



FUNDRAISING GUIDE



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WHAT IS THIS GUIDE FOR?

Supporting the People & Planet network to run campaigns for social and environmental justice costs money! We have a small staff team who develop campaign strategies, produce action guides and other resources, deliver skills and issues workshops, host national events, and much more. As a charity we also have to do the dull stuff too, like the finances, fundraising, and HR.

Please have a think about whether you can help People & Planet, either by directly donating to us or becoming a fundraiser. This guide gives you some ideas and top tips on how to become a fundraiser - and hopefully have some fun too. Even though fundraising is vital to People & Planet, it's even more important that People & Planet groups run kick-ass campaigns, so please always prioritise this over fundraising.

TO ALL PEOPLE & PLANET FUNDRAISERS, THANK YOU, THANK YOU, THANK YOU!

HOW WE CAN HELP

- Promoting your fundraising through our social media.
- Providing text and graphics that you can use for fundraising materials.
- Sending you merchandising products for events.

People & Planet are here to give you advice and support on everything from campaigns to fundraising.

For fundraising, email:
fundraising@peopleandplanet.org

Or for any questions, give us a call!
01865 403 225

AND NOW THE SERIOUS BIT

We really hope that you do raise for People & Planet, however, we ask that anything you do is:

Safe. We don't want anyone to get hurt trying to fundraise for us.

Legal. We don't want you to get into trouble when you're fundraising for us.

Community-spirited. People & Planet is here for all parts of our community. Please don't do anything that would offend any part of our wonderful community.

CHALLENGE YOURSELF

Setting yourself a challenge and getting people to sponsor you is a great way of raising money.

You could learn a new skill, give something up. How about about doing something active like running a marathon, doing a bike ride, swim, or hike?

Challenging yourself doesn't have to mean doing something sporty. Get creative and think about what might be challenging for *you!*

FUNNY OR QUIRKY IDEAS OFTEN WORK BEST

People & Planet's Fundraising Manager once said that they couldn't run a marathon for charity, but they could run a bath. Over £400 was raised!

Don't underestimate the power of a light-hearted fundraiser.

TOP TIPS

- Use the People & Planet crowdfunder at peopleandplanet.org/crowdfunder so we don't have to pay fees on donations.
- Set a realistic target. And if you meet it, get the target raised!
- Make it personal! Say why you're passionate about People & Planet, and include photos and updates of your progress.
- Line up a few people to donate to your page, then let them know when the page goes live.
- Promo! Use milestones as an excuse to post on social media. Use all your social media and ask friends to share your posts.
- Use this guide for tips on offline fundraising too. Don't limit yourself by staying online.
- Keep your page live after you've completed your challenge. Give people a chance to donate one last time!

ORGANISE A BIRTHDAY FUNDRAISER

If you've got a birthday coming up, how about setting up a Facebook fundraiser and asking friends and family to chip in to help support People & Planet.

Former People & Planet staff member Simmone took this to the next level by saying that everyone who donated could vote on what colour she should dye her hair - Sweatshop Free purple won of course!

Fundraisers are really easy to set up. Just go to [facebook.com/fund/peopleandplanet/](https://www.facebook.com/fund/peopleandplanet/)



"ASKING PEOPLE WHO DONATED TO CHOOSE WHAT COLOUR I DYED MY HAIR REALLY MADE PEOPLE FEEL INVOLVED - THE MORE INVESTED THEY WERE, THE MORE THEY DONATED!"

SIMMONE AHIAKU

MAKE, BRING, BUY, & SELL

SELL STUFF & DONATE THE PROFITS

Selling stuff and donating the profits to People & Planet can bring in a hefty income.

Cake stalls are the most traditional, though savoury snacks also go down well.

Handmade arts and crafts are normally very popular. If you're a member of a knitting circle or similar group you could get together and make some items to sell!

Plants and seedlings can be a winner if you're green-fingered. For lots of students, something that can be grown indoors is normally the best option.

If you're looking to declutter, selling second hand stuff can earn a fair amount of money. There are car boot sales in most towns and cities, though you normally have to pay for them. Having a yard sale or just a table in a public space is normally good enough!

Auctions are another good way of selling stuff – people will often pay more than you might think for something. You can auction things as well as experiences (e.g. a meal donated by a local restaurant, or offer to tidy up someone's house). You can do a traditional auction (price starts low, and highest bidder wins), or a Dutch auction (price starts high and goes down, first bidder wins).



GIVE AS YOU LIVE

Shop at The Ethical Shop and People & Planet will get 10% what you spend!

peopleandplanet.ethicalshop.org

Join Give as you Live and we get a % of what you spend from over 4,300 shops.

giveasyoulive.com/join/pandp

Neither will cost you an extra penny!

CASH IN ON YOUR SU

RAISING AND GIVING

Getting your **Raising And Giving** society on board is a great way to raise some extra cash for people and planet.

Most universities will have a RAG society which raises money for a different charity each year. RAGs will either decide on their charity as a committee, or they will; open applications before they start of the academic year so that any charity can apply for funding.



TOP TIPS

- **Having a member of the People & Planet network on your RAG committee can be really useful.** If you can, join your RAG committee to make the case for funding People and Planet.
- **If your RAG has an application process for charities, make sure you're paying attention before the start of the academic year!** Applications will probably open towards the end of the preceding year.

GET FUNDED TO ATTEND EVENTS

Most Students' Unions have money set aside to help students take part in campaigns or get training on issues that affect you and the world around you.

This means, you can apply to your SU for funding to attend People & Planet events like Power Shift and our Regional Events!

Most SUs will have two different budgets you could apply to; campaigns budgets, and societies grant budgets.

If you're not sure how to fill out an application, get in touch with one of your SU officers or staff members to help, it's their job! Typically, you'll be asked to explain exactly what the money's being spent on, how much it is, and why it would benefit the SU or student population as a whole.

RUNNING A STALL

If there's a local event that you can have a stall at, there are lots of fundraising activities you can do. Here are a few ideas to get you started...

Tombola: Get a range of donated prizes and a book of raffle tickets. Each prize has a raffle ticket on it, and people pay to pick a matching ticket out of a bucket - if it matches, they win a prize!

Treasure map: Draw (or download) a treasure map and draw a grid over it. Label along the top with letters, and the down the side with numbers. Select the winning square (e.g. B4) and write it down. People pay to pick a square, there person that picks the correct square wins a prize (or a percent of the takings).

Hug stall: Everyone loves a hug from time to time, so how about charging a quid or more to give people a hug? Make sure to keep it friendly only!

Guess the number of sweets in a jar: Get hold of a jar and fill it with sweets. People pay to guess how many sweets there are in the jar. The person that has the closest guess wins the sweets.

BUY & SELL OUR MERCH!

We've got t-shirts, tote bags, hoodies and more all made from organic cotton in a wind-powered factory. You can also create custom merch for your own People & Planet group!

If you're interested, visit:
peopleandplanet.teemill.com



HOST WITH THE MOST

EVENTS

Events come in all shapes and sizes - let your imagination run wild!

You could organise something small like cooking a meal, hosting a film night or games night. If you want to take the meal idea to the next level, you could organise a Come Dine with Me challenge where a group of friends take it in turn to cook for each other and you each score each others meals.

You can also host bigger events that need more organisation. Pub quizzes can be great fun. You could ask local businesses to

provide prizes, or use a proportion of people's entry fees to create cash prizes!

What about organising a gaming tournament, gig, poetry slam, or comedy night? Get creative!

TOP EVENTS TIPS

- Try and get as much stuff for free as possible. Venue hire is often expensive and there's a chance you won't make your money back. If there's a bar, say that you'll bring in extra customers. And never be afraid to use the "it's all for a good cause" line!
- If you're doing an event for the public to come to, promote it as much as you can. Social media is your friend here, and don't forget that posters and flyers work too.
- We can help you out with brand graphics and stuff like badges and stickers - get in touch with the office.



TOP TIPS & HOW TO SEND DONATIONS

FUNDRAISING TOP TIPS

- Don't be afraid to ask for money! The number one reason that most people don't give to charity is because they haven't been asked.
- Always be friendly. Don't try to guilt trip people into donating. And if someone says no, respect that and let them go on their way.
- Use social media - and make several asks over a period of time.
- Let the People & Planet office know if your fundraising for us - there are several ways we can support you.
- Be prepared to answer questions about what People & Planet is. You can come up with your own words, or have a look at the about us page and campaign pages on the People & Planet website.
- Be safe, be respectful, and be inclusive.
- Have fun. A lot of fun!

"PEOPLE & PLANET'S FIGHT FOR SOCIAL, ECONOMIC, AND ENVIRONMENTAL JUSTICE WOULD FALL APART IF IT WASN'T FOR YOUR FUNDRAISING EFFORTS. FROM THE BOTTOM OF MY HEART, THANK YOU."

GRAHAM GILLIONS, FUNDRAISING MANAGER

How to send us money

If you're using online fundraising platforms, then you don't need to do anything - these are already set up so that donations go straight into our bank account.

If you have cash donations and need to send them to us then the best approach is to pay the money into your bank account and do a bank transfer (this avoids debit card feeds). Please email fundraising@peopleandplanet.org and we'll send you the bank details. If you prefer, you can use your debit card and pay your donations to us on our website peopleandplanet.org/donate. If you do this, please do not select Gift Aid and add a comment to say where the money came from.

If people want to donate by cheque, please make sure that it's payable to People & Planet and post it to us at People & Planet, The Old Music Hall, 106-108 Cowley Road, Oxford OX4 1JE. Please also include a note to say how the donation was generated.

Please let us know if you need an official receipt when sending us donations.

FILM NIGHT DRESS UP DAY KARAOKI
NIGHT BAKE SALE CHARITY GIG LEAR
A SKILL GIVE SOMETHING UP HOLD A
RAFFLE BOOK SALE AUCTION RUN A
MARATHON GO SOBER FASHION SHOW
PLANT SALE PUB QUIZ SWAP SHOP
INGO NIGHT SPONSORED SWIM CYC
HIKE GAMES NIGHT BUSKING SET A
RECORD TREASURE HUNT GUESS TH
NUMBER OF SWEETS COME DINE WIT
ME STEWARD A FESTIVAL SELL P&P
MERCH COMEDY POETRY SLAM OPE
MIC SHAVE YOUR HEAD BIRTHDAY
DONATIONS DRESS UP DAY KARAOKI
NIGHT BAKE SALE CHARITY GIG LEAR

THANK YOU

Thank you for taking the time to read this Fundraising Guide. We hope this guide will be useful in planning and running your campaigns on campus.

Remember you can always contact People & Planet for support in all the different aspects of your fundraising as well as letting us know what you're up to so we can publicise everything you're doing to the wider movement.

PEOPLE & PLANET

fundraising@peopleandplanet.org

01865 403225

peopleandplanet.org

facebook.com/peopleandplanet

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

Instagram - [peopleandplanetnetwork](https://www.instagram.com/peopleandplanetnetwork)

people & planet

student action on world poverty and the environment