



Fundraising Ideas



Mission Direct
Building hope, bringing change

Does fundraising make you feel like this?



As you're about to find out, it really is easier to raise money than you think.

It takes time and it takes effort – and the more you can put in, the more you'll raise.



Mission Direct
Building hope, bringing change

What do you need to raise and where does it go?

Contribution (cost of your trip)

If you're not able to pay the trip contribution yourself, then you'll need to include this in your fundraising target.

Your contribution includes:



✓ Return flight (UK)



✓ Airport transfer in-country



✓ All travel and logistics in-country



✓ Accommodation for 2 weeks



✓ All main meals and bottled water



✓ Visa (if required)



✓ Travel insurance



✓ Excursion (R&R trip)

Project costs

Your contribution **DOES NOT** include any money towards the project itself or costs associated with the building costs. We rely completely on donations and the fundraising of our volunteers to fund this and on average, an individual raises £500 over their contribution towards the project.

Gift Aid: Remember to ask your supporters to declare Gift Aid on anything they donate to you – it means the project will receive 25p more for every £1 you raise!





Top Tips

Keep it brief
People won't read reams of information!

Be clear
What are you going to be doing? Where and when?

The project
Give a summary of what the project is.

The need
Be clear on why the community needs the facilities Mission Direct is helping to build and what impact it will have – what does life look like for these people without it?

Images
Use an image of you! But also use images of the project and location to showcase the need.

Getting Started

Some useful ideas to prepare your fundraising...

Resources

Everything you need to support your fundraising and events can be found on our website at www.missiondirect.org/resources under the Fundraising tab. Look for your country.

The online resources page provides:

Posters about the project with space for you to write your name, fundraising link and something about why you're doing it. These can be used in your church and community to inform people of what you're doing.

Flyers are similar to the posters, but smaller, for you to give out to your family, friends, church and community.

Presentation: If you get the opportunity to speak to a group of people (for example, at your church, workplace etc.), this is a presentation for you to use to showcase the project you are supporting and what the need is.

Videos You'll find content here for your project specifically as well as to showcase what Mission Direct does. There will also be a video on here from the project partner which you may wish to use.

You will also receive emails with video content; One from our staff in country and one with a link to some fundraising testimonials of past volunteers who have successfully raised money for their trip and for the project. These are for your reference – we ask you not to share these online please.

Set up an online giving page

Most people raise money through online giving pages as they provide the opportunity to showcase the project and cause. You can make the personal and it allows you to keep a record of what you've raised and how much there is to go.

- 1. Set up your fundraising page**
There are plenty to choose from, but make sure you compare their fees and charges as some are high; it's usually a percentage of what you raise and will come out of your fundraising total.
- 2. Inform people about your page**
Once you've set your page up, post the link across all of your social media profiles – and remember to inform people separately who aren't active online.
- 3. Remember to encourage people to Gift Aid their donation**
As this will add 25p onto every £1 donated.



Who to ask?

- ✓ **Family & Friends**
Ask those closest to you to support what you're doing and kick off the donations.
- ✓ **Colleagues**
Is there an intranet you could post on? A notice board? A morning meeting you could speak in? Or give it the personal touch and go desk to desk.
- ✓ **Company**
Many volunteers ask their employer for support – either by donation or matched funding. Many are happy to help if it comes with a bit of free PR on your social media profiles or an article in your local paper post-trip.
- ✓ **Community**
Your street, your neighbours, your local shop and local press/radio – many also have online pages you could utilise.
- ✓ **Social Media**
Look for groups in your community that you could join and post on.
- ✓ **Church**
Ask your leaders if you could talk to the church during a Sunday service and let them know what you're doing. Use the resources available online – videos, presentations etc, and don't be afraid to ask for money. If you're not comfortable talking in front of a crowd, give us a call and we'll be happy to come and support you.
- ✓ **Church Small Group**
Why not start a conversation about your trip in your church small group and ask for support - or see if anyone wants to join you on the team and fundraise together!

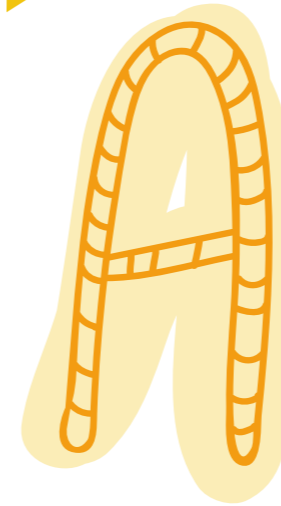


Run an event

Fundraising takes time and effort, the more you put into it, the more you will raise out of it. On average, a volunteer will raise £500 over and above their contribution - 100% of which goes to the project fund. Costs associated with the main project aren't covered by your contribution and rely solely on donations and volunteer fundraising.

Fundraising

it's as easy as A, B, C...



Auction

Approach local businesses to donate a product or service for a fundraising auction - it's free publicity for their brand and many usually comply.

Or ask people/businesses to promise their time or an experience and hold an Auction of Promises online or at an event.

Antiques Roadshow

Enlist the help of local experts and sell tickets to an event. You could even ask for donations for valuations.



Afternoon Tea

Invite friends to come round for a real 'afternoon tea' and ask for donations.

Bungee Jump

Get sponsored to do something brave - though the cost of the jump needs to be covered too.

Bingo

Hold your own Bingo - traditional or your own rules!

Be British

Hold an everything British event - bunting, tea and scones, the Royals, marmite, Colin Firth, The Spice Girls, Wimbledon...the list goes on!



Ball

Hold a formal fundraising ball, gowns and all. Use any musical friends to provide entertainment and see if local businesses will provide the bar/drinks and refreshments for free.

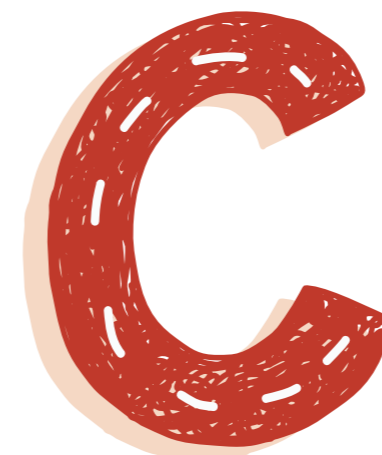


BBQ

Hold this event in your garden and ask for donations and contributions to attend.

Babysitting

Charge for the service and donate your earnings to your fundraising pot.



Clothes Swap

Hold an event for people to bring their unwanted clothes, where they can swap what they bring for something else and pay a donation for entry or per swap.

Car Wash

Charge to wash cars for friends and neighbours - the whole community.

Curry Night

Organise a dinner party with a difference and sell tickets to attend.

Cake Sale

At home or at work this is always popular ask family and friends to help supply home-baked goods to sell too.

Comedy Show

Are you funny? Do you have funny friends or associates? Hold a comedy show and charge for entry/tickets.

Casino Night

You may need to factor in hire costs for some popular casino games, but see what you can fashion yourself too and charge per table or just for entry - or both!



Card Game Evening

Set up tables with all different card games, serve drinks and refreshments and ask for a donation for entry or to play each game.

Cleaning or Clearing

See if anyone in your community wants some help to clean their house or clear out some rubbish/unwanted items. Take donations for your time or per tip run!

Charity Car Parking

Does your Council allow charity car parking on Sundays? Can you find supporters to staff the car park for a day?



Car Boot Sale

Take a pitch and sell unwanted items at your local Car Boot Sale.

Coffee Mornings

Always popular, add your own spark to it!

Cards

Are you creative? Make and sell your own cards.

Collections

Gather a group of helpers to collect donations at your local store, along a sea front or in a town Centre.

Dress Down

Would your work or school let you get donations for a dress down day?

Dinner Party

Utilise a night with your friends to gain some donations!



Disco

Take everyone back to school or to a certain era with a disco.

Driving

Offer lifts to friends, colleagues and family and ask for a donation

Danceathon

Get sponsored by the minute or hour!

Dog-Walking

Offer your services as a dog-walker.

DIY

If you're handy, offer handy man/woman services and ask for donations.

Dinner Dance

Good food, a good band and a raffle will help this event go well.

Date Nights

Have you got any single friends you could auction off a date with at an event? Obviously you need their permission and they should be over 18!



Easter Egg Hunt

If it's that time of year, organise this in your garden or a local park and charge people to take part.

eBay

Register on eBay.co.uk and have fun auctioning off unwanted items.

Exhibition

Invite and charge local crafts-people to exhibit their work and products at an exhibition hosted by you. You could also ask for a donation on entry from visitors.

Fasting

Do a sponsored fast and ask for sponsorship per hour or day.

Fancy dress

Everyone loves to dress up, hold a ticketed party or event with a dress up theme such as celebrity couples, things beginning with 'T', cartoon characters etc. with a prize for the best costume.

Flirtathon

A bit like a speed dating evening, but everyone has to write down the best flirty line they hear and you read them out at the end. You could even have a vote for the best one and award a prize.



Eating Competition

There's so much that can be done with food and everyone loves healthy competition. See if you can set a record-breaker - local press would have interest in that.



Football Matches

Speak to local clubs about organising a half-time collection or organise your own charity match between local teams.

Fashion Show

Speak to a local shop or boutique and ask them to stage a fashion show in aid of Mission Direct. They will get to showcase their clothing whilst you can ask for donations to attend.



Gents' / Girls' Night In

Think black tuxes, card games and James Bond type mysteries for the boys; get your girls together and get a movie, treats and maybe even a bit of pampering. Ask your mates to donate what they'd normally spend on a night out.

Golf Tournament

Ask a local club to sponsor this event and help you publicise it to club members and local business people.

Games Event

All you need is a game and a place to hold it. It could be traditional board games like Monopoly; it could be charades or pictionary, or if you have a console and screen you could charge people to play against each other. Set it up as an evening or use a room at lunch time at work and charge people per play.

Garage Sale

An American favourite, get your community together and use your front garden to sell items you no longer want, and anything donated by your community.

GIFT AID IT

One of the best and easiest ways to raise your fundraising total is to get people to declare Gift Aid on their donation. This is **free money!** For every £1 they donate, the government gives us 25p. All you need to do is ask them to add it. Online fundraising pages have this step as part of the donation process, so supporters just need to tick yes if they adhere to the criteria. If you're collecting cash, use one of our sponsorship forms and ensure people tick the GA column.





H

Hat-making

If you're talented in knitting, crochet or textiles, why not make some hats and use your community, church and online presence to sell them?

Head Shave

Find a brave person to raise money by having their head shaved! Or do your own and hold an event to come and watch the big shave, whilst asking for donations!



Hat Show

Same as a fashion show but with hats!

Knitting

Hold a knitathon, a knitting morning with coffee or just lend your hand to the needles and sell what you make.

Kings

Hold a themed event for people to dress as and guess kings in history. Or let someone win a competition and treat them as King for the day!

Karaoke Night

One for all ages! Ask a local hotel or pub for help organising this.



Keep fit

Hold an exercise class in the park, an exercise challenge or a sponsored fitness goal like going to a class or running 5K everyday for a month.

K

Line-dancing Evening

Keep fit and raise vital funds at the same time. This is a dance for all ages!

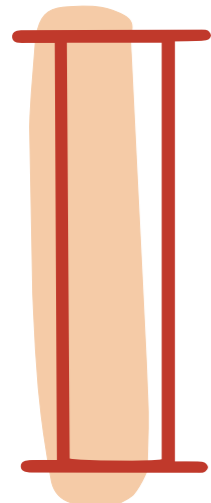
Lunchathon

Ask work or school if you could cook and provide lunch for a day and ask for donations or charge a fee.



Leap Year

If you're fundraising in a leap year, speak to your employer about using that day to match funds or hold an event.



Ikea Builder

Offer to build people's furniture for a donation!



Irish Event

Celebrate the culture with a jig and some Irish music. A party with a difference!

International Day/Evening

A dinner party with a difference with each course from a different country. You could theme it to your mission destination. Think about dress code too as well as music and traditional games.



Jazz Event

If you're a musician you could play for donations, or create an event centered around the music and give your attendees a taste of New Orleans.

Jumble Sale

Easy to organise and always popular.

Jewellery Sale or Evening

One for the ladies - Invite a local jeweller along to talk about their craft and take a percentage of anything they sell. Or make your own and sell online and at craft fairs, in your church and within your community/school.



M

Mile of Pennies

Ask pupils at local schools and workplaces to collect coins in a Smarties tube and on a set day try to make a mile of pennies around the playground, workplace or town.

Matched giving

Ask your employer and/or other local businesses if they'll match what you raise. The worst they can say is no!

Moveable Supper Party

Starters in one house, mains in another etc., etc.!

Murder Mystery Party

Not for the faint hearted!

Mad Hatters Tea Party

A fun theme for a daytime or evening do.

Mulled wine

If it's that time of year, hold an evening of mulled wine or cider and music.



Marathon

And this doesn't have to be of the running kind - though they're great too! Have a marathon of films, music sets, hair styling, massage...a marathon of anything!





Nature week
Spend a week not using anything manmade and eating only organic - can you do it?

No make up day
Get donations to do a day without makeup and take a selfie wherever you go. Or go even further and do a 'Natural week'

Non-Uniform day
An easy fundraiser for schools to organise. Pay £1 to come to school in your own clothes.

Name the...
Create a competition to name something and give a small prize for the winning entry or guess

Nearly New Sale
Organise a sale of clothes, unwanted presents or children's toys.

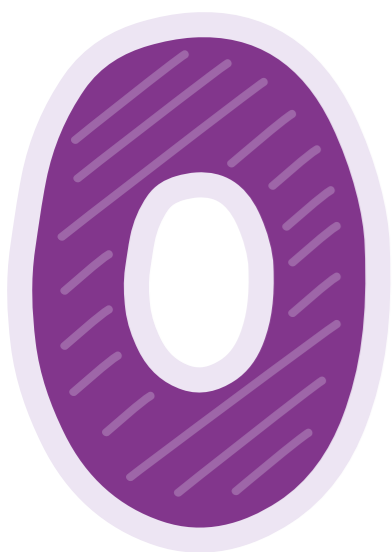
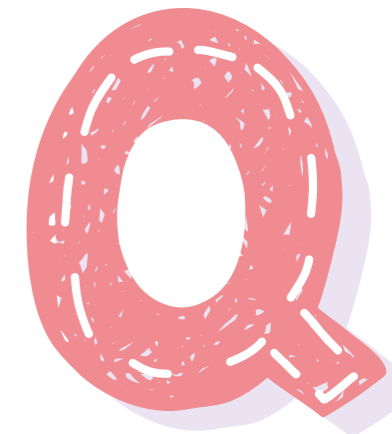
Happy New Year
Even if it's not that time of year, create a NYE party and celebrate at midnight!



Quiz Events
Always popular, organise an interdepartmental quiz at work or get together in a local hotel for a quiz night.

Queens
Hold a themed event for people to dress and guess queens in history. Or let someone win a competition and treat them as Queen for the day!

Quit it
What would you give up for a certain amount of time to raise money? People need to know it's something that is hard for you to give up



Office collection day/ fundraising day
Could you hold a cake sale, collection box, Olympics or such in your office for a day?

Orienteering
Organise a family challenge day

Obstacle course
Set up your own and ask for donations for a go - it could be a challenge for adults, or a fun one for kids - or both!



Open house day
Open up your home and offer tea, coffee and refreshments for anyone passing or in the community for a donation



Running
Get sponsored for a running event, or create your own challenge.

Recipe Book
Ask friends, family and colleagues for their favourite recipes and put them together in a book. Sell it in Schools, Companies or at local events.

Raffle
Raffle tickets should not be sold externally from the event unless a local authority licence is arranged by the organisers. Cloakroom tickets sold at the event are fine, but should be drawn as individual numbers and not as strips of numbers. Our fundraising team would be delighted to help you organise an appropriate raffle for your event.

Pamper day
Treat the ladies and gents in your community to a bit of pampering or just have your friends over. If you have a skill, use it, or see if a local business would donate their time to get their name out there.

Plant sale
Sell cuttings of all your favourite plants to family, friends and colleagues.

Pub Games Evening
Teams pay to enter for skittles, dominoes, pool, darts etc.



Pancakes!
People love an excuse to make and eat pancakes! Sell them, have a flipping competition or have a competition for the best filling.

Parachuting
Research local centres and organise a leap into the unknown! Go to www.skylineparachuting.co.uk for more information.

Products
What can you make and sell?



Skydive
Factor in the cost of doing it, but the fear factor involved in this is always a good fundraiser!

Sponsored Events
Run, swim, slim or sit in a bath of beans! Ask friends and colleagues to find a fun way to raise sponsorship.

Sweepstakes
Think 'how many sweets in the jar?' and suchlike, charge per guess and give a prize for the closest answer.

Scrabble marathon
How many games can you get going at once?

Silence!
Could you be quiet for a day, a week?

Sunday Brunch
The ideal way to get together with friends after a brisk walk - ask for donations.





Three Peaks Challenge

Get sponsored to do it.
See www.threepeakschallenge.uk

Tea party

As Brits, we know that tea is the answer to everything, so why not hold tea mornings or events - theme them, bake cakes, find as many different types of tea as you can and do it however you like!

Ten Pin Bowling Tournament

Easy to organise and great fun for families.

Tuck shop

Bake up some goodies and be the tuck shop at work or school for a day!

Treasure Hunt

Arrange a route with clues leading to the treasure.

Tombola

Ask family, friends and colleagues to donate a prize for this firm favourite.

Tug-of-War

Organise your own event and ask for donations to attend. You could also auction off guesses for the winning time!

Theatre Preview

Persuade your local theatre or amateur dramatics society to do and sell tickets in your local community to attend. a preview in aid of Mission Direct.



Walk

How far will you walk to raise money? You could do it in fancy dress, climb it, do it blindfolded, or just do an incredible distance.

White Water Rafting

Get a team together and find your nearest Centre.



Wax it

what would you get waxed to raise money? The more shocking the more you'll raise!



X Factor

Organise your own version of the TV hit show.



Uniform free day

Swap your uniform for dress down or fancy dress for a day if your employer/school will allow it. If you're dressing up, get sponsored to dress up in something no one would ever want to wear or that's funny, you'll get more sponsorship for it!



University Challenge

Get together teams who attended different universities and hold a challenge to see which university comes top.



Valentines Day Ball

A great excuse to get dressed up and raise money - even if it's not the actual day. Celebrate love! Or hold a day for all the singletons you know to get together and party - speed-dating, a ball, a sponsored dance...

Variety Concert

Seek out talented friends and colleagues and put on a show, charging for admission of course.

Vintage

Organise a vintage sale and see what you have in the loft and what people in the community may donate to sell. Or hold a themed event - think Downton Abbey!



Yes Day

Ask people to sponsor you to say 'yes' to peoples' (reasonable) demands for a day!

Yoda

Could you speak like Yoda for a day?

Year challenge

What would you do everyday for a year?

Yoga marathon

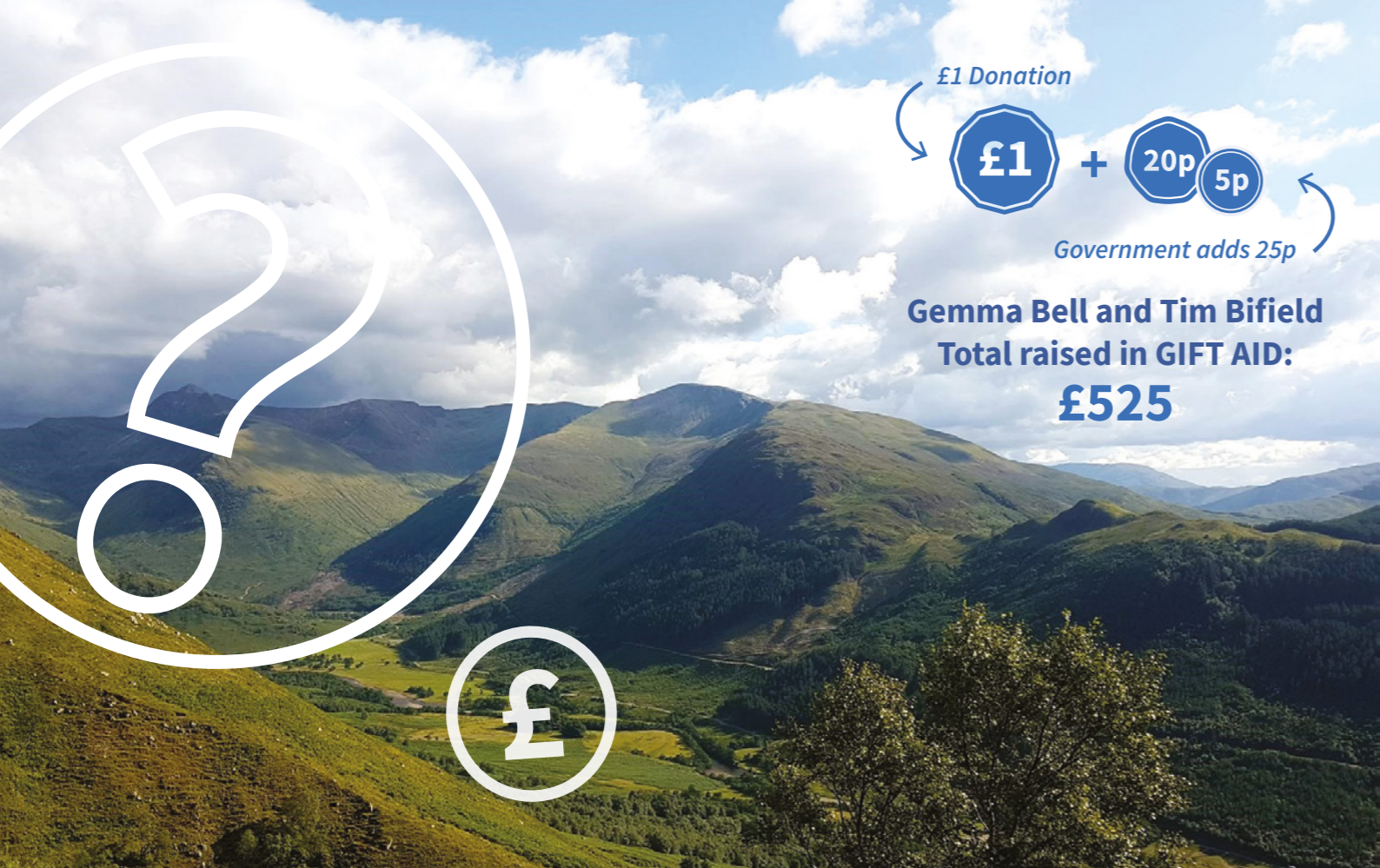
If you know your Yoga, hold a challenge or a class - or ask a local professional to donate some time.



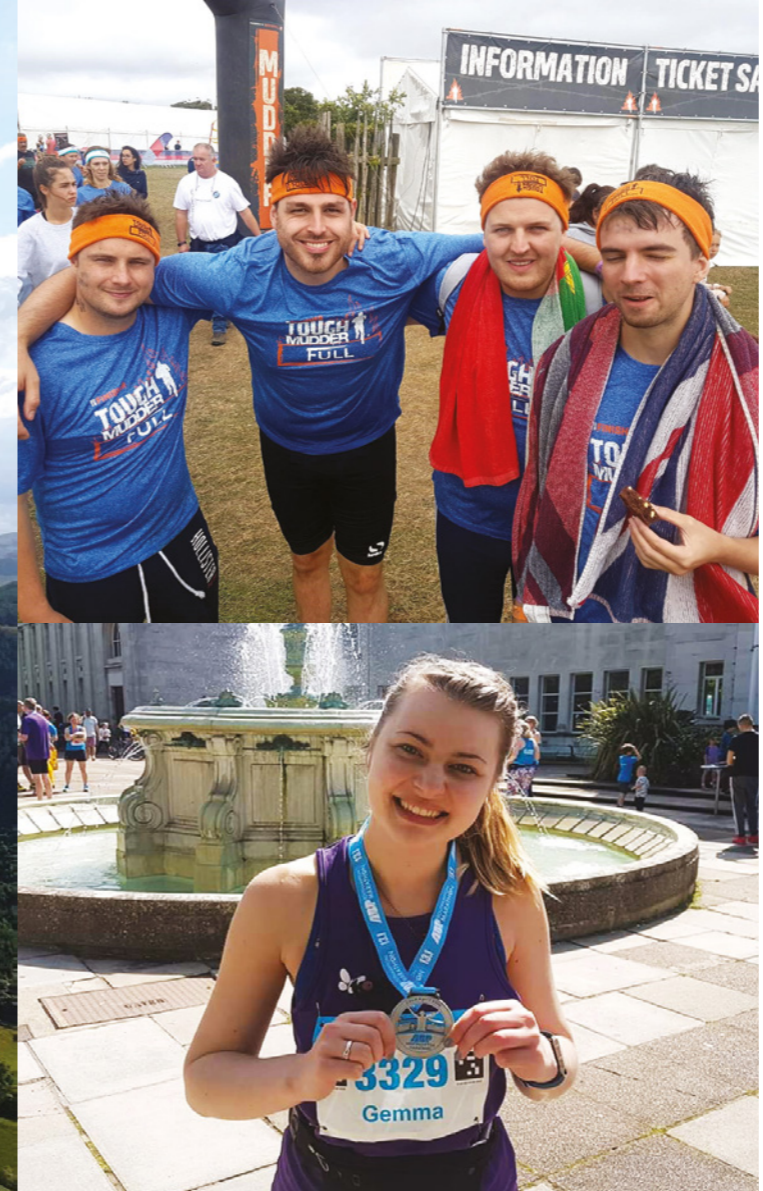
Z - Zumba marathon

Ask your local council if you could hold a Zumba marathon in the town hall or square - get people to sponsor you beforehand for each minute or hour and also have a collection bucket at the event.





Gemma Bell and Tim Bifield
Total raised in GIFT AID:
£525



Gemma:

- Southampton Half Marathon
- Aquathlon - 1km swim and 7.5km run

“In terms of challenges, the half marathon was particularly hard as it was 24 degrees during the run, which was incredibly hot. Luckily the residents and community had come out in force around the course with hose pipes, spraying them into the crowd - which was hugely appreciated! This sense of community coming out in force to support thousands of people running kept me going and that was something that I wasn’t expecting to draw from so much. The run itself was much harder than I had expected, with the heat and the hills. However, after I completed the run the donations had rocketed from £50 to £600 which was massively overwhelming and humbling! So it’s worth remembering that not all funds come in prior to the event itself.

The other challenge for both of us, I would say, is that Tim and I aren’t very good at asking for money when it comes to this type of thing! So, in terms of our fundraising plan, we thought we would both take two challenging events each and use these as the focus for raising the awareness and asking for donations.

We had our fundraising page open in April (our trip was in September) and we noticed that the majority of people donated in August, when it was nearing the end and also closer to when we were going. Next time, we would aim to have the page open for two months and do events within that time as opposed to a longer time-frame.”

How do people raise the money? Some inspirational stories from past volunteers...

We ask all of our volunteers to fundraise over and above the required contributions, as 100% of these donations go to the cost of the main building project and without them, would not be possible. The majority of our volunteers need to fundraise to cover the cost of their trip, so the total amount needed to fundraise can be daunting and can seem impossible.

But, God is faithful and He will provide – you just have to do your bit. Here’s some stories of what some of our volunteers have done to raise funds and the challenges they faced; we hope they inspire and equip you to go and fundraise for your upcoming trip!



Gemma Bell and Tim Bifield:
Kumi, Uganda

Total raised: £2100
on top of contributions

Tim:

- 3 Peaks Challenge
- Tough Mudder 10 miles challenge in Bristol
- My parents ran a stall at their local church in Poole

“The 3 Peaks is an attempt to climb Ben Nevis, Scafell Pike and Snowdon in just 24 hours including driving between them. I just missed out on the 24 hours, but did it on a crazy stormy weekend in August! The 3 Peaks was honestly the hardest thing I’ve ever done! The physical challenge of climbing three mountains with next to no sleep in such a short space of time took it out of me!

There were moments on the mountains where I’d stop and question why I was doing it. But, the support from everyone at home and the donations coming through spurred me on. I never felt alone, I was being carried when I felt at my lowest - the poem ‘Footprints’ comes to mind. The challenge was bigger than me, it meant something to a huge amount of people, particularly once I’d met the amazing people in Uganda.”

Where their money went...

£800 building project Bazaar school – building a new classroom [School currently has 1400 students – approx. 110 in each class!]

£600 specific aid for Kumi Prison, an orphanage [COHAD], a local children’s Development Centre [ATUTUR] and two primary schools [Bazaar and PAG]

£200 towards sponsorship of a child at the orphanage (COHAD)

£50 on footballs for teenagers on a street boy project (Seeds of Hope), an orphanage [COHAD] and other local communities

£50 on a family we spent a lot of time with (Eric – our bus driver) We are also sending a laptop out to support Eric’s son in his studies

£400 school materials at Bazaar Primary School and Atatur Children’s Development Centre



Stewart and Gillian Geddes
 Total raised in GIFT AID:
£396.25

Stewart & Gillian Geddes

Fundraising for Campo Largo Brazil

Total raised so far: **£2,551.25 (inc gift aid)**

Stewart and Gill raised money to bring forward the completion of Mission Direct's housebuilding project in Campo Largo with Brazilian charity, Open Hands. Stewart used an online giving page as well as a dedicated Facebook page for the event as a way of promoting and raising money for the event.

'I have been a volunteer in Campo Largo, Brazil for three years now and each year I have done something to raise money for the venture. I have a passion for motorcycling, so wanted a challenge that would involve riding my motorcycle for a long distance in order to raise money for the project.

As I started to consider what I could do, I remembered reading about someone who had ridden to the 4 compass points of the British Isles; North, West, East and South – an estimated 2700 miles – and so, my planning began. Riding a motorbike is tiring, so you can't normally ride as far as you can drive a car; so to do the journey in a week would require an average of 385 miles per day.

The itinerary was to start from Edinburgh to John O'Groats, then Adnamurchan Point in the West, Ness Point at Lowestoft and Land's End, before returning to Edinburgh. In order to make the journey more interesting I put calls out to ask people to ride pillion for legs of the journey. My wife Gill as well as a few others, stepped forward in support. So on the longest day of the year, I set off from Edinburgh with my wife Gill on the pillion and Carlton (Brazil Country Manager for Mission

Direct) following in his car.

On reaching John O'Groats, we unfurled our Brazilian flags and took pictures at the famous signpost to post onto the Facebook page so our supporters could see our progress, which we continued to do at significant milestones along the way.



The journey was long and tiring, but great fun and we were blessed with a week of superb weather. Overall I covered some 2380 miles in 7 days and we raised almost £2500 for the work of Mission Direct in Campo Largo.



Fundraising Superstar

Jill Geddes

Fundraising for Zimbabwe

Total raised so far: **£18,000 (and increasing!)**

Jill Geddes first went to Zimbabwe in 2015 and has been every year since. Her fundraising efforts began a year before her first trip and since then, she hasn't stopped! Her total will exceed **£20,000** by the time she travels in 2019, and that doesn't take into account the 23kg of aid she takes out with her each year. In 2017, Jill spent £400 on phonics resources alone. Her heart is huge and her schedule is busy!

Up to 2017, Jill's fundraising had been a solo exercise:

"Fundraising on my own has meant giving talks at church services, groups at church, Round Table Clubs and lots of crochet! I raised £2,400 on crochet alone in 2018! I make anything out of crochet and have taught myself to sew also. I then I sell it all on my stall 'Starfish.help'. I have a Facebook page and a website for Starfish.help and take commissions for crochet too. I have made all the characters from Alice in Wonderland from a picture as a commission and chocolate orange covers in the shape of reindeer! Anything that sells! I take my stall to craft fairs, Christmas markets and the local farmer's market. I am out all year round. I have four events booked in for November and eight for December already. If you want to do well, you have to put in the time and effort. I have been impressed by how much easier it is to raise money through events than through the stall, though."

In 2018, Jill was given an award by her local Rotary Club for the incredible fundraising she does for Joshua Dhube School, which was presented by the Mayor. The award included £2,000 for Jill to buy 24 tables for the school in Zimbabwe.

In the same year, Jill began a different type of fundraising to join with her solo efforts – she began to raise money with her team!

"This year is the first year I have been part of a team for fundraising and my team will raise £11,000 this year for the build, which means my personal fundraising can be used for aid and resources for the school. As a team, we have collectively done a car boot sale, a pudding night, a cake sale, a film night, sold squares of Zimbabwe on a map for a raffle, Quiz night and afternoon tea. In July we are car-parking for a car boot sale!"

Total raised in GIFT AID:
£3926.25 over the years

You can read more fundraising testimonies online at www.missiondirect.org/resources as well as watch some short videos of our volunteers talking about their fundraising.

If you would like someone from Mission Direct to support you for a talk or presentation, please contact the team.



Mission Direct

Building hope, bringing change

www.missiondirect.org



/mission_direct



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Climate Stewards
FOR TOMORROW TODAY

We offset emissions from all staff travel and encourage our volunteers to join us.

Mission Direct supports sustainable local community projects. Our partners will make sure that whatever you help to build will be put to good use for many years to come.

Mission Direct is a registered charity number 1107824.

Mission Direct is a company limited by guarantee number 5289161.