

YOUR FUNDRAISING GUIDE





YOUR #TEAMVSO

By raising money for VSO, more volunteers can reach more people to build a world without poverty, where no one is left behind. That's a big deal, so thank you.

Getting started can be nerve-wracking, but don't worry – that's totally normal. Fundraising is a journey but not a solo one. Not only do you have our support, but fundraising is also a brilliant way to connect with friends and family and often to meet new people too.

This guide is a great starting point with lots of tips, tricks and tasters of what you can achieve. So read through, pick out anything that will help you and refer back to it whenever you want. If you have any questions, feel free to contact us with anything at all. We're on your side and thrilled that you're on ours too!

Thank you so much for helping us tackle poverty, together.

The VSO Community and Events Team

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OUR FUNDRAISING CHAMPIONS



"I was well supported during my fundraising and even though it was challenging I was successful. I

had a target I felt comfortable with and felt I could achieve. My target of travelling 250km in a month fit in with my lifestyle but was enough of a challenge to get the sense of achievement on completion."

Liz Hibberd raised £200 for VSO. Enough to pay for four solar powered torches for health workers to use when the lights go out when a woman is in labour.

Marie Conmee raised £1,331 through the Ceilidh night and everyone had loads of fun!

"I have been to a few Ceilidh dances before and I have always had such a laugh. They make such a fun night out instead of the same old pub quiz. I am very lucky to have such talented musicians, and Irish dancers as family friends who made the night such a great success!"



Carlos will be running the London Marathon next year and is raising awareness through his training runs in his home country of Costa Rica.

"I wanted to get involved in volunteering so I checked the charities through the marathon's website and saw the amazing work VSO does. By joining #TeamVSO-London Marathon I accepted the challenge knowing that I am part of a community of volunteers around the world that have set their minds in a common goal: to give the chance of a brighter future to many vulnerable people in need."



LEAVE NO ONE BEHIND

At VSO, we're working for a world without poverty, where no one is left behind.

Our volunteers live and work in the world's poorest communities. Right now, VSO is educating child refugees in Bangladesh, bringing solar power to Malawi and rehabilitating prison inmates in Zimbabwe.

What can you do to help?

We simply couldn't do any of this without amazing people like you.

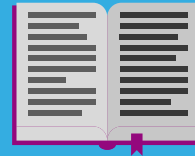
By offering your time, effort and creativity to raise money and awareness of VSO, you will be supporting more volunteers to help communities to take ownership of change and reach out to the most remote and excluded people.



A child beside one of the Solar Mama lanterns at a community members' meeting in Chatsala, Malawi.



Here are just a few ways you're helping to change lives



In Uganda, only **1 in 10** girls is able to finish their primary education. VSO is helping girls to reach their full potential through inclusive education programmes

In India, VSO has helped **5,000** farmers improve their knowledge on good agricultural practices, enabling them to reduce production costs and increase yields



In Zimbabwe VSO works with prison communities to improve health outcomes for HIV positive inmates and has trained **514** inmates to support other HIV positive inmates

SEASONAL FUNDRAISING IDEAS

Each season brings new opportunities for fundraising.
Pick your season and get creative!

All things new – Celebrate new beginnings by hosting a spring get-together.

Easter egg hunt – Organise an egg-cellent (sorry) Easter egg hunt in a local park or your garden and invite local families.

Spring sale – Whether on eBay, facebook or at a car boot sale, spring is a great time to offload for a good cause.

Spring

Summer

Outdoor film screenings – Why not choose a film based in one of the countries VSO works in?

Sponsored challenges – Challenge yourself to keep going for a certain amount of time and ask for sponsors.

BBQ – Entice your friends and family with the smell of smoky goodness. Put on games, music and entertainment and you're on to a winner.





Autumn

Halloween party – From apple-bobbing and pumpkin-carving to fancy dress contests – there's so much to choose from in the spooky season.

Talent show – Round up all your friends and family and host a themed talent show.

Quiz night – You could theme some questions around VSO but however you choose to run it, make sure there are fundraising elements

Take a break – Give your body a sponsored break from something for a month in January e.g. chocolate, booze or meat.

Christmas – Host a Christmas jumper party, ask friends and family for "last hour's pay" before the holidays to be donated. Get creative and make Christmas count.

Get crafty – Why not invite friends and family to escape the cold and get cosy by hosting a craft evening? You could even sell the things people make at a local craft stall.

Winter

PLAN YOUR FUNDRAISING EVENT

Here are some tips and tricks for planning a successful fundraising event. There is a full guide to download from the VSO website but these should get you started!

The basics

- **Having a plan** – There are plenty of things to plan. Download our fundraising planner and think about the 'what?' 'where?' 'how?' 'when?' and 'who?' of your event.
- **Using your contacts** – Asking for help can come in many shapes and sizes, from selling tickets to asking for raffle prize donations. (Read more on page 9 about network mapping)
- **Setting a budget** – if you can raise £3 for every £1 you spend, then you're on to a winner. Take into account unexpected costs you may incur and make sure you can afford it.

'TOP TIP' Download the full guide on our website





'TOP TIP' Twitter, Eventbrite, Facebook and Twitch are great for promoting and selling tickets for your event as well as hosting gaming fundraisers!

Promoting your event

- **Capacity** – Have an idea of how many people you need for your event and aim to get a little extra to account for drop outs
- **How to promote** – There are lots of ways to promote your event. This could include social media, local press, posters in your community, or simply asking friends and family to spread the word.

'TOP TIP' We can help you with your press release for a newspaper, get in touch to find out more

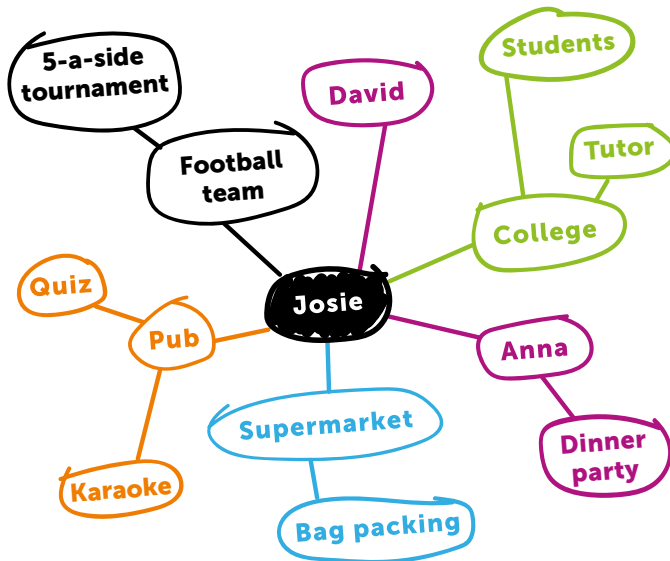
Set up a fundraising page

Setting up a fundraising page on JustGiving couldn't be easier. Go to justgiving.com/vso and click 'Fundraise for us'

'TOP TIP' Some ways to raise money at your event include raffles, auctions, competitions, minimum sponsor, matched funding, entry fees

NETWORK MAPPING

We love this activity. It can really help you identify all the different networks you might be able to access. If you need support doing this then just give your VSO Events Team a call.



1. Write your name in the middle of a piece of paper.

2. Draw lines out from the centre and put the name of a friend or a network that might help you fundraise. Here are some examples:

- Your old school
- Friends from uni
- Workplace
- Family
- College
- Friends
- Community spaces
- Local businesses

3. Next, think of a fundraising activity they could help you with.

Take your time and try to fill up the page.



Children in a school in Cambodia where VSO volunteer Wim Lancsweert volunteers to monitor and improve education in the province.

OUR TOP TIPS

Have a back up!

Even the best laid plans can occasionally go wrong. If your event didn't raise as much as you'd hoped, don't worry! Always have something else up your sleeve to fall back on and leave yourself enough time to use your back up activity should you need to.



Tag on

There are plenty of significant and quirky days to mark everything from World Book Day to Puppy Day. Find one that resonates with you and use it as a theme for your fundraising.

Get kitted out

We have a range of VSO resources to download from the website and can also provide you with extra materials through the post. Give us a call or email **fundraising@vsoint.org** to find out more.

Paying in funds

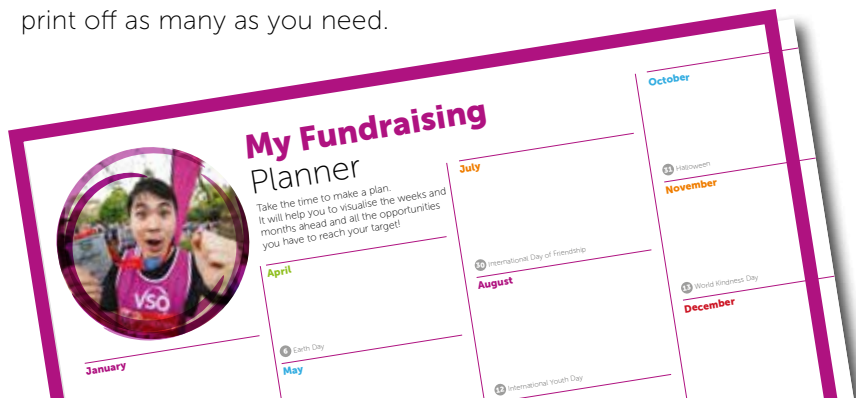
You can pay in funds online, by post or phone:

- **Online** – Set up a JustGiving page at justgiving.com/vso
- **Post** – Send a cheque (not cash) made payable to VSO, along with a paying in form, to VSO, 100 London Road, Kingston upon Thames, KT1 2QW
- **Phone** – You can make a donation over the phone by calling 020 8780 7500



Downloadable tools

There is a range of downloadable fundraising tools available at vsointernational.org/fundraise. Visit and print off as many as you need.



Keep in touch

The VSO Events Team can always help with anything you might need so please make use of our experience and advice. We always enjoy seeing what you've been up to as well so please send over pictures and updates whenever you like!

AND FINALLY

Here are a few notes on keeping your fundraising safe and legal. Please call us with any questions.

- **Charity number** – It's important that your supporters know where their money is going so include the line 'In aid of VSO, registered charity number 313757, SC039117' on any materials for your event (e.g. posters).
- **Street collections** – There are different rules on this depending on the local authority so make sure you contact them to ask for a licence before going out onto the street. If in any doubt, ask us.
- **Representing VSO** – Your fundraising materials must not suggest that you represent us, only that you are fundraising in support of us. State that you're a volunteer when collecting – if you request a letter of authority from VSO it will do this for you.
- **Under 16s** – If anyone under 16 is involved in the fundraising in any way, please make sure that they have permission from their parent or guardian, and are properly supervised by a responsible adult.
- **Lotteries** – If you are planning any type of lottery (such as a raffle, tombola or sweepstake), please note that there are strict rules. Check guidance at gamblingcommission.gov.uk. In Northern Ireland check nicva.org.
- **Health and safety** – Conduct a risk assessment before all events and consider contacting St John's ambulance and your local fire station for advice. Check out hse.gov.uk for more information. For events at work, make sure it complies with the Health and Safety at Work Act 1974.

NOTES

**If you would like to know more about VSO's work
worldwide, visit www.vsointernational.org**

VSO

100 London Road
Kingston upon Thames
KT2 6QJ
UK

+44 (0)20 8780 7500

enquiry@vsoint.org
vsointernational.org
youtube.com/user/vsointernational
vsointernational.org/blog

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