



VOLUNTEER FUNDRAISING GUIDE



Salaam – Hi!

Thank you for signing up to be a champion for education – the key to breaking the cycle of poverty.

Ready? Let's do this.

Welcome to the READ Foundation family. You're now a step closer to helping us provide quality education to orphaned and vulnerable children living in war-torn and impoverished communities around the world.

This fundraising kit was designed to support you throughout every step of your fundraising journey. We hope you find everything you need. We have suggested some inspirational ideas from some of our READ fundraisers, including tips and tricks to really put on a great event.

At READ Foundation, we're dedicated to helping children break free from the cycle of poverty by providing them access to quality care and an education. This ground-breaking work is only possible through the support of people like you.

Whether you trek, run, host a bake sale, quiz night or simply choose to use your online platform, you're joining a team – a family that is committed to changing the world through the power of education.

We hope that through this kit, you're inspired to make a difference in the lives of vulnerable children all over the world!

Be sure to use the hashtag #READfundraiser in your activities online. We can't wait to see what brilliant things you do!

Thank you again for joining our READ Foundation family.

Jahangeer Akhtar, CEO, READ Foundation



WITH YOUR SUPPORT...

We can continue to find practical, innovative ways for people to lift themselves out of poverty and thrive.



Putting the fun in fundraising!

Many things have changed, some activities have even been brought to a complete stop but your fundraising and commitment to changing the world doesn't have to!

Together, we will change lives and spread countless smiles.

To assist you in getting started, we've got some tips and advice on how to make your fundraising both easy and successful.

THE MOST POWERFUL TOOL YOU HAVE IS RIGHT IN YOUR HANDS!



These uncertain times may have affected our activities, but don't let that stop you in our joint mission to end poverty.

Change lives right where you are.

We often get asked, "What's the best way to help?" Our answer is simple: you don't have to fly half way across the world to make a difference. In fact, the best way you can help is by staying right where you are – go virtual!

You've already committed to a cause, and you may select an activity, all you have left to do is spread awareness about your mission, then raise money to help us change lives. So put the kettle on and use the nearest laptop or your mobile, as it is the most powerful tool.

Start by following us and creating your campaign page on facebook, instagram, launchgood or just giving.

Now is the time to make fundraising a huge success! Host your event virtually, or safely participate in activity, and go live by asking for a small donation to be made to your Giving Page.

*Before using an online platform, always make sure to check their Terms and Conditions and Privacy Policy. It's your responsibility to be familiar and comply with these.



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readfoundation.org.uk

YOUR STEP BY STEP FUNDRAISING CHECKLIST

A fundraising plan is a great way to ensure a fun, easy and rewarding experience for you and your supporters!

1

PICK SOMETHING FUN TO DO BUT REMEMBER COMMITMENT IS KEY!

If it's your first challenge, activity, event or online fundraiser, keep it simple and start with what you know and what you're passionate about. Write down all your ideas, no matter how big or small they are.

Think about events you may have organised or attended in the past, challenges you wish you took or a marathon you've always wanted to participate in and sign up.



For example, if you love baking cakes, you've already got a recipe for success!

It doesn't matter when you participate in your activity or hold your event (or don't!) — anytime is a good time.



SET A DATE, TIME ... AND TARGET

2

Weekends are good for enticing people to come to a bake sale or a fun run, and evenings make sense for film or game nights. Also think about the date, so that you are not competing with other functions or events.

This will also give you the chance to push the date back if you run out of days. And if you set yourself a target of how much you want to raise, it'll give you that extra bit of incentive to really go for it.



3

PICK YOUR PLATFORM AND PERSONALISE YOUR PAGE!

Use your network to reach out to friends and family and promote your fundraising activities.

Follow these simple steps to create your page:

1 Set up your page:

Facebook, Instagram, LaunchGood or Just Giving -set up your page using your email address or platform login. You will be prompted through the registration steps and a confirmation email will be sent once complete.

2 Explain your mission and upload a photo:

Your passion will drive your efforts! Tell your friends and family about why you're committed to the cause and what you hope to achieve!

3 Start blogging

Blogs are a great way to keep your supporters in the loop. They enable you to share your achievements and promote your cause. Regular blogs will show how passionate you are and encourage more people to donate.

4 Share your campaign

Share your campaign URL on social media, via text and email to let everyone know what you're doing. A great social media presence will help boost your fundraising. With each post, remind your supporters just how much they're helping.

5 SAY THANK YOU!

Most importantly, let your supporters know how much you appreciate them. Send a thank you email or text to everyone who donates, and let them all know when you hit a fundraising milestone.



Let's get creative!

The key to success: Just do it!

Your workplace, clubs and other networks are a great place to fundraise (with minimal effort) and you could find an endless amount of supporters to tap into.

Maximise your fundraising efforts by implementing these easy ideas:



Virtual book club; we love READERS.

Virtual book clubs are in! If you're already part of a book club, why not take it online? Or set up your own. Ask friends and loved ones to donate what you would've spent on drinks and snacks to support your cause.

Poetry slam!

Pick a theme of your choice and write a poem about it. Let your creativity flow and challenge friends and family to do the same in the ultimate virtual poetry slam. Collate all your poems into a booklet to publish in celebration of International Poetry Day in October, or turn it into a lovely gift for people to buy.



Do what you do best!

THE BIG READ

Step away from the screens and kick it old school to raise money for your favourite cause. Put together a list of all the books you intend to read and set a timeline. Ask your friends and loved ones to sponsor each read.

Our challenge for you: Ask your friends and loved ones to select surahs (you can choose how many to do in total) from the Quran and sponsor you to learn these by heart! We recommend doing this during Ramadan. There's no better way to commemorate the holy month!



Sports Fans Unite

Tap into global interest and host your own charitable sports match! Whether it be football, cricket or rugby, pick a sport and host a tournament. At your event, you can raise awareness for the cause you've selected and also hit your target by charging an entry fee or asking your participants to help you fundraise.



High Tea

Host your own high tea with friends and loved ones. Sell tickets in exchange for a seat, tea, scones and sandwiches whilst sharing a cause that's dear to you with those who support you the most.



Getting Crafty

If Pinterest has taught us anything, it is that the do-it-yourself aesthetic isn't going anywhere. Gather talented friends and loved ones to help create and sell your crafts, whether they're bracelets, buttons, keychains or homewares and sell them to raise funds for your cause!





Challenge yourself!

Cycle and go

Ever heard of the Tour De Manchester? Cyclists take part in a 170 mile bike ride in the aid of a project of their choice. Do it alone or with friends – you decide!

Run it

Run, walk or power your way through cities by registering yourself or with friends for a marathon – you can do it!

10 day challenge

Ready? These can be set by you, your friends, family or colleagues. The challenge is completely your choice so it could be something creative, fitness related or even taking on 10 good deeds over 10 days – you decide!



THE MORE YOU RAISE

THE BIGGER THE

IMPACT!



£50

Can help us protect vulnerable children from the dangers of the slums. Our night shelters provide psychosocial support, food and a safe space.

£100

Can fund our school in a bus project: A mobile classroom kitted out with school essentials that educate children affected by conflict and emergencies.

£300

Can help provide life-saving essentials to children affected by the conflict and famine in Yemen, and also ensures they still receive an education.

£720

Can sponsor two orphaned children for an entire year, giving them the necessities and opportunities to change their future.

£1,500

Can contribute towards building a new classroom for a new school in a rural and impoverished community!



For more information contact
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READ Foundation is a charity registered in the UK with the Charity Commission (1160256) and a company limited by guarantee (09195667).