

Guy's Trust Fundraising Pack



Creating opportunities for
young people around the world

www.guystrust.org



In Your Pack

CONTENTS

- Guy's Trust – facts and figures
- PR materials and merchandise
- Setting up your online donation page
- Fundraising ideas
- Asking!
- Contact and social networking information



Thank you!

We can't thank you enough for raising money for Guy's Trust. Every penny you raise will go to help create educational opportunities for young people in the Nepal, Cambodia and Indonesia. We've put together some tips and ideas to help you reach your fundraising target.



Guy's Trust

Facts and Figures

Here are some key facts about Guy's Trust. Share them with your donors so they know what a great cause their donations are going to.

- Guy's Trust was established in 2012 in memory of Guy Joseph, who was tragically killed, aged 25, in a paragliding accident in 2011. We focus on projects that reflect Guy's interests, passions and the places in which he spent time.
- In **Nepal** we have built three kindergartens and two school libraries and paid for the reconstruction of a school destroyed in the 2015 earthquake.
- In **Cambodia** we have built desperately needed classroom blocks and installed sanitary facilities and playgrounds at four primary schools. We have also built a library.
- In **Indonesia** we have funded over thirty marine conservation internships for young academically gifted marine science students at MantaWatch, the organisation Guy co-founded.
- We are currently raising funds to maintain support for all the communities with whom we work, for next year's MantaWatch internships and for another library in Nepal.

PR and Marketing Materials

Please email info@guystrust.org to let us know which of the following you would like:-

- Guy's Trust T-shirt (small, medium, large, x-large)
- Guy's Trust running vest (small, medium, large, x-large)
- Guy's Trust sash
- Guy's Trust leaflets
- Guy's Trust business cards
- Guy's Trust film (DVD)
- Gift Aid form
- Guy's Trust collection can
- Guy's Trust collection bucket



Setting up your on-line fundraising page

Guy's Trust uses [KindLink](#) for our online donations because they take the smallest percentage of all the fundraising platforms. At present there is unfortunately no facility for you to set up your own fundraising page although we have been promised this will be available soon. In the meantime, either we can do it for you or we can give you the log-in details to do it yourself. Once set up, it is super-simple for your sponsors to donate.

Other options are to set up your own page at [Just Giving](#) or [Virgin Money Giving](#). We are registered with both although Just Giving takes 2.9% and Virgin takes 8% of your fundraising efforts.

When setting up your page it helps to tell a compelling story about why you are running and why you are supporting [Guy's Trust](#). Please feel free to download photos from our website or Facebook page. And please remember to add a link to our website.

Some fundraising ideas...

We appreciate that reaching your fundraising goal can be a challenge. Here are some ideas to help you get there.

- **Matched funding:** Find out if your workplace will contribute or match what you raise; ask your donors if their workplace will help too.
- **Everywhere is an opportunity:** Take flyers with you to work, social or leisure events.
- **Big businesses:** Do you know any companies that can help? Businesses often have a money pot dedicated to charity.
- **Collect at your club, church, gym etc:** We can provide you with charity collection cans – please ask.
- **Local shops and restaurants:** Ask if they'll display a charity collection can.
- **Speaker:** A talk by someone interesting draws in the crowds.
- **Feed People:** Host a cake sale, get your colleagues to all bring something delicious.

...more fundraising ideas

- **Dinner Party:** Cook for friends for a fee, we're sure your cooking is worth it!
- **Movie Night:** Host a film at your local cinema. We have a five minute film about Guy's Trust which you can show first. We can send you a DVD or you can find it on YouTube [here](#).
- **Pub Quiz:** There are loads of quiz questions on-line.
- **Swear box:** Fine your friends and family when they speak out of turn
- **Junk:** Sell unwanted clothes, accessories and household goods on eBay or hold a car boot / garage sale.
- **Auction:** Do you know anyone who has something great to offer? Auction their services to the highest bidder.
- **If you are brave:** Sponsored wax/head shave/dye your hair blue!
- **During the event:** Texting or tweeting a selfie with a call to donate.
- **After the event:** Let people know how you got on, they may be tempted to donate when they see just how well you did!



...and one more big fundraising idea

Are you planning a party shortly? Getting married, moving home, celebrating a special birthday or anniversary?

If you're inviting friends and family to an occasion at which they are likely to want to give you a gift and you don't need any more scented candles, scarves or saucepans – why not ask for a donation to your favourite charity instead? (You'll probably still get a few presents!)

If this idea appeals to you, we can help you to set up an online donation page and all you have to do is add a link on your invitation. Your friends can donate by cheque or charity cheque too if they prefer.

And if you'd like to include a Guy's Trust leaflet or card with your invitation please ask – we'll send you some.

Asking!

Asking people to part with their hard-earned cash can be tricky. Here are some ideas that we have found work well.

- **Make it personal:** Ask everyone individually; there's nothing like a personal email to get people engaged.
- **Share your motive:** Let people know why you have chosen to raise money for Guy's Trust.
- **Be creative:** Add photos or a funny or moving story to your request.
- **Ask again.. and again!** Often people intend to give but it slips their mind. A little reminder really works wonders.
- **Be proud:** Don't ask tentatively, you are challenging yourself for a great cause. People will be honoured to support you!
- **Cast your net wide:** Ask EVERYONE you know.
- **Go Social:** Promote what you are doing on Facebook, Twitter and Instagram etc. Run a Facebook campaign to thank people publicly for every donation, however small. And why not add a link to your email signature?
- **Be informed:** Give people plenty of information about Guy's Trust so they know where their money is going.



Contact, donation and social networking information

- **Website:** www.guystrust.org
- **Email:** info@guystrust.org or vicky@guystrust.org
- **Facebook:** www.facebook.com/GuysTrust
- **Twitter:** <https://twitter.com/GuysTrust>
- **Instagram:** [guystrustphotos](https://www.instagram.com/guystrustphotos)
- **Film:** <https://youtu.be/DfBkMg8H3io>
- If one of your sponsors wishes to donate by cheque or charity cheque, please ask them to make it out to Guy's Trust and send to Guy's Trust, c/o 24 Southern Road, London N2 9LG, UK.
- If a sponsor wishes to donate by bank transfer, our bank details are:
 - Ref: Guy's Trust
 - Sort code: 30 – 93 - 68
 - Account Number: 18578868

Good Luck!

*These are just a few ideas;
we are sure you have plenty more.*

If you need any more help, please get in touch.

info@guystrust.org

or vicky@guystrust.org

Thanks for your support!