

Fundraising for ICS



Don't be daunted by your fundraising targets! We know that for many of you this will be your first experience fundraising and we hope you really enjoy your time doing it.

Fundraising is important – to ICS and to all international development programmes – because the money raised enables us to continue fighting poverty.

Fundraising isn't only about benefits for your chosen charity, it is also about what **you** can gain from fundraising. Undertaking fundraising for your ICS placement will give you the opportunity to raise awareness of the fantastic work you will be doing and current international development issues. By organising events and engaging with your friends, family, networks and local community, you will acquire valuable organisation, management and communication skills – a brilliant boost to your CV. It's also a fantastic chance to be creative and do something which you have never done before. Undoubtedly, it will get you into the spirit of your upcoming trip and prepare you for your time overseas!

Fundraising can be as simple or as challenging as you'd like it to be. But if you follow our top tips for fundraising, you should reach your target and have fun doing it!

Top Tips for Fundraising

1. Start early!

The more time you give yourself to raise your target, the easier you will find it. You will have more time to collect donations and enjoy the process.

2. Plan ahead

Take some time before you start to plan ideas and think about what you can realistically do in the time you have. Break down your target so that it isn't one big number, but 3 or 4 smaller targets – this will make your fundraising manageable and stress-free.

3. Enjoy yourself and be passionate

Fundraising is all about having **fun** and getting out there in your community, networking and gaining invaluable skills which you'll be able to use in the future. Make sure you do something that you will enjoy to keep up your enthusiasm and motivation! You don't have to do something new – maybe you could harness something that you do already and turn it into a fundraiser?

4. Social media

Social media can make a real difference to your fundraising. Facebook, Twitter and Blogging are great platforms to promote your fundraising and volunteering whilst also raising money. Everyone is online now so it's a fantastic way to reach people! Make sure you update your Facebook status with your Justgiving page or tweet about your events. You never know, you might get a celebrity retweet!

5. Know your stuff!

Make sure you are clued up on all the facts about ICS. The first question any sponsor will ask is 'where is my money going?'. Get in touch with the charity you are fundraising for. If you can answer this question with passion, facts and clarity, then your fundraising will be a success!

6. Cast your net wide! Publicise yourself and what you're trying to achieve

Fundraising is all about getting out there and spreading the word in whatever way possible. The internet is a great place to start but don't forget what's on your doorstep – your local community! You could do a talk at your **school, college** or **university**, for a local **youth group** or **church** or even a **community group** such as Rotary, Lions, Women's Institute or Soroptimists.

7. Local media

Your local media might be interested in your fundraising, particularly if you're doing something quirky or outlandish to raise the money. Don't be afraid to write to the editor of your newspaper or speak to a DJ at your local radio station. They love to showcase what young people in their area are getting up to so let them know! Let your chosen charity know if you're doing this so that they can support you.

8. Organise a fundraising event

Events can be great fun and can help you to raise a lot of money quickly. They also provide an opportunity to raise awareness of ICS and the charity you are volunteering with. The wackier or more challenging your idea, the more interest, participants and hopefully sponsorship, you might receive!

9. Ask for help!

Don't forget that your charity can help with fundraising support just on the end of the phone or email. So if you need any help, advice, resources or just a bit of inspiration for fundraising ideas, then get in touch!

Inspiring Fundraising Ideas

Arts and craft stalls	24-hour competitions	Quiz Night
Auctions/Auctions of Promises	Ebay sale	Raffle
Formal Balls	Extreme events (abseiling, water sports, sky diving)	Regular giving whilst you are overseas
Bag packing	Face your fears events	School fundraising
Barn dance	Fancy dress days	Speed dating
Big Curry Night	Film nights	Sponsored events (e.g. detoxes, silences, runs, walks, climbs)
Bike Ride	Games evenings	Sports Tournaments
Bingo	Garden parties and BBQs	Challenge events such as: running, walking, climbing, swimming and cycling.
Bloggng	International evenings	Charity stall at village fetes
Book sale	In-store shop collections	Street collections
Cake sale	Jumble sales	Talent shows
Car boot sale	Karaoke	Themed parties
Ceilidhs	Local fun runs	Treasure hunt
Charity Poker	Local half-marathons, 10k races	Wine tasting
Coffee mornings	Murder Mystery	
Concerts	Presentations to local groups, schools and organisations.	
Come Dine With Me!		
Dress down at work day		

How other volunteers have reached their target

£100 Alex gave a presentation about his exchange to his local Lions Club.

£200 Adrian raised funds from giving a talk to the Rotary Club.

£300 Stuart created and sold greetings cards to his local community.

£500 Tom completed a fancy dress walk across the Malvern Hills, dressed as Wally from 'Where's Wally?!'

£1,000

- Rachel got four of her friends together to do a London 'Tube Dash' Collection. They raised £1,000 from 153 tube stops in 14 hours.
- Michael persuaded his parents to hold a cheese and wine party in aid of his fundraising.
- Grace got in touch with her school to fundraise £1,200 through events like non uniform days and bake sales.
- Banke completed 10 challenges in return for donations. These ranged from helping in a soup kitchen to staying awake for 48 hours.

£2,000

- Renata got her friends and family together to do odd jobs, street collections, sell Krispy Kreme doughnuts, complete a tube dash, car boot sales and organise neighbourhood cleaning, taxi and shopping services. She said *'Fundraising was pretty formative in that it helped me to realise I really enjoyed it. Without it I'm sure I would not have got my job at a charity called Hope and Homes for Children in Major Partnerships Fundraising'*.
- Gilly organised several book sales and held a sweepstake at work. Her company matched the funds she raised.
- Rachel successfully applied for funding from her local trust.
- Jim took to the streets of Leeds to busk, as well as having a leaving cake and tea party for friends and family.

£5,000

- Steve organised a table tennis tournament with his University colleagues. It lasted six hours and raised a fantastic amount of money.