



For children and
equality for girls

A close-up portrait of a young girl with dark skin and curly hair, smiling warmly at the camera. She is wearing a light-colored, textured sweater over a dark polka-dot shirt. A large black backpack is visible on her back. The background is a blurred outdoor setting with warm, orange-toned lighting.

YOUR FUNDRAISING GUIDE

Tume, 10,
Ethiopia



THANK YOU for choosing to raise funds for our work with children and communities worldwide.

Whatever fundraising idea you've got in mind, we hope that the enclosed information will help to make it a great success!

Your support will help create a lasting difference to the lives of children and girls around the world.

The Supporter Engagement Team

ABOUT PLAN INTERNATIONAL

Plan International is a global children's charity striving for an equal world. One where every child can reach their full potential and every girl can choose her own future.

We bring people together to protect children's rights and keep girls safe, in school and in control of their bodies – even when disaster strikes.

We won't stop until we are all equal.

FUNDRAISING IDEAS

HOLD A FUNDRAISING EVENT

Pub quizzes to payday parties, curry nights to cake sales, sports tournaments to art exhibitions, there are lots of great ways to raise money and have fun!

Set a realistic fundraising target and get all of your friends, family and colleagues involved.

We're here to help!

GET SELLING

Do you need to do a clearing out of your clutter or clothes? You could list unwanted items on eBay or Vinted or take items to a car boot sale and then donate your profits.



A-Z IDEAS

A Auction

B Bake sale

C Cycle

D Dinner party

E eBay selling

F Fancy dress day

G Give something up

H Hiking

I International party

J Jumble sale

K Karaoke

L Litter pick

M Music concert

N Name the Teddy Bear

O Office sweepstake

P Poker

Q Quiz

R Run

S Street parties

T Tombola

U University Challenge

V Video gaming

W Wedding gifts

X X-mas party

Y Yoga marathon

Z Zumbathon

PLANNING YOUR EVENT

SAVE THE DATE

Start by thinking about when you might hold your event. Choose a time and date that works for your friends and colleagues. Remember to give yourself plenty of time to plan it too, it may take longer than you think to organise.

BUDGETING

Working out a simple budget for your event will help you to manage finances and ensure that more funds reach the communities we work with. To keep costs down, you could ask for donations from companies for raffle prizes or see if you can hire a venue for free.

LOCATION, LOCATION, LOCATION

At home, at work or in your community – there are lots of potential locations. If you're planning an event outside remember to think about the weather and if you're indoors, you may want to hire a venue.

RALLY YOUR FRIENDS

Raising money is more fun with friends or colleagues. Think about the contacts you have and ask them to get involved. You could ask them to take on specific roles in planning your event and on the day.

INSPIRING YOUR SUPPORTERS

Showing your friends, family, and colleagues the difference their donations can make might inspire them to get behind you. Try using these examples when you share your fundraising event.

£100

could provide several menstrual health kits for girls who are at risk of missing school because of their period.

£500

could give dozens of girls the opportunity to be trained to become champions of girls' education in their communities.

£1,000

could provide hundreds of girls living in conflict zones with educational materials so they can continue learning in a crisis.

Or get in touch for more information and stories to help inspire their donations.

SPREADING THE WORD

GETTING SOCIAL

Are you on Facebook? Twitter? Instagram or LinkedIn? Social media is a great fundraising tool and will help you to reach lots of people.

If you're taking on a challenge, take photos of your training highs and lows and post them on social media.

Add updates to your fundraising page and add the link to your email signature.

Include us [@PlanUK](#) so that we can retweet you and help you to reach more potential supporters.

If you're a blogger, write about your fundraising efforts and then share with your followers.

Tell everyone how they can get involved and remember, always include a link to your online fundraising or event page in every post.

MORE WAYS TO PROMOTE YOUR EVENT

You could advertise your event on your office intranet, a community newsletter or put up posters locally.

When you're promoting your activity or event, always remember to include a link to your online event page.



“Make sure that you get as many people involved as possible and ask for help! My mum has helped me contact my local paper and my friends help me out a lot.”

Tiharna, Plan International UK Supporter

Growing up in the mountains of Jesús de Machaca municipality in La Paz, Bolivia, Darleyn faced many challenges. A deeply rooted patriarchal culture shaped every aspect of her life.

“The women in my community and my own family are fighting to end this injustice. As women, we are all striving for a common good.”

Darleyn, 17, Bolivia



Through workshops, meetings and training sessions facilitated by Plan International projects, Darleyn discovered tools that helped her raise her voice.

“We can change our reality if we work together. The authorities, families and the whole community need to get involved. From here we can start building a better world.”

Darleyn

COLLECTING THE MONEY

Whatever activity you've got in mind, the easiest way to fundraise is often to go online. Start by creating a fundraising page at <https://www.justgiving.com/planuk> and then check out our top tips to help you make the most of your page.

If you'd rather collect donations yourself, use our [online form](#) and follow the advice in 'After your event' on sending us the money you have raised. Remember to thank everyone for their generous donations too!

FUNDRAISING TIPS

Set a target

It's a great way to motivate yourself and it may encourage your supporters to give a bit more. Don't forget to increase it after you hit the 100% mark.

Be tactical

Ask your best supporter to sponsor you first and inspire others to give more.

Say thank you

Acknowledge your supporter donations and name-check them on social media. You might encourage others to donate!

Time your asks

The most popular time to donate is Friday afternoons and Monday mornings. Remember to share your page on payday!

Share your challenge

As well as your social media bios, add your fundraising page link to your email signature for your colleagues and clients to see.



“We had a wonderful time on our Coastal Path walk. It was a challenge but knowing we'd been able to raise money as we did and have the support of friends and family really kept us going.”

Esme & Sam, Plan International UK supporters

KEEPING IT SAFE AND LEGAL

RESPONSIBILITY FOR YOUR EVENT

The key thing to remember is you're responsible for your own event. Unfortunately, we cannot accept any liability for your fundraising activities. You'll also need to make it clear that your event is fundraising 'in aid of' rather than organised by Plan International UK.

COLLECTION TINS

Collection tins and buckets can raise both funds and awareness. If you're collecting funds in a public place you'll need to apply to the council for a permit. For private collections, you don't need permission from the local authority but please remember to seek permission from the land/property owner.

When you're collecting money please ensure that funds are kept safe and secure. It's good practice for two people to be present when the money is counted. Please ensure that cash is banked as soon as possible.

USEFUL WEBSITES

Institute of Fundraising (IoF)

ciof.org.uk

Gambling Commission

www.gamblingcommission.gov.uk

Food Standards Agency

www.food.gov.uk

RAFFLES AND LOTTERIES

There are strict laws relating to raffles and lotteries. To ensure your event is legal and as successful as possible please check guidelines from the Gambling Commission.

INSURANCE

You'll need to take out appropriate insurance to cover your liability. If your event is open to the public, you might need to take out public liability insurance. It's worth checking to see if your venue already has insurance. If you're fundraising at work, ask your company what insurance cover they have.

FOOD PREPARATION

Please take care when storing, handling and preparing food.

Remember to follow basic food hygiene advice to make sure that no one goes home with food poisoning! You can find more advice from the Food Standards Agency.

AFTER YOUR EVENT

Once your event is over, please send us the funds you have raised as soon as possible. Please don't send us cash in the post. You can donate online via our fundraising pay in form <https://plan-uk.org/fundraise-for-us/pay-in-your-fundraising-money>.

BANK IT

Transfer your funds directly to us via your bank. To do so, get in touch with the team first. We'll let you know our bank details and your unique reference number to make your transfer.

CREDIT OR DEBIT CARD

Call the Supporter Engagement Team with your credit or debit card details ready to pay in your funds over the phone.

CHEQUE

Please make your cheque payable to 'Plan International UK' and return to us with a note explaining how you would like us to use your donation (e.g. sponsorship/ specific programmes / where most needed etc.)

THANK YOU!

After the fun is over, don't forget to thank everyone for their support or for giving up their time to help out with your event.

Remember to also let us know how it went, we'd love to send a thank you letter that you can share with your supporters.

We'd also love to see any photographs, too! You can email us, or tag us on social media.

Twitter [@PlanUK](https://twitter.com/PlanUK)

Instagram [@Plan_UK](https://www.instagram.com/Plan_UK)

Facebook [@PlanInternationalUK](https://www.facebook.com/PlanInternationalUK)

CONTACTS

If you have any questions or would like to chat through your ideas, please feel free to contact us at **supporterquestions@plan-uk.org** or on **0300 777 9779**. We always love to hear from our fundraisers.

www.plan-uk.org

Plan International UK, 28-42 Banner Street, London, EC1Y 8QE.

“I got school books and textbooks and was able to continue my studies. I also like going to the child-friendly space to meet friends and play. I have my hope back and I love education.”

Tume, 10, Ethiopia



Tume, 10, who lives in an IDP camp in Ethiopia, was forced to leave her home after all her family's animals died. Arriving at the camp with only the few possessions they could carry, Tume was unable to go to school until Plan International stepped in to help the family.