



# A GIRLS' HIKE OUT 2019

## FUNDRAISING GUIDE: THANKS!

Thank you for committing to fundraise **£250** for CARE International UK by taking part in CARE's A Girls' Hike Out 2019 on **7 September 2019**. All your hard work and support will help us to change the lives of some of the world's poorest people. Here is a guide to get your started!

**Brainstorm** - Brainstorm your ideas using the advice in this guide. We recommend a combination of asking for sponsorship from friends, family and colleagues as well as holding one or two fundraising events.

**Plan** - Work out how much you could raise and check you'll hit your target. Then plan how you'll put your ideas into action across the coming months and get started!

**Meet** - We suggest you meet regularly with anyone fundraising with you to review your plan and make sure you're on track to hit your group targets!

**Ask** - Please remember we are *always* on hand to support you with making your fundraising plan and to provide ideas and advice. Don't hesitate to get in touch for some ideas!

Don't forget **Gift Aid** - We can claim Gift Aid on donations from UK tax payers if we have their full name, address and post code. Please ask anyone who donates in cash to fill in the relevant information on your sponsorship form and send this to us after the challenge, or ask them to tick the relevant boxes when donating online. Please note that Gift Aid isn't guaranteed and therefore can't be included towards your minimum sponsorship.



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## FUNDRAISING GUIDE: SPONSORSHIP

Getting sponsorship from your colleagues, friends and family is a great way to reach your target. Print off your [sponsorship form](#) and keep it with you at all times - you never know who might want to give you a donation! But the easiest way to get sponsorship is online:

Set up an online fundraising page [at JustGiving](#). Personalise your page - don't forget to add your story and a photo, pages with a photo on average raise 30% more!

**Share your page** via email, Facebook, Twitter, Instagram, WhatsApp and on your company intranet.

**Add regular updates** about your training and share on LinkedIn, Facebook, Twitter, by email etc – people who do this are shown to raise on average 22% more.

**20% of donations tend to come in on the week of and the week after a challenge**, so don't give up too soon! Add an update just before and after your event, add photos or a video, and share it again via all of your usual channels!



150%

£150.00  
raised of £100 target

Donate

Share on Facebook



Walking to support women and girls in developing countries

I am taking part in Walk In Her Shoes this May for CARE International UK because I care about women and girls!



CARE International UK  
We fight poverty and seek social justice, to help the world's most vulnerable people.



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## FUNDRAISING GUIDE: MAXIMISE JUSTGIVING

There are so many ways to get the most out of your fundraising page in order to smash your £250 target. Here's some more top JustGiving tips:

**Kick things off yourself** – One of the best things you can do is make a personal donation to your page to kick things off. It's proven that your supporters are more likely to match the first donation amount they see as well, so this should stand you in good stead to get higher donations.

**Start with your family and close friends** – As with the tip above, these guys are more likely to give generous donations, meaning that when you share your page more widely, people will have higher donations to match.

**Pay day sharing** – Plan when you share your fundraising page and be strategic. If you're going to ask your colleagues for their support, wait until pay day to share your JustGiving page as people will have more cash available and will almost certainly be in a great mood!

**Go mobile** – JustGiving have a great app which you can download for Android devices [here](#) and Apple devices [here](#). You'll be able to edit your page directly from your mobile device and the app automatically links to your social media accounts as well.

**Up your target** – This one is simple as a little ambition goes a long way! Instead of setting your target at £250, why not really go for it and aim for £500? Knowing you've upped the ante will encourage people to donate, and if you don't quite get there you've still smashed the original £250 target!

**Keep things personal** – Asking for support in a personal email or message on social media is far better than just putting out a general call for support, although you should always do that as well to provide a reminder to everyone you've been in touch with personally.



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## FUNDRAISING GUIDE: COMPANY SUPPORT

Get your colleagues and company behind you to maximise your fundraising...

**Matched giving** - Check if your company will match your fundraising. An easy way to double your money!

**Enlist the support of senior managers** – If you get your boss on board, your whole company will get behind you and support your fundraising. They might also have some great contacts for corporate sponsorship.

Approach suppliers and corporate contacts – approach your company's clients, suppliers and other corporate contacts for corporate donations or raffle prizes. Do check with your line manager before asking.

Please contact the CARE Team for a **template letter or email** explaining that you are taking part in the challenge and how their donations will make a difference, and a **letter of confirmation** that you are fundraising for CARE.

**Mobilise the Media** – A Girls' Hike Out is a great PR opportunity. Approach your company's Press or Communications team to arrange some PR in local or trade press to increase support.

**Company Communications** – Ask if you can mention your challenge on your company website/intranet/newsletters/magazines/Facebook/Twitter page. Remember to add your online sponsorship page so people can follow the link and sponsor you.

**Use your work events** – If your company has an annual conference or awards dinner, find out if you can hold an auction or raffle, or even arrange for the proceeds to be donated to your sponsorship target.



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## FUNDRAISING GUIDE: PUT THE FUN IN FUNDRAISING!

Organise fun fundraising activities or events to boost your fundraising, here's some suggestions:

**Cake Competition** - Invite colleagues to make cakes and have a tasting session in the office

**Quiz Night** - Arrange a quiz night at your local pub and charge teams to enter. Combine the evening with a raffle too. You can also download our favourite quiz questions or sell our ready-made quizzes for £1 a go.

**Sweepstake** - Arrange a sweepstake for sporting events

**International Lunch** - Invite colleagues to bring in their favourite dishes from around the world and hold an international lunch buffet! Ask for a £5 donation to join you.

**Raffles** - Raffles are easy to organise and can generate substantial funds - contact local businesses to get prizes donated and sell them at a work lunch.

**Tuck Shop** – Buy treats from a wholesaler, and then sell with a small mark up! You can leave them next to an honesty box, just empty the contents each day.

**Car Wash** – A bucket, a sponge, some washing solution, and access to water is all you need for this one! Charge £10 a car and you should be in business!

**Dress Down Day** – Organise a day for casual clothes at work and ask for a £2 donation for each of your colleagues. **Games Night** – Get your friends round, dig out the old board games, and get some friendly competition happening!

**Wine Tasting** – Order in a few bottles and host a wine tasting evening at £10 a ticket! **Movie Night** – Find a local cinema to host your movie night or stay comfortable at home.

**Sports Tournaments** – Got plenty of sporty mates? Holding a tournament can be a great fundraiser!



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## FUNDRAISING GUIDE: SENDING IN YOUR FUNDS

All the funds you raise through online giving pages like JustGiving and Virgin Money Giving will be sent to CARE automatically.

Cash donations collected can be sent to CARE in a number of ways:

- Online – Make a payment directly to your JustGiving page - this is a great choice as you can claim Gift Aid if you are a UK taxpayer. **PLEASE NOTE:** If the donation is over £100, you will not be able to claim Gift Aid. This is of particular importance with corporate donations (such as match funding) or proceeds from a fundraising event. Please send these donations to us directly using any of the below methods.
- Cheque – Please make cheques payable to 'CARE International UK' with a note explaining how the funds have been raised, and where they are from. Cheques can be sent to us at:  
*Events Team, CARE International UK, 9<sup>TH</sup> Floor, Albert Embankment, London, SE1 7TP*
- Credit Card – Call us on 020 7091 6111 and we'll happily take a payment over the phone.
- Bank Transfer – Drop us a line by phone or email and we'll share our direct deposit details with you.

**Please send us your funds as soon as you raise them rather than wait until the event is over. We'll make sure that donations are put to good use straight away!**

## PLEASE REMEMBER!

Participants are required to have raised at least £100 of the total target by **23 August 2019** to take part in the challenge. Your final target of £250 will be due by **7 October 2019** and you can expect to receive a thank you letter in the post shortly after this date!

## ANY QUESTIONS?

If you have any questions about your fundraising guide, please don't hesitate to contact us on 020 7091 6111 or drop us an email at [events@careinternational.org](mailto:events@careinternational.org).

We'll look forward to seeing you in September 2019!

CARE Events Team  
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Thank you