



In-depth research has proven that anyone who fundraises for INTO Giving is always two of three things:

- 1 Criminally good-looking and brainy
- 2 Kind-hearted and generous
- 3 An astronaut

There's no point in arguing. Facts are facts. Just accept it.

And thanks are thanks – thank you for pitching in and supporting INTO Giving. Your support will educate disadvantaged and often impoverished children home and abroad.

No matter what you choose to do, we hope you have fun doing it and realise that you're doing something extraordinary. You are transforming children's lives for the better.

If you have any questions, please don't feel funny about asking. Just give us a shout at: [info@into-giving.com](mailto:info@into-giving.com)

Best wishes and thanks,  
Isabel and Chris at INTO Giving



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INTO Giving is:  
Registered charity number 1126262  
Company number 6689824



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# Why fundraise for INTO Giving?



Because you, your friends and colleagues will help disadvantaged and impoverished children:

- ▶ Into school
- ▶ To stay in school
- ▶ To do better at and complete school
- ▶ To receive a solid and meaningful education that helps them improve their lives

Your fundraising will help provide basics that many of us take for granted, things like writing paper, pens, pencils and crayons, schoolbooks, school clothes and school lunches.

It will also help provide more substantial, even tangible things, like classroom computers and teacher training, or building new schools – brick by brick and tile by tile, and the teaching curriculum too.

Your support can help girls stay in and receive education, it can help boys and girls together escape child labour and go on to secondary school and into university. In short, your support will help schoolchildren right across the globe. And that's a promise.



**£35**

Could provide school supplies, school lunches and computer training



**£50**

Can provide support and training for overseas teachers



**£100**

Could help young girls stay in school



**£500**

Can help provide school for hundreds of Syrian refugee children

“We’re fundraising for INTO Giving because INTO Giving transforms lives”

INTO China Team

# Advice and tips

## DO'S

- ▶ Have fun
- ▶ If you're hosting an event - it could be music, dancing or food and drink - ask permission of your university or local authority (depending on where you're hosting your event) first
- ▶ Ask your local authority or university for permission if you are planning to sell of alcohol at your event, or if you are collecting money or selling goods in a public place
- ▶ Take photos and/ or videos and send them to us
- ▶ Remember to publicise anything you're doing using posters, flyers, email, **Facebook**, **Twitter**, Instagram - and to please tag @intogiving

## PLEASE DON'T'S

- ▶ It's against the law to sell alcohol or cigarettes to children
- ▶ It is illegal to collect money door to door without a licence
- ▶ If you are collecting cash, don't leave it laying about: keep it safe
- ▶ Please don't feel that you have to raise £10,000 (or whatever big amount). Every penny counts

## A FEW THINGS TO REMEMBER

### (THAT WILL HELP)

- ▶ If you fancy holding a raffle, INTO Giving already has a license that will cover any raffle you choose to run
- ▶ If you are running a raffle, ask local businesses or your organisation's suppliers to donate prizes, instead of spending lots of money buying them
- ▶ Any fundraising materials you make - posters, flyers, emails, etc. - should use the INTO Giving logo\*, and state that you are raising money for INTO Giving, Registered Charity No 1126262
- ▶ If you need help or further advice, it's OK to ask us questions. We'll help
- ▶ If you're collecting sponsorship from UK tax payers, chances are their donation is eligible for Gift Aid: that means for every £1 they donate, INTO Giving can claim another 25p from the tax office. Basically, it means more for charity, and all your sponsors need to do is tick a box on the donation form at the back of this pack. That's it

### And this too:

**Feel good about it  
You deserve to  
Reward yourself**

**Charity work and charity  
projects can look great on a  
CV - so get it on there.**

\* For INTO Giving's logo, please email [info@into-giving.com](mailto:info@into-giving.com)

# Fundraising ideas

## Sports and outdoors

- ▶ Superhero costume run
- ▶ Golf tournament
- ▶ Bowling night
- ▶ Basketball tournament
- ▶ Kickball tournament (and BBQ!)
- ▶ Walk-a-thon
- ▶ Treasure hunt
- ▶ Swim-a-thon
- ▶ Triathlon
- ▶ Games Day (egg & spoon race, etc.)
- ▶ #INTOCycling
- ▶ Five-a-side football league
- ▶ Tug of War contest
- ▶ Cricket
- ▶ Badminton tournament
- ▶ Kabaddi tournament
- ▶ Three Peaks Challenge



"What an amazing experience ... I had an absolute blast!"

Paul, INTO staff marathoner

"Fun and worth it!"

## #INTOCycling

Our very own INTO team challenge held across INTO US and UK centres:

- ▶ Assemble your INTO centre team - it can be staff, it can be students, it can be staff and students together: you choose
- ▶ Borrow a stationary cycle from your university, local gym or a friend
- ▶ Collect sponsorship and donations for INTO Giving projects
- ▶ As a team, cover as many miles as you can over two days
- ▶ Gloat, strut and goad when you win any of the #INTOCycling prizes
  - Longest distance by a team
  - Greatest individual distance
  - Most sponsorship raised
  - Best small centre
  - ... and more



# More fundraising ideas

## Seasonal

- ▶ Easter egg hunt
- ▶ Christmas tree sale
- ▶ Christmas wreath sale
- ▶ Pumpkin sale
- ▶ Valentine's Day flower sale / Valentines ball
- ▶ Chinese New Year party
- ▶ Chinese New Year red envelope draw or treasure hunt
- ▶ Haunted house / Halloween party
- ▶ Christmas jumper day
- ▶ Christmas carolling
- ▶ Super Bowl party
- ▶ Halloween costume fun

## Events and special interest

- ▶ Art exhibition + sale or auction
- ▶ Wine or real ale tasting
- ▶ Historic walking tour
- ▶ Talent show / variety show
- ▶ Battle of the bands
- ▶ Trivia night / pub quiz
- ▶ Karaoke night
- ▶ Board game night
- ▶ International night / International food sale
- ▶ Murder mystery night
- ▶ Film night + popcorn sale
- ▶ Wii sports tournament



"It brought everyone together - staff, students and extended colleagues. We were all over the moon."

INTO Newcastle University

# Even more fundraising ideas

## Isabel's and Chris's odd assortment of ideas

- ▶ Baby photo competition
- ▶ Bake-off
- ▶ Car wash
- ▶ Head shave
- ▶ Dress down / pyjama days
- ▶ Sponsored silence
- ▶ No tech day
- ▶ Table football tournament
- ▶ Chess tournament
- ▶ Ping pong tournament
- ▶ Sitcom Day (come to work or your centre in character)
- ▶ Ceilidh night
- ▶ Office or centre mini golf tournament (send video!)

## Sales

- ▶ Bake sale
- ▶ Book sale
- ▶ Bicycle sale
- ▶ Garage sale / Jumble sale
- ▶ Coffee day (50p from all sales)
- ▶ Raffle
- ▶ eBay your junk day

**Need advice on how to get things going? Please just ask:**

Email [info@into-giving.com](mailto:info@into-giving.com)  
Phone 01273 665 200



"Wanted to let you know that we raised a grand total of £283 at our fundraiser. Fantastic: students got very involved!"

INTO St George's, University of London

# How to run a student-designed (and CV-building) Text-to-Give campaign

More and more, employers look not only at students' academic achievements, but at who they are as people. A business project for a charity is a great way to show employers that students know how to be a part of or even lead a team, that they're prepared to take on new challenges, and that they have a strong heart.

It can look great on a CV, and will give students a terrific story to tell in job interviews.



## The task:

A team of INTO students design, promote, manage and measure a new Text-to-Give campaign at your university. Money raised will support local and international educational projects.

## How to do it:

- ▶ **Assemble a team of INTO students** keen on improving their employability
  - ▶ **Set the brief:** 'Your mission is to design, promote, manage and measure a campus-wide text-to-give campaign, to raise a targeted amount
    - Decide your campaign audience(s) – will it be just students, or students and staff as well? Women only, or men and women together? Or will it be everyone?
    - Set up a Just Giving page to create your campaign text-to-give number
    - Decide the campaign target: how much will your campaign raise?
    - Agree the length of the campaign – 3 weeks or 3 months? 4 months? Longer?
    - Decide the campaign's promotional message(s) and image(s) you want to use
- TIP:** Do you want to canvass student and staff opinion first, to see what message and image works best, or choose them yourself? Do you want to promote one donation amount – e.g. £5, or a maximum £10, or another amount? And if you do decide to canvass opinion, how will you do it: person-to-person, an online survey, or both?
- What campaign promotion methods will you use? Facebook, Twitter, Instagram, posters,

leaflets, an event, some of all the above, or something else entirely?

**TIP:** After the initial promotion, how will you re-promote, to keep up the momentum?

- Create a £75 campaign budget (we will send your centre the start-up budget)
- What permissions (if any) do you need to run and promoting the campaign?
- How will you thank everyone who supports your campaign?
- Select a team leader, and decide who is responsible for which tasks. How often will you meet to evaluate progress and set next steps? Put it on paper: this is your business plan.
- ▶ **INTO students set up their team's INTO Giving webpage** on [JustGiving.com](https://www.justgiving.com), and its link to their chosen text-to-give number... and launch the campaign
- ▶ **Hold periodic and quick team updates** and conduct campaign measurement (e.g. numbers reached, most effective method of promotion, income, etc.)
- ▶ **Evaluation and presentation** to INTO centre staff and students
  - What worked well?
  - What would you have done differently?
  - What tips do you have for other students attempting the same task?

## And finally...

Encourage students to add it to their CV – a campaign overview, responsibilities, amount raised, and more:

- ▶ Teamwork
- ▶ Creativity
- ▶ ICT skills
- ▶ Marketing skills
- ▶ Project & financial management
- ▶ Leadership

# Money Tree

Money Tree student-led fundraising and employability project from INTO Glasgow Caledonian University.

To view the online presentation, click here or go to:  
<http://tinyurl.com/zplqn93>

## Concept + how it works

- ▶ INTO students are put into teams.
- ▶ Each team is given £5, to turn into as many ££££ as possible over 4-5 weeks.
- ▶ Each team comes up with ideas on how to grow their money.
- ▶ Teams compete against each other.
- ▶ At the end, the team with the most money wins a prize.
- ▶ All of the money raised goes toward INTO Giving projects home and abroad.
- ▶ Students develop skills in
  - Teamwork
  - Communication
  - Initiative
  - Finance
  - Marketing
  - Leadership.



# How to donate



You can donate directly via our website. Payments made this way are the most efficient and cost effective. Just go online to [www.into-giving.com](http://www.into-giving.com) and hit the donate button at the top and follow the instructions with CAF Bank.



Set up and promote your own online fundraising page at:

[justgiving.com](http://justgiving.com)



Donate securely at INTO Giving's donation webpage:

[justgiving.com/intogiving](http://justgiving.com/intogiving)



Donate by bank transfer (please use your name as reference).

CAF BANK LTD  
Sort code: 40 52 40  
Account No: 00017903



Donate by cheque made payable to INTO Giving.

Send along with the donation form found at the end of this pack to:

INTO Giving  
One Gloucester Place  
Brighton  
BN1 4AA  
UK



## Remember:

Every penny you fundraise or donate will be matched by INTO Giving's Chairman, penny for penny, pound for pound. Thus every £1 you raise or donate is really worth £2!

# Shout about it!



It's free, fast and easy. We mean Facebook, of course. A great, great way to get word out about a charity event or activity you're doing - whether it's getting sponsors or volunteers or attendees (or all three).

We'll help you get the word out on our own Facebook page:

[www.facebook.com/into.giving](http://www.facebook.com/into.giving)

**TIP** - don't forget to tag INTO Giving in your posts, to help drive traffic to your own page.



People from four or five dozen different countries right across the globe follow us on Twitter. Tweet your friends and tweet at us on [@INTOGiving](https://twitter.com/INTOGiving)



Send us your photos, send us your films. **WE WANT THEM!** We can use them on our Facebook page, on Twitter and on our website



Contact your local or university newspaper and radio stations to tell them what you're doing to raise money for disadvantaged children's education home and abroad.



Ever fancy writing your own blog? Now's your chance. Try any of:

- ▶ [Blogger.com](http://Blogger.com)
- ▶ [Wordpress.com](http://Wordpress.com)
- ▶ [Tumblr.com](http://Tumblr.com)

And send it to us at [info@into-giving.com](mailto:info@into-giving.com)



## Two things to remember:

1. Supporting a charity project looks great on a CV
2. Supporting a charity feels good









Thank you

# INTO GIVING

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