



fundraising manual

Dear GVI Volunteer,

Congratulations on choosing to join GVI in the field, you've taken the first step on what could be a life changing adventure; not only for you but for the community, wildlife and habitat that you are going to be contributing your time, skills and energy to.

You might even be thinking 'what have I got myself into?' Rule number one is don't panic! We know it can be daunting when you are faced with the prospect of raising the required funds to take part in a GVI expedition. However, with proper planning, a good imagination and lots of friendly determination, fundraising will be successful and can even be fun. Please don't forget that there is no harm in raising more money than the contribution fee, which can be used by the project director to help our local partners in the field.

Global Vision International is here to support you all the way. As well as providing you with the following hints and tips on tried and tested methods of fundraising, GVI is happy to provide you with additional materials (such as posters and information specific to your expedition) to help you in your fundraising campaign.

We hope the following information is useful and encouraging. Don't hesitate to contact us for further information or to put you in contact with ex-volunteers who have successfully raised the funds and more for their expedition.

Good luck from the GVI team!



Getting Started

Planning and Preparation

Your fundraising campaign will be more successful if it is planned and organised. For this, you will need to prepare by defining achievable goals within a realistic timeframe.

Consider the following:

- What am I trying to achieve?
- How much time have I got?
- How much money am I trying to raise?
- What are my motives for doing this expedition?
- Who do I know that can help?
- What am I good at that can help me raise money?

Be Realistic with Time and Resources

Don't make your job even harder by trying to raise all of the contribution fees the month before you travel. By looking at the time you have available before your trip and planning properly make a realistic and achievable goal to work towards. Remember all expeditions require full payment 12 weeks before the start date, so don't get caught out!

Get Your Facts Straight

To successfully convince your friends, family, colleagues and others around you to part with their hard earned cash in order for you to jet off to exotic lands, you need to be able to give these potential funders a concrete idea of what you are doing and who you are doing it for. You are much more likely to raise the money you need by really knowing your stuff.

Consider the following:

- Who is GVI?
- Which local partners are involved in the expedition?
- How are you helping by joining the expedition?
- Who benefits? (For example, local communities, NGOs, the environment)

For example, by joining the Marine Conservation Expedition to Mexico, you will spend 10 amazing weeks living by the Caribbean Sea, scuba diving most days and living the simple life. Yet you are also supporting the largest marine conservation project of its kind, assisting one of the largest NGO's in Mexico in key conservation projects along the Mesoamerican barrier reef and among the communities of the Mayan Riviera. Your input is crucial on this expedition in order to provide the manpower and funding necessary for these habitat-saving initiatives to continue and relieve the pressure caused by over-tourism on the Yucatan peninsular.

GVI will of course help out where possible in providing information on GVI, GVI expeditions and our local partners.

What Makes a Successful Fundraiser?

In order to be a successful fundraiser you should remember to:

- Be positive
- Be persistent
- Be enthusiastic
- Research and use your contacts
- Get creative and use your imagination
- Don't be afraid to ask everyone you know
- Be organised
- Keep your goals in sight
- Get your facts straight
- Have confidence in your expedition
- Never be afraid to ask
- Smile!

Start Networking

Networking is key to the success of your fundraising strategy. You can't possibly raise all the money by yourself, so enlist everybody you know everywhere! Start by considering your position in the workplace, school, university or community and plan the best way to get those around you to help you. Friends and family are always a good place to start and can help by giving you support and ideas. As well as getting them actively involved, they probably have more connections than you ever realised.

Points to consider:

- Who do you know and how can they help? (For example: friends and their connections / family and their connections)
- Where do you have access to people? (For example: school, work, university, local travel clubs, the gym, rotary groups)
- Do you know anyone who has done this before?
- Who might be able to donate cash / gifts if you hold an auction?
- Don't be afraid to ask your boss!



Get the Press Involved

Publicity is very important as it gets your message over to more people.

We don't mean beam yourself over international television – that really is difficult to achieve, but target the local press: your local weekly newspaper or even radio station. They are usually crying out for local stories and achievements. All it takes is call to the paper and explain who you are and what you are doing.

Points to remember:

- Find out the names of the relevant feature writer/reporters
- Think about what makes your story unique
- Give your story an interesting angle.

Prepare and write down a few minutes of introduction before you telephone and have these notes in front of you while you are phoning. This will help you feel more confident and will assure that you don't forget key points. The object of your call is to a) get an email address of someone to send some information to b) actually speak to a journalist on the paper and tell them your story.

Think about what you are trying to get publicity for. Is it a particular event? Your expedition in general? Are you hoping for a local sponsor?

For example, you might say:

Hello my name is xxxxxxxx, can I speak to the features editor?

I am trying to raise money for an expedition to the Rainforest of Costa Rica. I will be running a marathon / holding a car boot sale, etc. in two weeks time in order to raise the funds. I am looking for sponsors.

Have all your information ready about GVI, the expedition you are joining, the expedition focus and its local partners. Remember to know your facts – what you are doing, why and how you are doing it, and who it is benefiting from you volunteering.

It may even help to prepare a press release on yourself and what you are hoping to achieve. Phone up and find out who to email or post press releases to and don't forget to follow up with a phone call after you have sent it. Press love pictures too, so have one of yourself ready, and you can always ask GVI for one of our pictures from our website if necessary. Remember to think about what makes your story unique.

Building up a good relationship with the press is always beneficial and they may even like the idea of publishing some of your diary extracts when you return.



See below for an example of a press release:

Press Release

Jody is raising funds for Costa Rica

Local student of Kempton College, Jody Baker, is planning to join a GVI expedition to the rainforest of Costa Rica to participate in critical conservation initiatives along the coast and help with environmental education in the local communities...but she needs your help to do it!

Jody has a packed schedule of fundraising activities planned, including a sponsored swim, garage sale and charity auction, to be able to raise the funds (just over £2000) to join the expedition. Jody's first event is a pub quiz held on Saturday March 19th at the Red Lion, George Street. The quiz starts at 7pm and costs £10 per team. Prizes include: £50 cash, wine and a body massage. It promises to be a fun night, and the bar staff have even promised to be in fancy dress to support the cause! Come along and join the fun and raise money for Costa Rica.

Jody will be travelling to Costa Rica with Global Vision International, one of the UK's largest organisers of conservation expeditions worldwide. It will be an experience of a lifetime for Jody, as she will spend 10 weeks working alongside a group of volunteers from all over the world as she lives in the rainforest of Costa Rica. Jody will receive valuable training and experience the culture and way of life through participating in community and conservation projects.

Global Vision International also runs expeditions to Mexico, the Seychelles, South Africa, the Amazon and Patagonia. More information on GVI can be seen at www.gvi.co.uk or by emailing your nearest office (see footer for details).

For further information about Jody and her big adventure please call Jody on xxxxxxxx or email xx@xx





Writing Letters

Letter writing is probably the most tedious, most time consuming, least fun and least rewarding way of fundraising. These days national companies and most local businesses all have their own ways of donating to charity and receive letters from the general public reluctantly. However, if you are going to try out this traditional route bear in mind the following:

- Whether you are writing to local businesses, grant making trusts, friends and family, **MAKE YOUR LETTER STAND OUT**
- Write to local organisations, not head offices / national headquarters
- Do your research: write to a specific individual (call to find out their name). Do NOT send photocopies or letters 'To Whom it May Concern'
- If possible, personalise your letters, for example: my cousin John Smith suggested that I write to you
- Get your facts straight about GVI, the expedition goals and who benefits from your involvement in the project
- State what other fundraising activities you have lined up
- Restrict yourself to letters to being a maximum length of two pages
- Enclose a general GVI information page
- Make it know that ALL donations are gratefully received, however small
- If you are writing to a company, bear in mind that they might be able to help by providing goods, as opposed to finances
- Follow up the letter with a phone call
- If successful and you have a positive response don't forget to say a massive THANK YOU!

Events

Events and social occasions are a great way to raise funds, create publicity within your local community and also have a bit of fun!

If you are thinking of holding a party spend time choosing the venue and trying to get the best deal. Be confident, polite, enthusiastic, and know your stuff when approaching the owners of pubs, restaurants, theatres etc. Explain what you are doing, who it is for, and always try to get the owners to give you a discount over the hire of the venue, drinks, food or whatever else they can offer.

Perhaps a restaurant may organise a set menu for you which would normally be worth £15 together with a discount on wine. Therefore if you get your guests to pay £20 it means you make £5 on each ticket sold and the restaurant doesn't lose out. As long as the food and atmosphere are worth it no-one will complain.

Steph Thorns raised £240 towards her project in Guatemala thanks to her local theatre. She was offered the option to buy top tickets for a show (sale or return) at £15 each (£10 less than the face value). She was then able to sell them for £20 (still £5 less than the actual price) and the profit went towards her fundraising.

Here's a list of ideas that GVI Expedition members have embarked on over the years:

- **Auctions**
- **Fancy dress parties**
- **Parties related to the country you are visiting**
- **eg. Mexican beach party**
- **Film festivals**
- **Picnic party in the park**
- **Litter picking**
- **Making recipe books**
- **Giving cookery classes**
- **Car washing marathon**
- **Murder mystery nights**
- **Mufti day at school/work**
- **Reduced menus at restaurants**
- **Reduced tickets at the local theatre**
- **Wine tasting evenings.**

The golden rule for all events is to make sure you get lots of publicity by telling everyone you know and involving the press. Stick posters up where you can in local shops, pubs, schools, the library etc.

Always leave collection tins in sight during the event so that all your party-goers can empty their pockets of loose change and help you raise money that way. Please note: legally you should not organise raffles or lotteries (see under Legal Guidelines).

Make use of the time of year, look at your calendar to see what is going on that is worth celebrating and find out if there are any special events happening where you live that you could involve in your fundraising efforts.

Special days throughout the year:

January

New Years Day
Australia Day
Chinese New Year
Burns Night

February

Islamic New Year
Valentines Day
Pancake Day

March

St David's Day
Commonwealth Day
St Patrick's Day
Mother's Day

April

April Fools Day
Easter
St George's Day

May

May Day
Buddha Day

June

Father's Day
Summer Solstice

July

Independence Day
Bastille Day

August

Summer holidays

September

Harvest Festival

October

Jewish New Year
Halloween

November

Diwali
All Saints Day
Bonfire Night
Thanks Giving

December

Winter Solstice
Christmas
New Years Eve



Talks and Presentations

Offering to give talks at schools, local groups and travel clubs is another way of publicising your expedition and fundraising activities, and can also raise money. Some local groups even pay to have speakers.

Groups include:

- **Schools/colleges/universities**
- **Round Table**
- **Rotary Clubs (www.rotary-ribi.org)**
- **Lions Clubs (www.lionsclubs.org)**
- **WI**

Sponsored Activities

The trip itself could be enough for some people to pledge money to you but you could also do some sponsored activities too. Grab a few friends to do it with you and do a sponsored: walk, weight loss, swim, climb, marathon, fun run, bungee jump, three-legged walk, bike ride, or something else...the list is endless!

The first few pledges on the form will dictate what everyone gives so make sure you give the form to your most generous friends and relatives first! Carry sponsorship forms with you all the time – one for larger amounts and one for smaller amounts, and be sure to collect the money as you go to avoid having to chase people later.

As with other events, be sure to advertise what you are doing and give yourself as much publicity as you can. Make a small poster with the GVI logo and put up posters at school, work, local newsagents, etc. Be sure to use the GVI literature to validate your events and ensure people are aware of exactly where the money is going.

Safety at Events

When you run an event it is important for you to recognise that GVI has no responsibility for managing or organising any fundraising events and does not accept any liability arising from these events for theft or loss of or damage to property, personal injury, death or other losses (except as mentioned below). As you are responsible for these events you should therefore ensure that any necessary safety precautions are put in place. However, GVI accepts liability for death or personal injury arising solely out of its own negligence.

Legal Guidelines

Bear in mind that some fundraising exercises will need a licence or permission from the relevant person, so it's always worth checking beforehand!

For example:

Liquor Licensing Laws – If you wish to sell alcohol at an event, you should check with the licensing officer at the police station local to the event whether you need a licence to do so.

Public Entertainment Licences – If your event involves some public entertainment (e.g. performance of live music, playing of recorded music, making music or dancing), you may need a licence from the local licensing authority. Most public buildings like church halls or community centres already have these. However, you should check with your local authority whether a licence is needed.

Raffles and Lotteries

Please note you should not organise raffles or lotteries. These would be unlawful because they would be for your private gain.

What Are You Good At?

If you are stuck for original ideas or your plans just simply aren't working, try thinking about what you are good at and, most importantly, what you enjoy doing. See how those activities and skills can be incorporated into a fun fundraiser (e.g. cooking, typing, playing football, running, baby sitting, shopping, or singing).

Offer Your Services

You can just simply offer your services to people, to wash cars, cut the grass, offer to do people's shopping, clean shoes, iron shirts, walk dogs, baby sit etc. Remember every penny counts towards going on your expedition of a lifetime!

Get Creative

Innovative and creative fundraising ideas can give you the leverage to approach larger audiences and are more fun.

Get the Timing Right

This is where strategy comes in to play! Ever noticed how much more readily people part with their money after pay day? Or after a few drinks? Why not include a little note in with your Christmas cards asking for donations?

Always Ask Permission

This is another of the golden rules! From your friends and family to local businesses and the local pub, always ask before you put posters up or collection tins out. Most people love to be involved in fundraising and they like it even more if asked politely by a happy and enthusiastic person.

Always Have a Plan B

Tempting as it may be, try to avoid putting all your eggs in one basket (i.e. don't bank on the fact that your three-legged pub crawl will raise all the money you need in one evening). Always have a plan B or, better still, a variety of different methods and ideas that you are using to raise your funds.

Stay Positive

It sounds like a cliché but a positive attitude will help you through those low times when things don't seem to be going your way.

Remember, who would you rather give your money to support:

- Someone who's a bit down in the dumps and stressed out
- Someone who is bright and chirpy and full of enthusiasm for their up and coming expedition?



Keep Your Goal in Sight

In order to stay positive you've got to keep your goal in sight (i.e. 10 weeks on a wildlife expedition in the Amazon). Keep reminding yourself why you are trying to fundraise and who you are raising the money for. This is your expedition, your trip of a lifetime, your chance to make a difference when you travel, meet new friends and experience a whole new way of life which could change your life forever. It may even help to pin a photo of where you are going to your wall as a constant reminder of your once-in-a-lifetime trip.

Immerse Yourself

Yes that's right...become an absolute fundraising bore (albeit a happy, enthusiastic one)! Live, breathe, sleep and eat fundraising for your expedition wherever you go, to whoever you meet, for example: Jane was attending a publishing conference on behalf of her company and summoned up the courage to ask the people holding the conference if she could make an announcement. They agreed and within minutes she was in front of the room giving a two minute summary of the expedition she was making and the fact that she needed to raise funds in order to participate. After passing her woolly hat around the room, she had raised a welcome sum of £180... all because she had the courage to ask!

Keep Track of your Fundraising

If you are running a successful campaign you should have several different money spinners going on at the same time. Keep track of it all and make sure you receive the money that was promised to you. Don't be afraid to ask for it – you earned it! Similarly, make sure you thank everyone who has helped in some way e.g. restaurants, local businesses, friends and family. If you build up a good relationship with the press, perhaps they will even publicise a thank you to all involved on your behalf.

Internet

As you know, the internet is a powerful way to reach a lot of people. If you have access to webspace then set up a site of your own. Not only will this help give people more information about you and the expedition, but you can also use it while you are away to keep a diary and put up your photos. This can be useful for all your friends, family and whoever else donated money to you, to keep up to date with your activities in the field, provided you have access to the internet of course! There is no need to embark on anything too elaborate, just enough to tell people what you are doing. You can even link the GVI website so people can see that the expedition is genuine and look for further information.

Steph Thorns raised a considerable amount for her project this way, see her site at: <http://thorns.info/guatemala/>

Each service provider gives tips on using your webspace (see <http://www.ntlworld.com/data-feeds/editorial/microsites/webspace/> for an example)

Paypal may be a useful resource.

Please note that although there is a justgiving service linked with the GVI Charitable Trust, this CANNOT be used to fundraise for your trip and is only applicable if you are fundraising directly for the the partners.



Other resources

Books

If you want to get some more ideas, your local library should have copies of all of these:

Fundraising for Dummies

by John Mutz and Katherine Murray

The Complete Fundraising Handbook

by Nina Botting

The Complete Guide to Fundraising

by P&P Sterett, Directory of Grant Making Trusts.
Eds: Anne Villmur & Elinor Denman

The Directory of Voluntary Organisations

Websites:

www.fundraising.co.uk

www.fundraising.com

www.fundraising-ideas.com

www.faze.com/rtbi (Round Tables in Britain and Ireland)

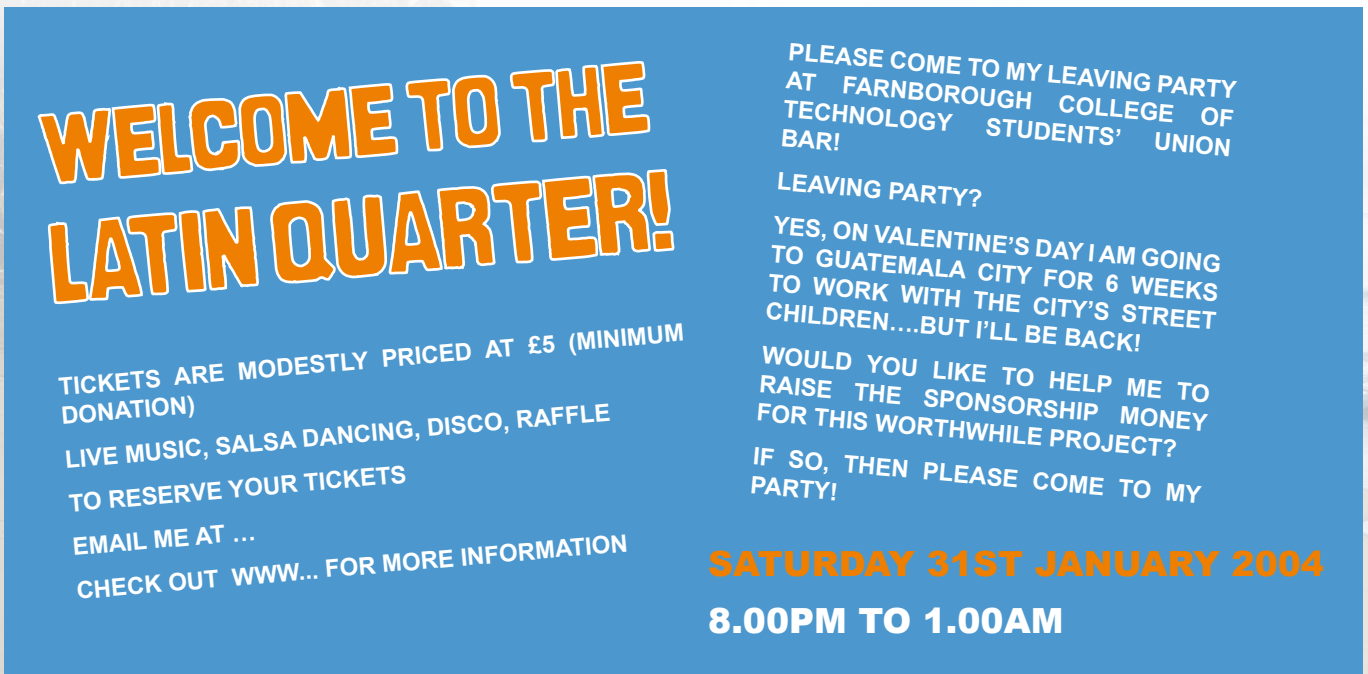
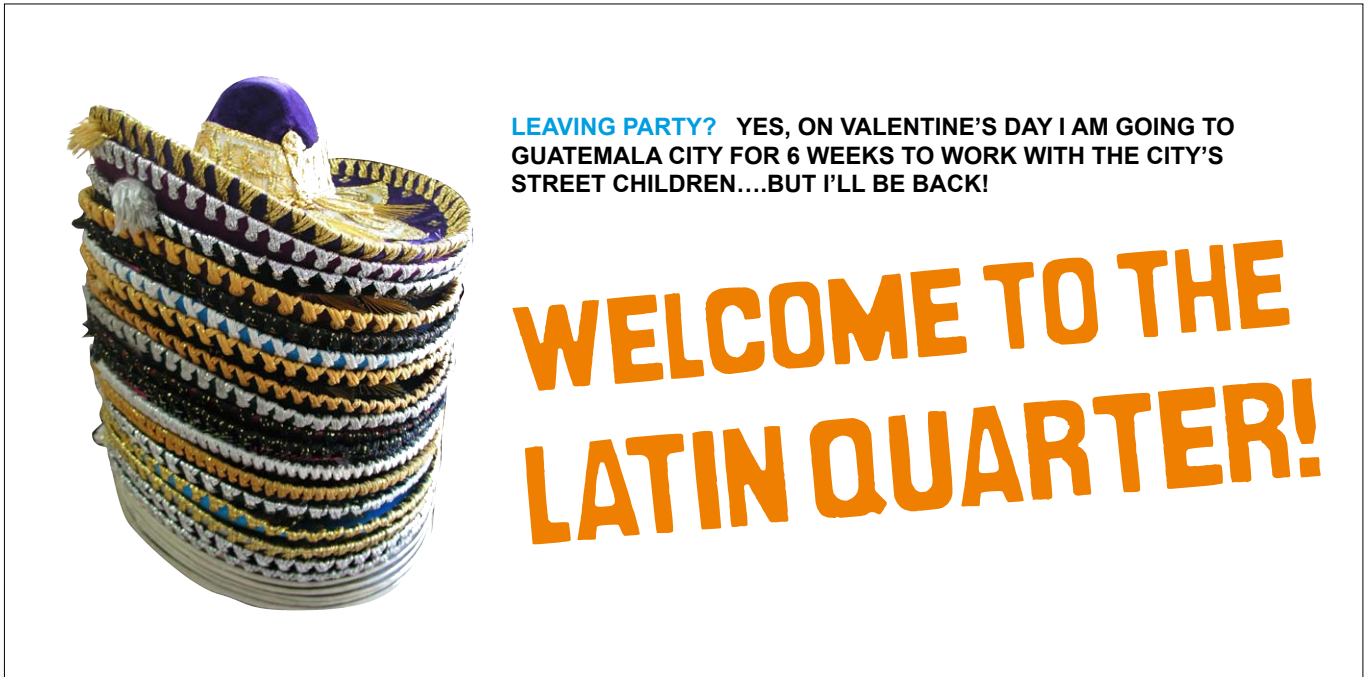
www.lionsclubs.org

www.rotary-ribi.org

Enjoy fundraising whatever you do
Good Luck from the GVI team!

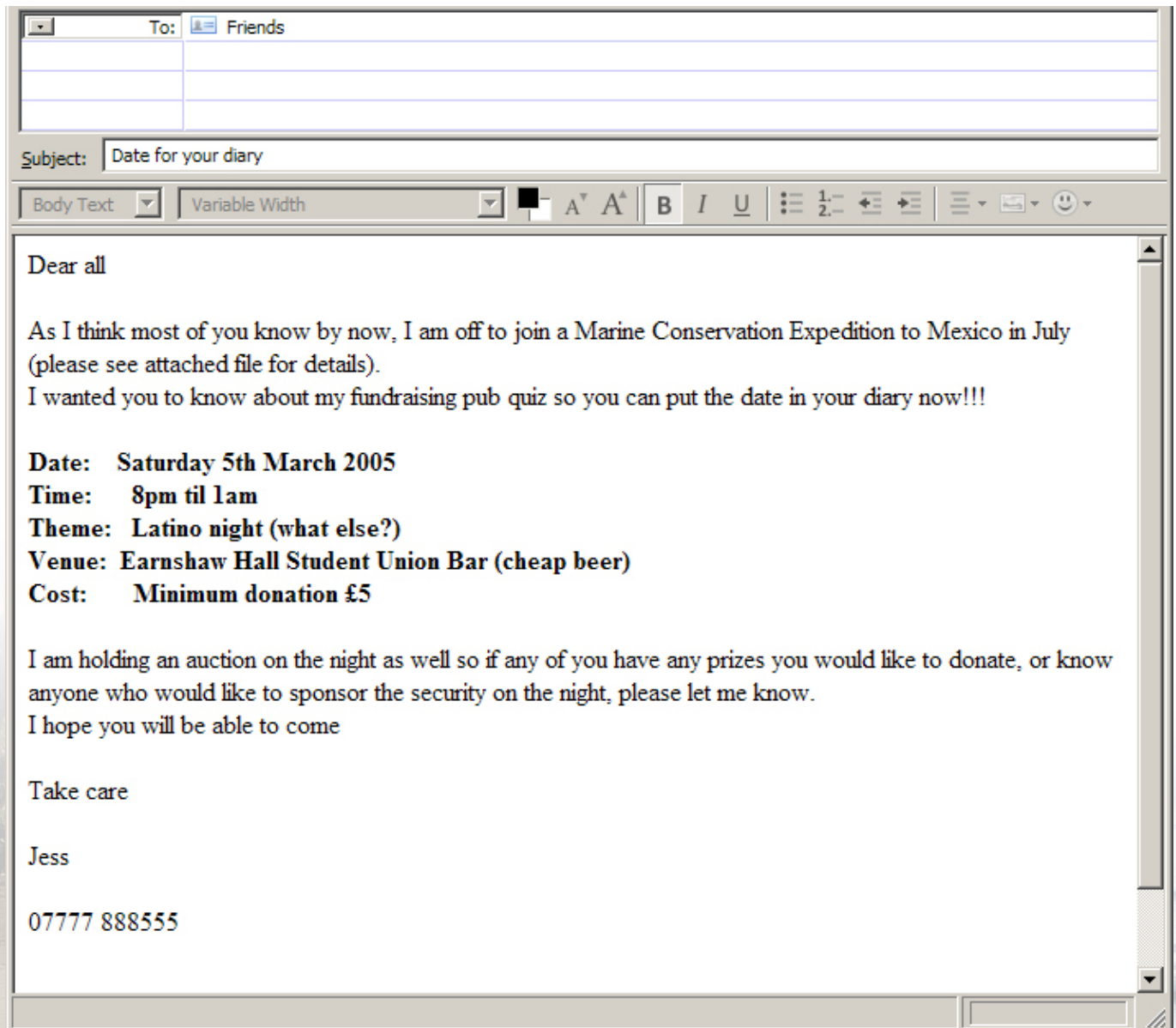


Appendix 1: Example of flyer used for a party





Appendix 2: Example email to friends





Appendix 3: Auction letter

My Name

My address

Phone number

Date

Dear Sir,

As one of the most successful local businesses in Bristol, I would like to ask for your assistance in a conservation expedition that I will be joining in September.

I am taking part in the GVI expedition to Edeni Game Reserve to join wildlife researchers and participate in key conservation programmes which will go towards the future of South Africa's Game Reserves. The expedition has been running for over four years and has already provided landowners and game reserve managers with critical information to help them understand wild animal behaviour.

If you have ever had the opportunity to experience an African Safari, you will agree that seeing animals in the wild is wonderful experience and we should make every effort possible to ensure that animals on reserves are managed properly. Please help me to raise funds for this expedition I would welcome sponsorship for the trip, donation of an auction prize or perhaps you could encourage your staff to attend a fund-raising Fancy dress party that I am holding at Southbury Village Hall on Saturday February 26th 2004 8pm-1am.

I will be pleased to acknowledge your help in any advertising that I produce over the next few weeks.

If you would like more information about the project then please email me on xxxxxxxxxxxxxxx . You can also visit the website I have set up on xxxxxxxxxxx .

For more information about Global Vision International please visit www.gvi.co.uk

I look forward to hearing from you.

Yours faithfully,

Steph Thorns RGN



Appendix 4: Flyer/Poster



It is never too late to make a difference in a child's life.

Help me to help them!

The Phoenix Project, based in Guatemala City, Central America, works with the city's disadvantaged children.

The project represents an effort to help the poorest of Guatemala's children to break out of poverty, in an empowering and permanent way - through education.

School offers a positive alternative to being on the streets or working in the rubbish dump.

For more information about the project and to keep updated with Steph's diary check out www...

Thank you all for your support

change
your
world



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