



Fundraising Pack



Hello fundraiser

If you're reading this, it means you've signed up to volunteer with Soft Power Education. Thank you. It is because of the ongoing generosity of volunteers like you that we are able to keep on working to improve quality of life through education at a grassroots level here in Uganda.

Fundraising is a very important part of your journey as an SPE volunteer. It is really important that you understand our programmes and can speak clearly and passionately about why you are volunteering with us. Make sure you've read our website and information packs thoroughly, and keep up-to-date by following our social media.

The money raised from fundraising by volunteers goes to ensure that our programmes continue to run. That's **alternative education** (our two pre-schools, special educational needs programmes and Learning and Education for All Programme), **livelihoods** (working together with communities to help them generate sustainable, eco-friendly income generating projects and ensuring they benefit from tourism) and **school infrastructure** (transforming government primary schools into safe, creative and inspiring learning environments).

Fundraising is also a great way for you to raise awareness of our work so that we can continue to run. You'll develop your transferable skills, and might even have some fun along the way!

As a volunteer, you've kindly agreed to fundraising a **minimum of £90 per week of volunteering**, which is easily achievable in the time between now and your trip to Uganda. However, we understand that fundraising can be a daunting prospect to begin with, especially if you haven't done it before. Don't worry. We are here to help.



Getting started

Although your trip may seem like a long way away, it's very important to get started right away. The best thing you can do to kick-start your fundraising is to set up an online giving page.

Online giving is a simple and secure way to collect donations online. Family and friends can donate to you with a few simple clicks, and the money is automatically transferred directly to us on a weekly basis. Your page can be easily shared on social media and there's even options to text donate.

You can fundraise for Soft Power Education via JustGiving, BT MyDonate and Virgin Money Giving.

JustGiving

1. Login or create a JustGiving account (this won't cost you anything!). Now you can create a page.
2. Make sure you tick 'no' for 'are you planning to ask for donations to your JustGiving page in return for goods, services or other benefits?' and 'is your charity contributing to the cost of your fundraising?'
3. Next choose your JustGiving web address. It's best to use your name so your page is easily found.
4. You will receive an email informing you that you have created a JustGiving page for SPE. We'll also be notified that your page is active.
5. Your page is now ready to personalise! Edit your page title, add your full fundraising target and at least one photo.
6. Edit your summary. This is just brief description at the top of your page so keep it short and snappy! Finally, edit your personal story. If you are unsure about what to write, start with what you're doing, why you're volunteering with us and what we do. Telling people what volunteering with SPE means to you gives them an incentive to donate! Don't forget to say thank you!
7. Once you've done this, you'll be able to review the information and share the page. It's also a good idea to personalise the thank you message each donor automatically receives. You can set up your own JustTextGiving code to share on social media and at fundraising events where people have no cash.

BT MyDonate

1. Login or create a BT MyDonate account (this won't cost you anything!). Now you can create a page.
2. Once you're logged in, click on 'start fundraising' from the navigation tabs at the top of the page. Then click 'create my challenge' from the middle box on the 'start fundraising' page.
3. Add details about the event and whether your fundraising is eligible for GiftAid (it is!).
4. On the next page, select SPE as your chosen charity. Enter your fundraising target and make sure you tick 'no' when it asks if you're 'receiving any benefits from the charity you are fundraising for?'
5. Build your page following JustGiving steps 5-6. You only have 30 mins to complete your page before it times out.
6. Once you've done this, you'll receive a confirmation email containing a URL which can be shared.

Virgin Money Giving

1. Click 'create your page' on the Virgin Money Giving homepage. They'll ask what kind of event you're taking part in, when the event is taking place, where, and whether you're fundraising alone or with friends. They'll also ask for the name of the charity you are supporting.
2. To set up your page, it will ask you to register. If you're already registered, simply log in.
3. Choose a name and customise your page (following JustGiving steps 5-6) by clicking the 'create my page' button. Easy!

Remember...

Soft Power Education is a completely non-profit organisation. We continue to strive to ensure that our overheads are as low as possible, and that as much of the donations we receive as possible is spent on our programmes. We have no offices or employees outside of Uganda, and minimum marketing and fundraising costs.

Amongst a plethora of expensive, profit-driven volunteering companies, we offer exceptional value for money for all volunteers taking part in our programmes. With almost 20 years of experience working in Uganda, we implement all of our projects as cost-effectively as possible.

Your donation remains completely separate from any personal expenses, allowing for exceptional transparency in terms of where your money is being spent.

Deadlines

Your fundraising deadline is **12pm on the last working day before you begin volunteering with us** (if you start volunteering on a Monday, we will need your fundraising by 12pm on the Friday before).

To help you break down your fundraising into manageable chunks, we recommend that you set your own 'soft deadlines' in the weeks leading up to your trip. We will also keep an eye on your online fundraising page. This is so we can identify anyone who may be struggling with their fundraising and offer them additional support.

If you haven't reached your minimum fundraising target by the deadline, your position as a volunteer may come under review. If you are struggling to meet your deadline, please let us know as soon as possible so that we can help!

Remember, £90 per week is your minimum fundraising target but the sky's the limit! Many of our volunteers have gone above and beyond in the past, and the more you raise, the more we can do! Whilst you're here, keep your donors updated through social media and updates to your online giving page - it often encourages them to dig even deeper!

Check out our fundraising A-Z for loads of ideas of how you can smash that target!



A-Z

A

art exhibition, auction/auction of promises, afternoon tea, abseil, aerobics, arts & crafts fair, armwrestling, antiques roadshow.

B

bag packing, barn dance, BBQ, bike ride, bingo, book sale, bucket shake, bungee jump, Bridge night, baked bean bath, beat-the-goalie, bring & buy sale, babysitting, bad jumper day, bake off, battle of the bands, beard shaving, badminton tournament, blind date, back-to-front day, Burns night, BTMyDonate

C

cake sale, car boot sale, car washing, carol singing, children's fun day, cinema screening, coffee morning, concert, casino night, curry night, cheese and wine night, chocolate ban, coppers collection, cook up a storm, cricket match, contact old school/workplace, corporate sponsorship, comedy night.

D

dinner party, dinner dance, dog walking, dress-down day, doughnut sale, darts match.

E

Easter (egg hunt, egg painting), egg and spoon race, eating competition, eBay, email friends/family, expert talk.

F

fancy dress, fun run, fashion show, football tournament, fete/fair, face painting, festive lunch, film night, five-a-side.

G

games night, give up..., go-karting, golf tournament, garden party, Guy Fawkes night, gift wrapping, guess the..., Greek night.

H

how many...?, Halloween party, head shave, Hogmanay, hobbies.

I/J

It's a Knockout, icy dip, international evening.

jazz night, jumble sale, jewellery making, jog-athon, joke-a-thon, JustGiving.

K

karoake competition, knitting competition.

L

line dancing, loud tie/jumper day, line of coins, litter picking, luncheon, ladies night, lawn mowing, local paper, local businesses.

M

murder mystery night, marathon, movie night, mile of coins, mini Olympics, money boxes, matched giving, magic show, music night, masquerade ball, market stall, masterclass.

N

non-uniform day, New Years Eve (party, resolutions), name the..., nearly new sale, netball tournament, nominate a...

O

open mic night, odd job day, of ice party.

P

parachute jump, Pancake Day, photo shoot, pub crawl, penny jar, penalty shoot out, plant sale, poetry night, party planner, publicity.

Q/R

quiz night, Question of Sport.

radio campaign, raf le, rugby match, rounders, recycling, race night.

S

sponsored... (walk, run, silence), sports day, swear jar, sweepstake, soak the..., swimathon, sell, skydiving, social media, St Patrick's Day.

T

tombola, treasure hunt, triathlon, tea party, talent show, taxi for the day, tuck shop, tennis match.

U/V

unwated gifts, University Challenge, up-cycling, (down) under day.

W

walk, wax it, wear it, white elephant stall, who's that baby?, window cleaning, wellie throwing, wheelbarrow race, wine tasting, world meal, whole heap of change.

X

X-Factor, Xmas (mistletoe kisses, mulled wine and mince pies, gift wrapping, carol singing, festive lunch, Santa dash, Santa's grotto).

Y/Z

yoga.

zip line, Zumba-thon, zodiac evening.

Do...

Make a plan! Forecasting how much you can raise, where and when is key to your success.

Shout about it! Spread the word about your fundraising using social media but remember there are other ways of contacting friends/family. Send emails and letters explaining why you are volunteering with us and how people can donate. Asking 'big donors' (those who are likely to donate larger amounts) first will help to kick-start your page.

Make it personal! Research has shown that online giving pages with a profile picture were 25% more likely to get donations. Keeping people up-to-date with posts and pictures to show how your fundraising is going will highlight how much effort you're putting in and encourage people to donate. Update your page and then share it again!

Get permission! Ensuring you are abiding to the law regarding licenses and permissions, particularly for door-to-door collections, bucket shakes and events selling alcohol or public entertainment.

Work together! If you're volunteering in a group, organise your events as a team.

Take lots of photos and send them to us. Not only does it help future volunteers, but we can help showcase your fundraising and encourage people to donate.

Say please and thank you! It encourages others to donate.

Don't...

Leave it to the last minute! Breaking your fundraising down into chunks makes it more manageable and it often takes a while to get necessary permissions such as street collecting permits.

Don't put yourself at risk! If you question whether a potential fundraiser is risky, don't do it!

Worry! We are always here to help but we're not mind-readers. If you're struggling, get in touch! You've also got plenty of support from your leaders and RAG.

Make it FUN

Fundraising is far easier if you're enjoying it!

When planning an event, think about the kind of events that you, your friends and family will enjoy. Utilise your strengths and hobbies. Do you need to make any bookings? Who will you invite? Who can help? What can you get for free?

During an event, don't limit your fundraising to just i.e. the price of a ticket. At the event itself, have extra fundraising opportunities such as a collecting bucket or raffle.

FAQs

Can I fundraise for my personal expenses (i.e. flight, vaccinations, insurance)?

As an organisation, we strongly disagree with and discourage volunteers from fundraising for their personal expenses. We expect any volunteers who do reach their minimum fundraising target, and who wish to ask family and friends to contribute towards their personal expenses, to ensure they are very clear about where this money is going.

How do I pay in offline funds?

If you've received small cash donations, it's easiest to pay the amount into your own bank account and then donate it to your own online giving page, with a note of where the funds have come from. Any cheques need to be written out to Soft Power Education and posted to us. Remember to write your details on the back of the cheque so we can identify it as yours. Alternatively, all cash donations can be paid directly into our UK bank account. Most online giving sites charge a small fee on each donation, so the only way we receive 100% of your donation is if you send it directly to us. This is especially important for larger donations! If you're receiving donations from abroad, see our international bank details. Ask the Group Volunteer Programme Manager for further information.

Does Gift Aid count?

Gift Aid is designed to give charities additional funds, if applicable, on top of donations. Therefore you still need to hit your £90 fundraising target without any Gift Aid amounts.



Good luck!

From all of us here at SPE, a huge good luck as you embark on your fundraising journey. It really is rewarding when you arrive on project and see exactly where your fundraising has been spent and the children who will benefit.

We look forward to seeing you soon!

