go wild- but make sure it is safe and legal!

Some ideas to get your creative juices flowing!

Give up something that you love- chocolates, your favourite series, your car?

Host a quiz night.

Run, cycle, walk or swim a race.

Ask a local business to donate goods or services for a raffle or auction.

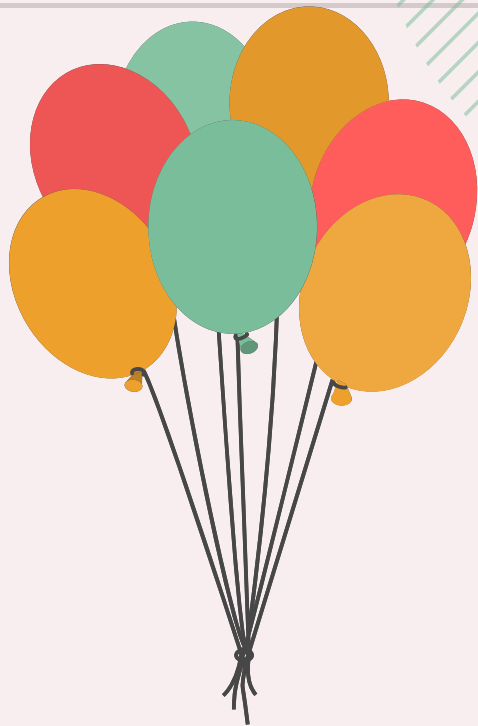
Make it go viral- start the next ice bucket challenge!

Arrange a movie night or ask a local band to perform for charity.

Organise a flash mob!

Ask for donations rather than gifts for your birthday.

Shave your head - or dye it!



DONATIONS INSTEAD OF GIFTS

Any celebration that traditionally involves gift giving is a wonderful opportunity to ask for donations rather than gifts.

Would you be willing to give up gifts this year?

PLEDGE YOUR BIRTHDAY

Your birthday is a perfect time to raise money!

It is usually the time of the year where people are happy to celebrate you and do nice things for you. What if you asked everyone who was going to give you a gift, to rather donate to the charity of your choice?

How amazing would that be!



ASK FOR DONATIONS THIS CHRISTMAS

Christmas really is the season of giving, so if someone wants to know what they should get you from Christmas, why not suggest a donation?

It is also a fun family challenge to ask everyone to forgo physical gifts and pledge the amount you would have spent on gifts to charity instead.

INTERNATIONALLY RECOGNISED DAYS

Have you heard of Giving Tuesday, World Ocean's Day, Water Week or Mandela Day?

These are examples of internationally recognised days that you could use to frame your fundraising around.

For example, if you are passionate about helping us raise money for our Women's Empowerment Projects, it would be a good idea to plan your event or challenge for October on International Day of the Girl.



INTERNATIONAL DAYS IN 2017

14 February - Valentines Day!

3 March - World Wildlife Day

8 March - International Women's Day

22 March - World Water Day

7 April - World Health Day

22 April - World Mother Earth Day

22 May - International Day of Biodiversity

8 June - World Ocean's Day

15 July - World Youth Skills Day

18 July - Mandela Day

30 July - International Day of Friendship

12 August - International Youth Day

5 September - International Day of Charity

8 September - International Literacy Day

22 September - World Rhino Day

5 October- World Teacher's Day

11 October- International Day of the Girl

28 November - Giving Tuesday

YOUR STORY

Now that you've decided what you're going to be doing, it is time to start putting your story together!



Share with the world who you are, what you're doing and why you think everyone should support you!

Online versus Offline?

You'll need to decide where you are going to direct your supporters to for more information about your challenge.

Online has obvious advantages- you are able to reach more people, provide links to other information and share more content for a start!

But offline might suit your challenge more. Offline donations are also a great way to supplement your fundraising. So definitely don't discount it!

We recommend that you always have an online option, and then you can choose to add offline donations if that suits your challenge.

Where should I set up a page?

We recommend all of our fundraisers to create their page on JustGiving.

You can link your page directly to us- which makes things easier for you!

TOP TIPS FOR SETTING UP YOUR PAGE

Your page needs to catch people's attention quickly and keep people's attention.

Think about how often you visit a page and then leave without reading all of the information- we don't want this to happen on your page!

Follow these tips and you'll be on the right track!



Tips for Offline Fundraising

Depending on your event, you might decide that you would also like to have some form of offline fundraising.

Fundraising offline is a great way to collect people's loose change and encourage people to make a donation then and there while you are still fresh in their minds!

The best way to do this is with a **sponsorship form**. That way people (or you) can write down how much they are giving so that you can easily keep track of your fundraising. This is important, especially if your donors would like a receipt, a thank you and to add GiftAid to their donation.

If you are fundraising in the UK, please don't forget to ask your supporters to add Gift Aid to their donations. As a charity, we can claim 25p for every £1 donated back from the UK government.

This is easy to do if they are donating online, just remind them to 'tick the box!'. If they are donating to you by cheque or cash, ask them to leave their postal code so that we can claim Gift Aid.

Putting together a killer page on JustGiving!

Summary

This is where you are going to have to catch people's attention, so make sure you can sum up what you're doing and why in a few words.

Your Story

Go into a little bit more detail about why you are raising money and why it is important to you. Don't forget to include how you are going to be doing it!

Setting Your Goal

Your fundraising target will keep you going! It also motivates your supporters. So make sure that it isn't too high or too low- keep things realistic!

Use pictures

People love pictures, so why not let your picture help tell your story? Share a picture of yourself working towards your goal or a picture of your intended beneficiaries.

Share Updates

It is important to keep your supporters engaged on your journey. Make sure you share updates on how you are doing, how much you have raised, share your challenges and successes- make the process personal!



SHARE, SHARE, SHARE

You have picked a cause, a challenge and set up your page.

You are nearly there!

The next step is promotion- you are going to need to tell everybody you know, and maybe even some people that you don't know, what you are up to and why.



Start with everyone you know

The easiest way to start with this is to chat with all of the people you know. Share your fundraising story, tell your friends and family what you are doing and why.

Once you have their support, it will give you the confidence to approach others.

Keep us in the loop!

We will help you spread the word.

Keep us in the loop by letting us know your plans and goals, tagging us in your posts and updates and letting us know if there is any way that we can help you!

Involve the local media

Another great way to spread the word is via your local media, especially if you have an event or a public challenge in the area. Ask the local radio station and newspaper if you could do an interview or send out a press release.



KEEP EVERYONE UPDATED

Make sure your supporters know how you are doing!

Keep everyone who has supported you as well as everyone who is thinking of supporting you in the loop about how you are doing.

Your supporters might like to know how you are doing with your training or your organising or hear how things are going during your event.

How many miles did you run this week? How many tickets have you sold to your event? How are you getting on without your car?

This shows them that you are motivated and committed and that they can rely on you to keep them informed.

An update could be a picture, a few sentences or a video. Be creative.

Remember, the goal is to keep people interested in what you are doing and why you are doing it!





COMPLETE YOUR CHALLENGE!



Take a few moments, once your challenge is complete, to thank everyone for their support.

Give them a summary of how the event went, how much you raised in the end and perhaps a picture or two.

It is also good to remind people that, even though your challenge is over, they can still make a donation. Often the most donations come in after the challenge is finished!



GET YOUR LOCAL MEDIA INVOLVED!

The more people that know about your fundraising event the better.

Here is a template that you can use to write a press release to send to all of your local media outlets- think radio, newspaper, magazine.



(INSERT TITLE)

Date: (insert date of event)

Location: (if applicable, insert exact location address, postcode and town)

Time: (time event will start)

Who: (insert your name)

Personal Information

Summary: What are you doing and why? Any important information that will get them interested in reading further.

You can use your fundraising story that you put together for your JustGiving page. Remember to answer all the important questions who, why, what, when, where and how. Keep it short!

About The GVI Trust

The GVI Trust was formed in 2005 after Hurricane Stan devastated communities where we worked in Guatemala. GVI volunteers and alumni wanted to help provide disaster relief to the communities where they had lived and worked. There was an overwhelming response and since then we have grown and have assisted projects in 13 different countries.

We are a non-religious, non-political charity that delivers services by working with local organisations and community groups. We rely on local knowledge, advice and expertise to propose projects that will benefit communities and eco-systems.

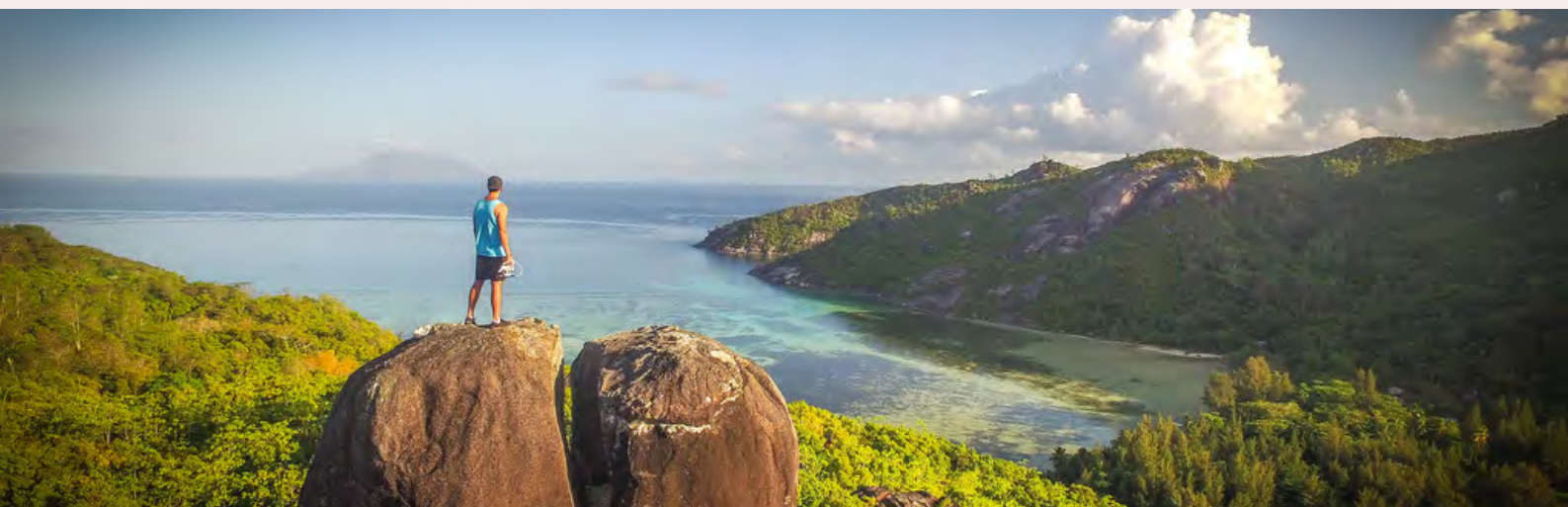
We currently offer additional support to 18 GVI projects in 9 countries as well as funding an International Scholarship Programme and a Carbon Mitigation programme.

For more information about the work that we do, please visit www.gvi.org or contact us on +44 (0) 1727 250 250.

KEEP A RECORD OF YOUR CASH DONATIONS!

If you are going to be doing any offline fundraising, make sure that you print out a sponsorship form, which you can find on our website.

If you're fundraising in the UK, or have UK donors, ask them to add Gift Aid to their donation- all they have to do is leave their full name and postal code.



Sponsorship Form

Please help me raise £_____ for The GVI Trust!

I am raising money by _____

Name: _____

Address: _____

Postcode: _____

Name of event: _____ Date of event: _____

All cheques should be made payable to The GVI Charitable Trust.

Don't forget to Gift Aid! With Gift Aid, The GVI Trust gets an extra 25 pence for every pound you donate. If you would like us to claim Gift Aid for your donations, please tick the Gift Aid box next to your donation and add your home address, including full postcode.

Please note to qualify for Gift Aid, the amount you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year.

Thank you!

Sponsor's Name	Tick for Gift Aid	Home Address	Donation Amount	Email Address



THEGVI TRUST

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