



FUNDRAISING GUIDE AND INFO PACK

- Who are you fundraising for?
- Why you should fundraise for SERVE
- Impacts of SERVE's Work
- Common Concerns
- Fundraising Guidelines
- 3 Step Approach to Fundraising.
- More Fundraising Tips
- Our Contact Details

WHO ARE YOU FUNDRAISING FOR



SERVE is a development and volunteering organisation committed to tackling poverty in the majority world.

We strive to do this by working in solidarity, service and partnership with marginalised and oppressed communities, empowering them to tackle the root causes of poverty and injustice.

SERVE focuses specifically on programmes and projects that help communities enhance the lives of children and young people and recognises that gender equality is pivotal to achieving justice, equality and sustainable development.

Read about the [work we did in 2021](#) & [Skills for Youth Resilience Programme](#).

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**WHY YOU SHOULD
FUNDRAISE FOR SERVE**



**TO HELP
EMPOWER
PEOPLE LIVING
IN VULNERABLE
COMMUNITIES
ACROSS THE
GLOBE.**



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IMPACT OF OUR WORK

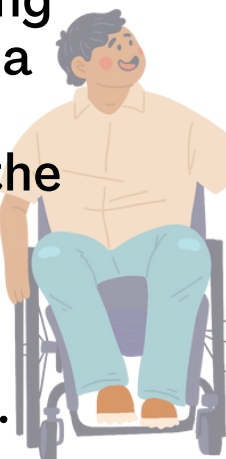


When you donate to the SERVE, you support initiatives to ensure women and young people are:

- financially independent
- living a dignified life
- equipped with other life skills to support personal development
- smashing stereotypes

You also support:

- programmes for people living with disabilities in rural India
- emergency based relief for when our partners need it the most.
- programmes that improve access to basic needs like education, water and more.



**HOST A
FUNDRAISER**

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community@serve.ie



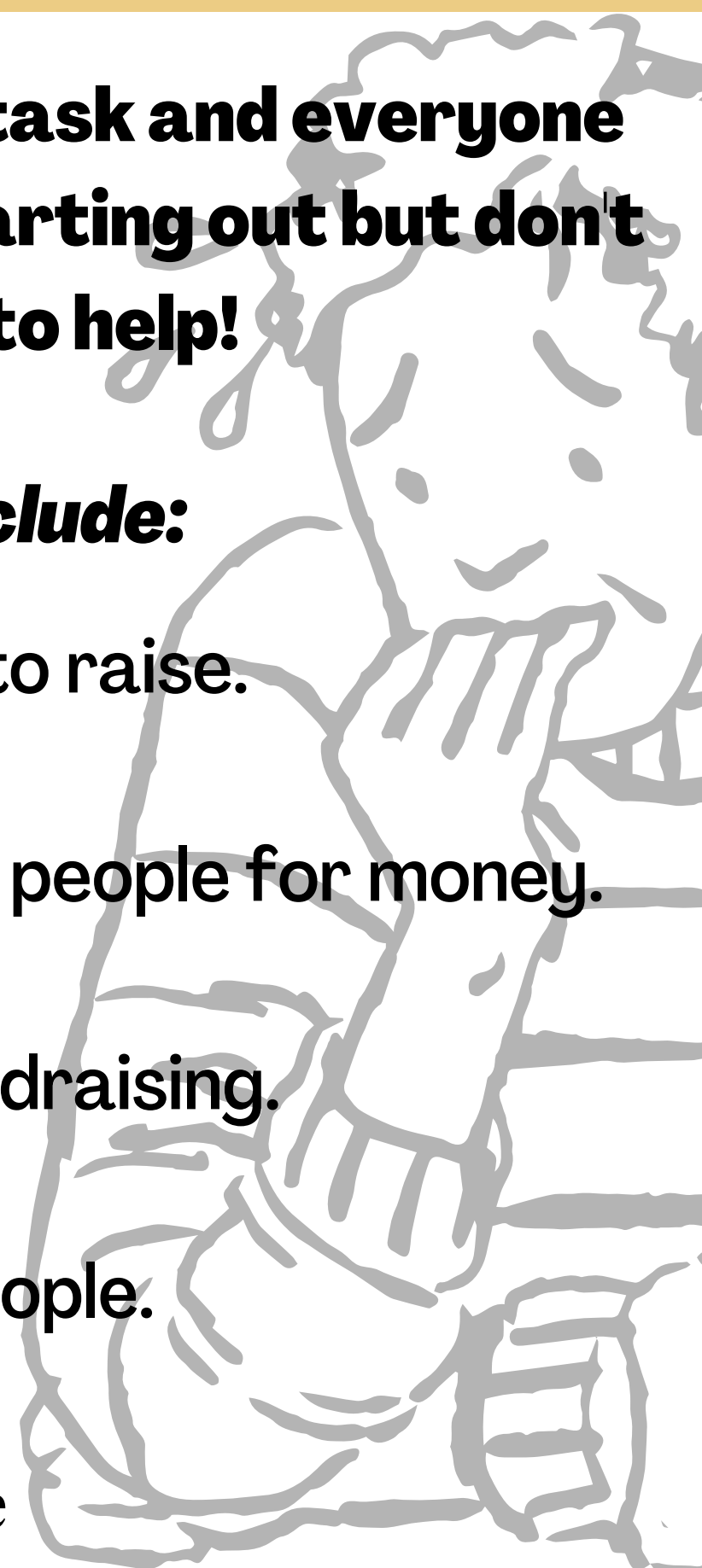
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Fundraising can be a daunting task and everyone has common concerns when starting out but don't worry we are here to help!

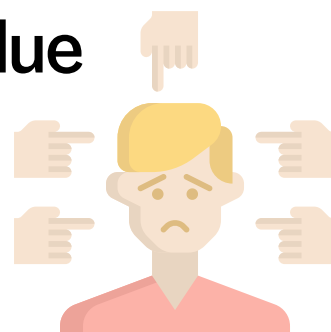
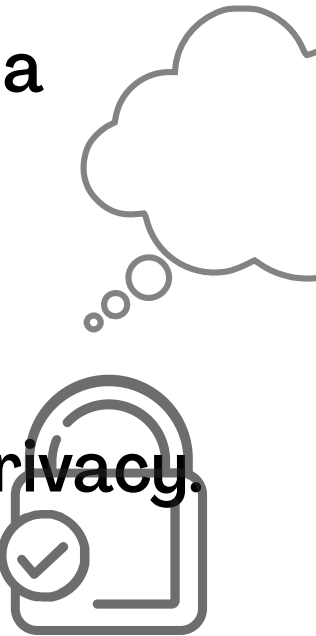
Common queries include:

- Thinking it's too much money to raise.
- Feeling uncomfortable asking people for money.
- Not knowing how to begin fundraising.
- Feeling too shy to speak to people.



Remember these responsibilities when fundraising

- **Clear message:** It must be clear at all times whether the fundraising activities are for the charity in general or a specific purpose.
- **Privacy:** Fundraising activities carried out should not constitute an unreasonable intrusion into a person's privacy.
- **Etiquette:** Fundraising activities should not be unreasonably persistent or place a person under undue pressure to donate.
- **Confidentiality:** Any information obtained in confidence as part of the fundraising process must not be disclosed without prior consent of the donor.

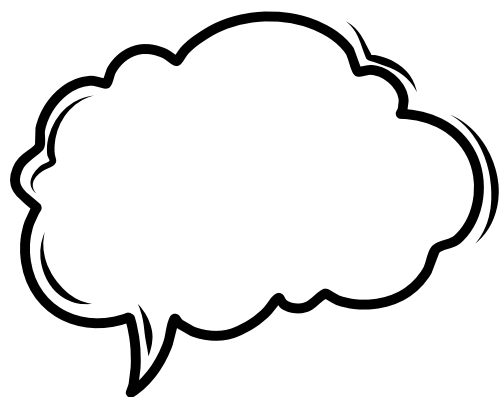


3 Step Process to Fundraising

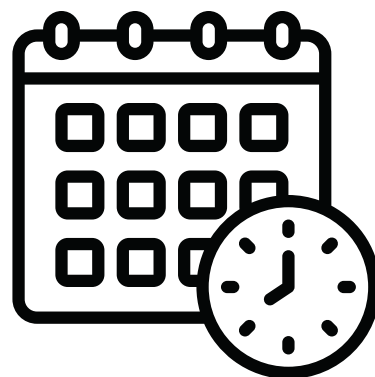
Just like an IRISH

DANCE... 1,2,3 - 1,2,3....

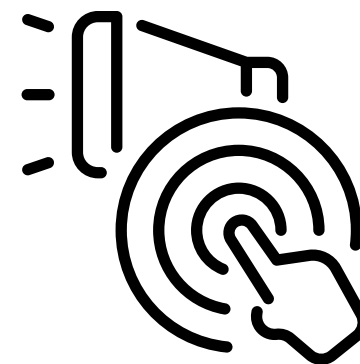
Think



Organise



Act



Think about a goal

- This step may seem obvious, but you should start off with a clear idea of what you're raising funds for, your goal, and your work capacity.
- Think about how much you need to raise and how much you hope to raise.
- Having something to aim for will keep you motivated, but it's also an important story line for donors that can make an ask feel more concrete.
- How will you explain this goal to donors?

Think: Who's my audience?

- Before you can successfully reach out to people, you need to know who you're communicating with and who you're targeting.
- What is the typical gender expression, age group, and locality of your audience?
- Are they your friends, family or local business?
- Who is most likely to give, and how much?
- Where do they consume content: on their phone, over email, through physical mail, or in person?

Think: How will I raise awareness & communicate?

- Your audience is diverse, not everyone will respond to the same outreach strategy.
- WhatsApp, Facebook, Instagram, Twitter, Facebook and LinkedIn are all effective places to share information while catering to different target groups relevant to you.
- Sending a Press Release to local newspapers, local radio channels, your university radio channel and to podcast shows in your region are also effective to engage in a discussion.

Think: How will I explain what I'm fundraising for?

- Ensure you can inform people about SERVE and what cause you're fundraising for.
- You can use the information from the infographics at the beginning of this guide to let people know about our development programmes.
- If you need any more information on the cause that you are fundraising for, please contact us.



Organise your Time

- A timeline will help you build your structure and create a sense of urgency with donors.
- Are you fundraising for an event, in response to something, or a specific cause?
- You can use a timeline on your relevant fundraising pages to illustrate goals that you have achieved and are yet to achieve.
- Think about how much time you can dedicate to this campaign. Enlist the help of friends, family or colleagues to lighten the work load.

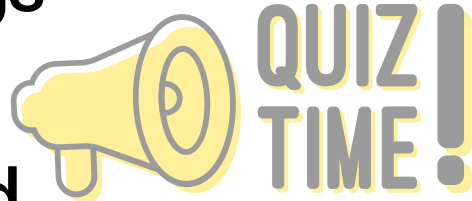


Create a Fundraising Page

- Use a well known fundraising platform such as '**Go Fund Me**' if you are doing an online fundraiser. This will make it easy for people to donate.
- Make the donation page easy to find on social media pages or relevant ads and make the process take as few steps as possible.
- If you are fundraising in person we have **SERVE** buckets available for cash collection.

Organise a fun event. Here are some ideas for an event or challenge:

- Coffee mornings
- Pub quizzes
- Sponsored head shave/dye or leg waxing
- Sky diving
- Charity Auctions
- Car Boot Sale
- Cake Sale
- Art exhibition



- Cycle, Run or Walk 5km everyday for a month
- Early morning swim
- Danceathon
- Skipathon
- Non Uniform Day



Organise a fun event. Here are some ideas for an event or challenge (CONTINUED):

- BBQ
- Book sale
- Disco
- Danceathon
- Easter Egg Hunt
- Games Night
- Karaoke Night
- Ladies Night
- Orienteering



- Tressure Hunt
- Sports Tournament
- Yoga event
- Instrument playing competition
- Dinner Party



Act

- Begin to fundraise as soon as you can.
- Please don't leave it till the last minute.
- Keep it simple.
- Enjoy the fundraising process and don't put yourself under too much pressure.
- Remember we are here to help!



More Fundraising Tips



Make it Personal and Easy to Donate

- **Tell people why you are fundraising for SERVE**
- **Donors like to know about the cause their donation is going towards - You can tie this message into your personalised story and express your solidarity in action.**
- **The easier it is to donate, the more likely someone who is interested in donating will actually give.**
- **Make the donation page easy to access and find on your website or social media accounts .**

Use Imagery

- **For online fundraisers, people respond better to images and video than language.**
- **Images can help illustrate your story and build sympathy for your cause.**
- **If you are undertaking a challenge as part of your fundraising such as a SERVE Challenge you should document your preparation and participation in the event. This will attract further interest in your fundraising.**

Follow Up

- **One of the most important fundraising tips is to follow up with your donors.**
- **Whenever you send personal letters or emails, you should always follow up.**
- **Everyone is busy and people appreciate a reminder.**
- **Make sure to thank donors and provide them with information on the cause that their donation is going to support.**

How to set up an event

What you need

- **A venue**
- **Buckets for collecting money**
- **Posters for promotion**
- **Participants**
- **Knowledge on SERVE - People will want to know where their money is going!**
- **A trained worker or facilitator of the event**

How to go about it

- **Be prepared and have dates picked when approaching the venue**
- **Have a letter printed explaining you, the work of SERVE and what you will be doing overseas**
- **Be polite and friendly - You have to approach a few venues before one says yes.**
- **Promotion is key!!!**

Final Tips!

- The donor may wonder why they should give to you instead of someone else - be prepared to tell them why you are the best choice!
- Do I need a permit for my fundraising event?
- What am I good at? Try and focus on you're strengths if you like sports you could do a physical challenge or if you like knitting you could knit hats and sell them at a local market!
- Can you get a local business or person to sponsor your fundraiser?

You can contact us across platforms



@serve.in.solidarity



@serve_ie



@serveinsolidarity



serve-in-solidarity-Ireland




www.serve.ie



SERVE

**Thank
you!**



We can't thank you enough for all your fundraising efforts!
Every Euro goes a long way to supporting the people we work with.
Thank you so much for your Solidarity In Action

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