

ChildFund Global Schools Programme



FUNDRAISING IDEAS PACK

Not only can raising funds be great fun but also extremely rewarding – organising that party, giving a radio or newspaper interview. Of course everyone is different and will feel comfortable doing different things (not everyone wants to shave their head or get in a bath of beans). This is an



opportunity for you to achieve your own projects big and small. We can provide support such as help you generate publicity around your fundraising events. The most effective way is to involve your whole school and inspire them to come up with fundraising schemes and challenges and then let your fundraising events work for you. With a little planning and dedication, you can do anything you want to and gain new experiences along the way.

Here is an example of how one School planned to meet their target:

Take part in the \$50 Challenge (60 students)	\$3000
Hold a charity fun day at school	\$3000
Arrange a school concert with a collection for ChildFund	\$1000
Ask 20 Personal friends, family and colleagues	\$1500
Letters to local companies/ associations for prizes or sponsorship	\$1500
5-a-side rugby/netball/hockey tournament for parents and pupils	\$1000
School performance and auction	\$1200
Mufti Day	\$1000
Quiz evening	\$900
Sponsored event e.g., a walk	\$900
Total	\$15,000

some events you can run with your school



[The Global Lunch](#)

[The \\$50 Challenge](#)

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The Global Lunch – Food is always a good one to get people listening...sell tickets for lunch at \$2-5 each, and give a coloured coupon to them. The lunch area will be sectioned by colours into 1st, 2nd and 3rd Worlds. The majority of people go to the 3rd world area and have a simple cup of porridge, some to the 2nd world for a basic sandwich and a few to the 1st world where they get a full 3 course lunch! Get to start discussions or workshops. (Best to give 3rd world members something else to eat afterwards!)

The \$50 Challenge - \$50 is the cost of providing a student with a desk and chair at Mukupi School in Zambia. Set your students the challenge of raising this amount by doing sponsored events. Everything from a lunch time performance to a sponsored car wash can be suggested to students. Everyone can take part in this activity and many students will raise way beyond \$50. Are you up for it?

The Big Squeeze – Same idea as guessing the jelly beans in the jar but using students instead! Mark out an area or use something like the semi-circle on the soccer field, and have people pay a \$1 to guess how many students can squeeze into this area. You will need some help in supervising this one and maybe everyone can count as they enter to engage whole group. The winning guess will get a prize. The educational benefit to this fundraisers is to link it to the fact that in many countries ChildFund works, the classroom are crowded to full capacity. How would they feel learning in the Big Squeeze?

Pumpkin Power! – A vegetable that is rich in nutrients – and easy and fast grow to grow in adverse conditions – can be the saviour for many children living in poverty around the world. Grow your own pumpkins at school and get sponsored to grow the biggest! Per centimeter in circumference, per gram – however you measure it, this is a great way to raise money, awareness and have something to take home at the end of it for the whole family to eat.

A School Fete or Fun Day – this one has infinite possibilities. Anything could be included here from a 'slave auction' to an egg and spoon race - it's a good idea to maximise attention by having lots of different things happening on the same day.

Mufti Day – students can be asked to pay a dollar or two so that they can wear their own clothes to school. If you have 500 students in your school you could raise \$1000. How about trying a theme for the day – Africa? Red?

Business Enterprise - Does your school take part in this scheme? This is a great way to incorporate something already done in school and get them have to donate a percentage of their company's profit to ChildFund. Ties in to the idea of corporate social responsibility and giving some perspective on how to have a real impact on the lives of those less fortunate.

NB. An educational element can be added to most events, for example a sponsored walk can be used to illustrate how far some school children have to walk to get to school or to collect water.



Fashion Show - Ask local clothes shops to lend you clothes for the night and get them to pay to advertise in your programme. You could ask students to design and make their own clothes within a particular theme, for example, African influence! Your pupils can even model the clothes and organize the entire show from the music to set design and choreography. Maybe ask a local prominent person to compare?

Battle of the Bands/Talent Show - Student bands and comedians are always willing to get the chance to perform and impress their peers. You could widen the competition out to acts from other schools in your area and get your local newspaper there to report on the event. You charge a fee for bands to enter and then give a prize to the winners.

School Concert - Get your orchestra or choir to organise a concert in aid of ChildFund. Tickets could be sold to church groups and others in the local community. Remember to make the most of seasonal events.

Charity Ball - Open up the invitation to parents and friends of your pupils and get local businesses to provide discounted music or food. Get students involved in decorating your school hall to transform their school and help prepare invitations, menus and table plans.

Raffle - This tried and tested means of raising funds is always successful. The trick is to go for really good prizes - big and small. Negotiate with theatres, travel agents, cinemas, local restaurants, delicatessens, music shops, bike shops and bookshops for tickets, vouchers and prizes. Use your imagination and your contacts!

Spot the baby! Also rarely fails to captivate the attention of your work colleagues. Get some pictures of your colleagues when they were 5 or younger and play a game of Guess Who? Each member of staff pays a dollar to match photos to the teacher and the winner gets a prize (works equally well with hippy photos from the 1960's and 70's). Most importantly it's the perfect place to get your sponsorship form circulated. Schools have organised craft stalls, raffles, competitions, cake stalls and game stalls all with parent's involvement, with all proceeds going to the charity.

Quiz Evening - Parents and teachers are particularly keen to take part - especially when there are prizes on offer. You could ask businesses or shops to donate the prizes and maybe ask a local celebrity to be the quiz master.

Promises Night - Get your friends, colleagues and family involved and buy a promise from each other. This can range from promising to cater dinner for a night, to promising a massage to promising to shave your hair off! Can raise a lot of money while having a lot of fun. Make the most of the night by holding it at restaurant, and charging a little extra for dinner to go into the pot as well.

Art Exhibition - Do themed art pieces in Art class, then take it home and sell it to their family for \$3?

MOST importantly of all - get your students involved in running their own events!

When the events are designed and run by the students themselves, as well as an understanding of what they are raising money for, the educational impact will be much stronger. Are they members of a Guiding or Scout group, dancing groups, church groups, music clubs or sports clubs. Let them use their own initiatives to organise events for you.

some events you can run as an individual



[Individual sponsorship](#)
[Company support](#)
[Dinner party](#)

[Meal out](#)
[Garage sale](#)
[Adventure weekend](#)

Individual sponsorship – There are a few things that can certainly help improve your chances of attracting sponsorship. Start with those close to you and make sure you ask as many people as possible. Think of everyone you know, friends, family, work colleagues, and make a list. Put your request for sponsorship in writing, and always personalise it if you know the person well enough. Let them know exactly why they should support you, and what the money will be put towards. Explain what ChildFund is about and how the money you raise will help provide vital support for our projects for children in need around the world. If you can afford to, enclose a stamped addressed envelope to make it easy for people to reply. When distributing a sponsorship form, work out who is likely to sponsor you the most, and ask them first. Their generous support will set the tone for your other sponsors.

Company support – As well as getting support from your own school, approaching local businesses and associations is a critically important means of boosting your financial support. Advertise the company's support during your local radio and press interviews/photo calls. Please speak to me if you would like us to get press coverage for you.

Dinner party – or a barbeque. If you invite 10-12 people and charge \$30 a head then you've already made about \$300.

Meal out – Do a deal with your favourite restaurant. Agree on a set meal worth \$15, bargain them down to \$10 with the promise of the drinks-buying custom of 30 of your friends and work colleagues. If you charge \$20 a head then your fundraising meal will make at least \$300

Garage sale – First collect together all your own and your friends and families old stuff then put a note round to all your neighbours saying you're collecting clothes and junk, set a date to pick it all up, and then the task of sorting through it all and making some price-tags. Hold the garage sale in a community centre, school hall or at home making sure you advertise well.

Adventure weekend – for those who want a weekend away from it all. Get sponsors to raise money for everyone who takes part. Rock climbing, abseiling, caving, hill walking and camping make a great weekend away and a good mini warm-up for the real thing. Check out the DOC website for exciting destinations and options www.doc.govt.nz. It makes a great weekend with friends who should be more than willing to donate more than the staple cost of a campsite, pasta and pesto and a bottle of wine in the evening to ease tired limbs!

still want more ideas? here they are!

[Set up your own fundraising webpage](#)
[Approach local organisations](#)
[Try approaching local businesses](#)

Set up your own fundraising webpage with Fundraise Online – a fantastic way to publicise events that you are having and send out to everyone you know with ease! Friends, colleagues, family – anyone can log onto to donate with a credit card. You can personalize this site with photos and messages from you, your students or schools in Zambia. You can advertise this method of donating at any events you run in programmes, on tickets or by word of mouth (remember to choose a catchy

name for your site). This way allows people from all over the world to donate and add to your grand total. Click [here](#) to set it up.



Approach local organisations - such as local youth clubs, Women's Institutes, Rotary clubs, Lions Club to see if they can help you is a good idea. Go in and do a presentation to tell them about your experience, and then ask if they could support your fundraising. Local groups can be incredibly supportive.

Try approaching local businesses - banks, libraries, shops, churches and scouts. They may be willing to gather sponsorship money for you, or donate items for an auction.

Use local celebrities wherever you can! (see notes below)

using local media coverage- how ChildFund can help?

A news story in the local press about your school's involvement in the programme will create local interest and could be an ideal opportunity to advertise events and might provide an incentive for company sponsors. If you are considering approaching the press then please contact our lovely Communications Manager, Kiri Carter here at ChildFund New Zealand. She will be very happy to contact print or radio press on your behalf. She can also write press releases for you containing logos and photographs, which will free up your time to concentrate on organising the event.

Try to get yourself in as many newsletters as you can, through friends and family, and clubs you may belong to - in fact any organisation that may help you to raise local interest about what you are doing.

Once again, speak to us about any ideas you have.

HELPFUL POINTERS

It is a good idea to combine more than one fundraising idea at one event. Try holding a raffle at your theme night or shaving your hair for a local festival and remember that original ideas create the most interest.

Persuade local businesses, restaurants, pubs and theatres to support you whether it's by donating prizes, giving discounts on your events, putting a flyer up in the window, or sponsoring you directly.

REMEMBER - we are here to help you!

Whether it's lining up local radio interviews, , finding a restaurant that would be willing to host you and 20 friends for a fundraising meal out, or anything at all that you're having difficulty with or need a fresh perspective on - contact us. We can provide you with photographs of our work, posters, and other publicity materials you may need.

And remember: Planning is absolutely crucial! Not only in terms of making sure you have time to organise everything and fit it all in, but also being aware that as your core support base is likely to revolve around the same people, you need to leave a good couple of months between your different events. It's also a good idea to start with the event that you know most people are going to enjoy setting the tone for the rest of your fundraising.

You can arrange for a member of staff at ChildFund New Zealand to come to your school to highlight issues affecting children living in poverty and human rights with certain student groups. This is often a great introduction to the issues that ChildFund deals with through its work.



Points to remember

- ✓ Promotion is very important when it comes to fundraising. Publicise all your fund raising events as much as possible for the best results. Successful events are always well publicised, try getting a local newspaper to do a 'before and after' story on your event. Get as many people involved as possible!
- ✓ If you do plan to use celebrities for larger events and involve the media, please contact us first. As an organisation, we need to be very careful about the messages that are being said in our name, and the kind of celebrities who are endorsing our work. Please contact us for assistance with this point.
- ✓ Use seasonal events to your advantage – Christmas and New Year have great scope for fundraising parties, Valentines Day – a sponsored blind date, Easter and Halloween – all should be used to their full potential.

For any further details about fundraising, please contact us on (09) 366 2278 or email globalschools@childfund.org.nz

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