



# Fundraising Pack



Everything you need to succeed in  
your fundraising journey

# Fundraising Inspiration

Through fantastic supporters, like you, Play Action International is able to protect children's right to play, in even the most challenging of situations. Play Action works to support children in their communities, at schools, in refugee settlements and hospitals to support their play opportunities.

Through building playgrounds, delivering educational play training to teachers and developing a Play Academy to ensure play is integrated into every aspect of a child's life, we can help enrich the lives of more disadvantaged children through the power of play.

This fundraising pack is bursting with fun and fabulous fundraising ideas for you to get stuck into!

Thank you, from us all at Play Action International



[www.playactioninternational.org](http://www.playactioninternational.org)

# Thank you for sharing our passion for play

There are endless ways to fundraise. The key is to think about your skills and hobbies to run the perfect fundraising event for you! And don't forget most fundraisers can also be done virtually!

**Sponsored:** Run a half marathon, join an obstacle race, hold a sponsored cycle at your university.

**Food:** Host a dinner party, hold a bake sale, pancake party or provide your neighbours with a take away service for those indulgent Friday nights in!

**Sports:** Hold a sport-a-thon, challenges like keep ups, team competitions, mountain hike or even take part in a marathon.

**Adventure:** Take on an unforgettable sky dive, swim with sharks or road trip across Europe!

**Talent:** Organise tremendous talent shows, big band nights or even a simple pub quiz night.

**Challenges:** Get your friends to challenge you to be silent, give up chocolate or dye your hair. The more you raise the longer or wackier your challenge can become!

**Dress Up:** Get your office or school to come to work dressed as their favourite toy or in their pyjamas! You could even hold a fashion show, or competition of the best dressed!



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# How to go Virtual

## Virtual Events:



If you're unable to host an event like a pub quiz in person, you can still run it virtually. Video chat platforms mean you can live stream your event instead!

It may require a little extra preparation but it is a novel way to keep your friends entertained and your planned events running.

## Challenge Yourself:

Take on something a bit different! You could eat the world's hottest chilli or listen to your least favourite song on repeat for an hour or more!

Take on challenges throughout the day, week or month in exchange for a donation.



## Let's Livestream:



Waxing your legs, shaving your head, dye your hair, eating challenge, dance marathon or climb your stairs a hundred times! Who doesn't want to see that?

Invite your friends, family and work colleagues along to support you and see those donations come in!

## Gaming Tournament:

Into video games? Host an online tournament and charge a fee to enter. Fine people who break the game rules!

This may be the closest we'll ever be to seeing England lifting the Euro's trophy or that one team-mate pull through to clutch a Battle Royale dub!



# How to go Virtual

## Fitness Challenge:



You can still take on a physical challenge at home. Climb your stairs to the equivalent of the 3 Peaks Challenge, do 100 press ups for 100 days or set your own task!

Make sure to talk about it on your social media and use apps like Strava to help track your progress

## Clear Out:

Have a clear out! Old clothes, games, technology that is sat in the corner of your room. Get on Ebay and start selling! A simple and quick way to add some funds to your page as well as having a good old sort out!

Ask others to donate items for you to sell or make your own products to sell!



## Online Competitions:



Online competitions can be organised from the comfort of your own home.

Run a virtual guess the number of sweets in the jar or a grid chart. Create a grid with 100 numbered squares and people can pay £2 per guess to choose a number. Once all of the squares are gone, draw a number and that person wins a prize.

## Local Rotary Club:

Find instructions on how to contact your local Rotary Club by looking on their website or contacting us.

Even if your local club has postponed all their face-to-face meetings, it's still worth writing to them as they will get back to you – even if this isn't until a couple of months down the line.



# How to go Virtual

## Tutoring:



A lot of parents will be grateful for the offer of virtual tutoring online.

This can be an easy and effective way to fundraise for those of you who are academically minded, and is easy to do from the comfort of your home.

Choose your subject and help others with their own studies, you'll gain great skills along the way too!

## SWEAR JAR:

Create a COVID-19 Swear Jar!

Set up a 'swear jar' in your house or uni home and anyone who says the word 'coronavirus' (or any other word!) must pay £1 into the jar.

You can use other words to get creative and catch yourself or others out to raise funds!



## Use Your Talent:



Host an online class for others to join virtually! Whether it's signing, teaching someone to play an instrument, a workout, acting or a yoga session.

A simple 20-minute session where people donate to take part. You can host on Facebook Live or YouTube and share your fundraising page in the description.

## Ready, Steady, Cook:

Got a favourite recipe you want to share? Put it out on social media and use Facebook Live so people can watch you and cook along.

Maybe you could bake some delicious cakes and deliver them to your neighbours? Why not get inspired by Uganda and make some delicious Ugandan recipes?



# How to go Virtual

## Baby Photos:



Ask your friends or colleagues to all send you a photo of themselves as a baby or toddler and donate to your fundraising page.

Once all the photos and donations have been collected in, send everyone a form with all the photos where they then guess who's who!

## Help Around the House:

If you live with others, you could offer to make teas every day or take on their chores around the house in return for a small donation.

Brush up (pun intended) on your hoovering, flex your muscles hanging up the washing and enjoy your new surroundings, all while raising funds.



## Get Networking:



Call, text or video chat people who have said they'll donate. Reach out to others you already know and use your LinkedIn profile to give your career a boost too!

Ask them to join your challenges or events you've got planned and help you fundraise or share your fundraising page with their networks.

## Games Night:

You can play card games, board games or an app whilst video-chatting with your friends to have an awesome online games night.

Ask people to donate to take part and put people in teams as a little competition to keep everyone entertained for hours!



# How to go Virtual

## Birthday Donations:

If you're lucky enough to have your birthday coming up, you can ask people to donate to your fundraising page instead!

Our charity is on hand to help you with any questions, like how to set up a Facebook Birthday Fundraiser and will continue to support you, even when your birthday fun is over!

## Other Ideas:

There are tons of other ways you can fundraise. All you need is some creativity and supporters!

Let us know what you're up-to so we can give you lots of support and inspire others to take on a new fundraising challenge of their own. What will you do?



## Peter's Story

"When we first met Peter, he was always on guard – he carried a sharpened stick around with him for protection and did not interact with the other children. We started to take him to the playground regularly, and over time he started to play. He would go down the slide, or play on the swings – always with his stick.

Over the next few weeks, he started to put his stick down more often, and eventually left it behind completely! The most incredible surprise was the day he started bringing his sister, Grace, to the playground with him – he introduced her to other children, and spent the whole day laughing and smiling.

The two of them are amongst the last to leave the playground each day now. Seeing that transformation in Peter was incredible – he has his childhood back."



# Become a Fundraising Legend

**Marc and his friends climbed Snowdon and raised £120**



**These students set up businesses to sell to the others and raised £600**



**Rachel held a acoustic night and raised £200**



**Julie challenged herself to do a handstand everyday raising £1,078**



# The Difference You Can Make

Use these figures to demonstrate to your supporters exactly where their donations could go when they support Play Action International. Giving your supporters suggested donation amounts will help them decide how much to donate and may encourage them to do give more!

**£5** will provide a games board for children to play in a relaxing environment

**£15** will provide a drum set so children can dance to their own beats

**£30** will provide tyre animals to send children on an imaginative safari

**£50** will provide a seesaw as part of a new playground

**£100** will provide play-based sessions, increasing parent and child interaction

**£1000** will provide an adventure assault course for children to run, jump and play



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# Resources and How to Plan

## Shop

If you need some extra resources to help you on your way with your fundraising, then take a look at our shop. We have all the fundraising buckets, snazzy t-shirts and more to help you stand out from the crowd.

## Go Online

Make the most of the information on our website, our YouTube channel using videos to engage your supporters and our Facebook pages with ongoing hints and tips.



## Planning

### Step 1 – Choose your event

Have a think about you and your friends, skills and hobbies, then read through our A-Z of ideas to pick a fundraiser that inspires you.

### Step 2 – Plan your event

Write yourself a check list of what you need to do, who you need to tell and what you are going to get for free to help your event succeed.

### Step 3 – Shout about it

Shout about your fundraising. Tell your friends, family, colleagues, local press and businesses. Use social media and of course let us know too, so we can help publicise it as well.

### Step 4 – At the event

Don't forget to fundraise at the event with fundraising buckets, lucky dip, raffles and many more ideas. Also don't forget to enjoy it.

### Step 5 – After the event

Make sure you pay your fundraised money in. In return, we will send you a short summary of where your money might go which you can use this to say thank you to everyone who has supported you.

# A – Z of Fundraising

- A** Artwork Sale, Auction of Promises, Afternoon Tea, Abseil, Aërobic-a-thon
- B** Bag pack, Barn Dance, BBQ, Biking, Bingo, Book Sales, Bucket shakes, Bungee Jump, Bridge Night
- C** Cake sale, Car boot/wash, Carol singing, Children's fun day, Coffee morning, Concert, Curry night
- D** Dinner nights, Discos or Dances, Dog walking, Dress down day, Dinner dance
- E** Expeditions, Easter egg hunt, Egg & Spoon race, Eating competition
- F** Fancy dress, Fun runs, Fashion show, Football tournament, Fete
- G** Games evening, Give up (drinking, chocolate), Go-karting, Golf open days, Garden party
- H** How many sweets in a jar, Halloween Party, Head shave, Human Chess
- I** 'It's a knockout' competition
- J** Jazz night, Juggling competition, Jumble sale
- K** Karaoke nights, Krispy Kreme sale, Karate demonstration
- L** Line dancing, Loud tie day
- M** Murder mystery evening, Marathon, Movie night
- N** Non Uniform day, New Years eve party, Name the teddy
- O** Open Mic night
- P** Pancake party, Parachute jump, Photo competition, Pub games evening, Pub crawl, Play day
- Q** Quiz night
- R** Race night, Radio campaign, Raffles, Read-a-thon
- S** Sponsor silence, Sports events, Swear box, Sweepstake
- T** Tombola, Treasure hunt, Triathlon, Tea party, Talent show, Trekking
- U** University Challenge, Unwanted gifts, Unicycle challenge
- V** Valentine's cakes, chocolate or flowers, Variety Show
- W** Wine and cheese night, Wii competition
- X** Xmas cards, X-Factor competition
- Y** Yoga-thon, Yo-yo competition
- Z** Zumba-thon, Zodiac evening

# Pay Your Money In

## Online Fundraising Page

The easiest way to collect donations by setting up an online fundraising page. You can do this through JustGiving and selecting Play Action International as your chosen charity.

## Bank Transfers

Please let us know when you pay the money in, how much you raised, how you did it and who you are. If you are a UK tax payer then please fill in the 'Gift Aid' form and send it back.

Account Name: Play Action International

Bank: Cooperative Bank

Sort Code: 089299

Account Number: 65339538

Bank Identification Code: CPBK GB22

International Bank Account Number: GB79CPBK0892996533953

## Cheques:

Paying in cheques is simple please just write a note including your name/organisation, number of cheques and total value and your contact details (so we can say thank you) and post it to:

Play Action International

Challenge House

Sherwood Drive

Bletchley

Milton Keynes

MK3 6DP

Cheques to be made payable to:

'Play Action International'



[www.playactioninternational.org](http://www.playactioninternational.org)

# And Finally...

Don't forget to thank your donors! A thank you goes a long way. If you thank donors on a public platform then it may encourage others to donate too!



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Play Action International (formerly East African Playgrounds) is a charitable incorporated organisation registered in England & Wales (1172875). East African Playgrounds Uganda, part of the Play Action International family, is a registered NGO in Uganda (9176).