

FUNDRAISING PACK

This is British Exploring Society's guide to successful fundraising for your expedition. You will find information on how to get started, fundraising ideas and plenty of tips to keep those donations coming in!





FUNDRAISING

Fundraising is the first, and for some people the biggest, challenge of their British Exploring Society expedition. With good planning, time and effort you can achieve your goal, gaining invaluable CV enhancing experiences in the process.

Before you begin your fundraising journey, and to help you be as effective as possible, think about these simple steps.

Planning your fundraising

- What is your goal?
- How are you going to organise your fundraising activities?

Publicity and creating an online presence

- How will you create a place for people to donate?
- What will your social media campaign be?

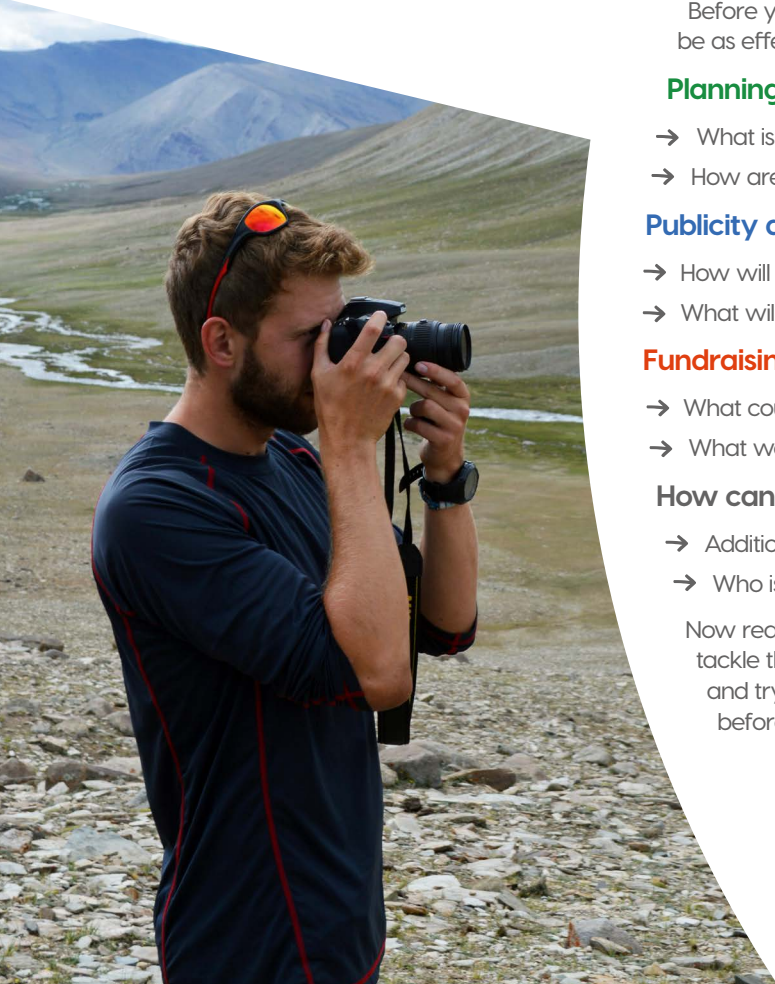
Fundraising ideas

- What could you do to fundraise?
- What would work well in your local community?

How can we help you?

- Additional support available
- Who is the best person to contact?

Now read on... and remember that whatever fundraising methods you use, tackle them with enthusiasm and commitment, be creative and imaginative, and try to stick to what you enjoy. Then, like many thousands of Explorers before you, will reach your target!





PLANNING YOUR FUNDRAISING

So, you've been awarded a place on your expedition, in a few short months you'll be leaving the UK for the experience of a lifetime... but before you make it to basecamp you've got to raise some money. The first hurdle you need to overcome is practicalities so grab a pen, some paper, a calculator, calendar and start scribbling...

How much do you need to raise?

Include your expeditions cost, flights, kit, and any vaccinations you need. If in doubt, overestimate costs. Remember, your travel insurance is covered by British Exploring Society.

When will you have time to fundraise?

Look at exam times and other big commitments and decide which weeks and months you can really put some time in to fundraising – and book that time.

When are your expedition payments due?

Keep in mind your payment schedule and include this in your plan.

Now you know what you need to achieve and when you are able to invest time in your fundraising, you can start putting some plans together...

This template and example activities can be used to help you organise your fundraising activity.

Our tips for fundraising:

- Start today and know the total amount you need to fundraise
- Create a fundraising plan and schedule – research and set a realistic timeframe
- Set up a place and a website where people can learn more and donate to you
- Create an online presence for your fundraising on social media – make sure people know what you want to achieve
- Use your local network, enlist the help of others and be clear about the help you need
- Be creative – think of interesting ways to get people excited about your fundraising and use your talents

Fundraising activity	Goal (£)	Strategy & action	Support available	When and where (date and time)	Expenses or resources needed
Bake sale	£300	Ask family and friends to bake an item for sale Research where it is best to buy good quality doughnuts and cakes for resale	Friends, family can help to bake Mum to drive me to Tesco to buy cakes and doughnuts	Friday 22nd March at break Venue: at school	Cakes/doughnuts Napkins Paper plates
Sponsored run	£250	Create advert to upload onto social media to share with my network Design flyers to be given at school	Brother to help me with training Ask dad about speaking to his network	Saturday 20th April in Victoria Park, London	Printing flyers



PUBLICITY AND CREATING AN ONLINE PRESENCE

People will only be able to help you reach your fundraising goal if they know what you are trying to achieve. This is true in regards to creating an online presence and in generating awareness amongst your personal network and in your local community.

EXPLORER TIP

“I found it incredibly helpful to set up a publicity campaign around my fundraising. Going on a British Exploring Society expedition is an amazing thing, unlike anything that most young people do. No matter what else is going on around where you live, if you approach the publicity of your trip in the right way you will really stand out in the local community.”

Having a plan to promote your fundraising is very important. Take the time to think about what you can realistically achieve, how you will go about it, and who can help you.

Three ways to go about creating awareness for your expedition and fundraising:

- Create a crowdfunding profile on GoFundMe
- Create a website and social media presence
- Think local and use your network



CREATING A GOFUNDME CROWDFUNDING PROFILE

You can start your fundraising journey by creating an online home for your fundraising with a GoFundMe profile. GoFundMe is a personal online fundraising website that allows you to set your own fundraising targets, receive donations and share your profile with your social media network.

Whether you have your own website or not, we recommend setting up a GoFundMe page to keep all your fundraising on one page.

Creating a GoFundMe profile is easy. Simply follow these steps:

- Visit <https://www.gofundme.com/sign-up> and enter your email address and basic contact details
- Enter your fundraising goal, i.e. £5,000 and the required details (see below)
- Upload a photo and a few paragraphs about your expedition and why you are raising money.

Top tip

You are welcome to use British Exploring Society's photos and videos on your profile.

Visit <https://www.flickr.com/photos/162922115@NO8/> for photos and <https://www.youtube.com/user/BritishExploring> for videos.

EXPLORER TIP

"It makes it appealing for people to donate to projects when they receive some kind of material reward. This is the way Crowdfunding often operates; you offer different rewards from the project in return for different sponsor amounts. Since I have always enjoyed painting and drawing I figured it could be a good idea to give my artwork out as rewards to sponsors! I also thought of giving out 'mystery gifts' from the expedition."

Time to share

Once your profile has been created it is time to share your fundraising page with your online network. GoFundMe will give you the option to share your profile with friends and family via email and social media. Sharing your GoFundMe page on Facebook can increase your donations threefold, so it is well worth thinking about a creative and engaging post to share with your supporters.

Remember that...

- GoFundMe works best when shared with friends, family and your community
- It's your personal contacts (not strangers) who will donate to you
- Your earliest donors also help to share your campaign with others

Top tips

- Check your profile before you share it with your supporters.
- You cannot use JustGiving or Virgin Money Giving. The money will come directly to British Exploring Society and while we appreciate the donations it will not contribute to your expedition payments!



CREATING A WEBSITE AND SOCIAL MEDIA PRESENCE

Virtually everything is online nowadays and your fundraising efforts should be no exception. It is now time to jump on your computer and start generating an online presence.

British Exploring Society recognises the important role that technology and social media platforms play in the ways in which we all communicate and the effectiveness of these platforms. We also recognise the potential safety concerns associated with social media usage and encourage you to take the right precautions. For more information, [please click here](#).

Creating a website may sound quite daunting, but setting up a basic site using www.wordpress.com, www.squarespace.com, or www.wix.com is actually pretty easy. Each of these sites have standard templates that you can quickly personalise and make your own.

We recommend using WordPress, the set-up is very simple and most importantly there is a free option. Here are a few quick steps to help you along the process:

Setting up a WordPress website

- Visit www.wordpress.com/pricing/ and select 'start with free'
- Enter the basic details to create an account and select 'Blog'
- Give your website a name, i.e. myamazonadventure
- Verify your account to make it live, WordPress will automatically send you an email

You will now have a basic website. You can easily update the text and images using Wordpress' basic editing tool. If you are struggling with the platform, a quick Google for 'WordPress website tutorials' will help you across the line.

Top Tip

- Set-up a basic homepage with a few images and explain what you are doing
- Focus on blogging about your fundraising and expedition journey, i.e. write about your next fundraising event, what training you are doing, what will be in your rucksack, etc.
- Link your website to your social media accounts and your GoFundMe page

Use your website as the central hub of your fundraising, keeping people updated with what you're doing, giving them an incentive to donate or attend an event, and encourage people to share the webpage with others.

With every communication you send, be it email, letter or carrier pigeon, include a link to your website – it is evidence that you're actively trying to fundraise and can provide much more detail than a short conversation or letter. Keeping up the contact is much more likely to generate a donation, allowing people to feel connected with you as they follow your journey towards your fundraising targets and expedition.

Your social media presence

Creating a presence on social media is a free, easy way to promote your fundraising activity and to share your expedition journey. Almost everyone has a social media account and family and friends in particular will like to hear about your plans.

Facebook, Instagram, Twitter, YouTube and Snapchat are all widely used. We would suggest sticking to what you know, you don't want to get bogged down in writing blog posts, updating 1,000 social media accounts and never leaving your computer to actually speak with your network in person. If you don't use any social media accounts at the moment, we would suggest creating a page on Facebook and setting-up an Instagram account.

Our Top Tip

Join up your activity. If you are running a quiz at a local venue, write a blog post, share posts on social media and hand out posters in your local area. Don't try and do too many different things at once, keep it simple and keep the quality high.

EXPLORER TIP

"I set up a Facebook page to start with, which is a must! The whole world is practically run through Facebook these days - make the most of it! I also set up a website using a web design site called Wix which cost around £20 but was totally worth it. I linked these with a GoFundMe page so people could donate."



THINK LOCAL AND USE YOUR NETWORK

Fundraising doesn't have to be complicated. Be creative, do what you enjoy and enlist the support of the people you know to reach your fundraising targets. We all have our own networks of support. Think about the people you know who 'connect' with lots of other people who might want to support you. Do you have really supportive employers, teachers or tutors who might help, a parent or carer or neighbour who 'just knows everyone'? Are you a scout, or a member of a sports or youth club, or best friends with someone who is...?

Then think about the events you might run:

- A fundraising sports event at your local club house? (A mini-marathon around the town?)
- A bake sale at your school? (Teachers will love you forever)
- A quiz after school hours?
- A charity dinner hosted for free at a local business with nice rooms?

You will get better, with practice, at leaning on your local network and at asking your friends and family to help you run your fundraising events.

Our top tip

Don't be afraid to ask, who knows what help you can get – and it's an incredible confidence builder.

EXPLORER TIPS

"It's not easy to put yourself out there by approaching loads of people. When I started, I was pretty terrified every time I sent an e-mail to someone I didn't know but by the end I was out, stopping people on the street to hand out leaflets, so it just goes to show how much you get out of fundraising."

"Printing out leaflets and posters is a great help. Don't be afraid to approach every single shop/hairdresser/police station (basically any building that isn't someone's home) in your town with posters and leaflets, emails and even donation boxes which work really well!"



FUNDRAISING IDEAS

Do something you enjoy, that's our main tip. If you enjoy it odds are that you know other people who do too, and it also means you will be happy to do it.

Is someone else you know fundraising, too? Join with them to run bigger events and split the proceeds, help each other with what you want to do. You never know what help they might be able to provide you.

Not everyone will be able to help financially, so ask if they can support you with their time or advice (making sure to thank them for any time given). Could they help you plan, set up and clear up an event?

Take a look at our fundraising ideas in the six sections below for more information.

Events

Keep it simple, know your audience & make sure there aren't any hidden costs you haven't thought about.

Selling

Ask friends and family to help with donations or unwanted things that you could sell.

Sponsored Challenges

The more outlandish and challenging the better – what would you pay to see?

Explorer Miles

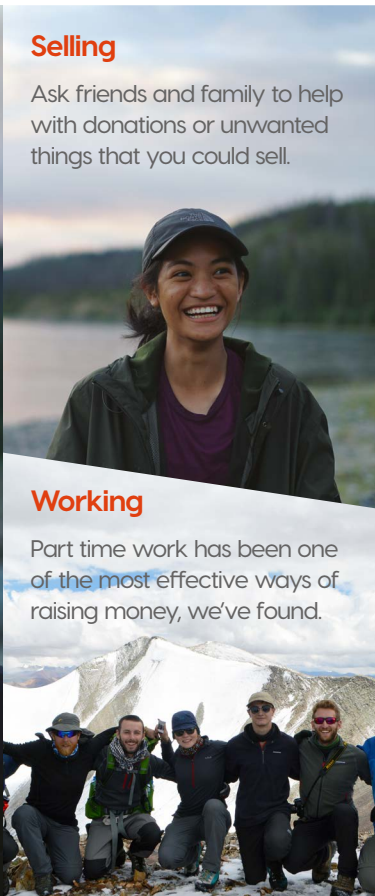
Volunteer to do something practical that makes a positive change and receive money off your expedition cost.

Working

Part time work has been one of the most effective ways of raising money, we've found.

Sponsorship

In your local community, who could you speak to, what help could they give? Who could they link to?





EVENTS

Events can provide a big profit, but they can also be hugely time consuming. To ensure that your event is a success it is essential that you keep it simple and targeted.

What event are you going to do?

- Think about what people do in your local area?
- What are you interested in?

Where are you going to hold the event?

- What is its capacity?
- Does the venue suit the event?
- Can you find a venue for free?

Speak to your local hall, school, youth and social clubs. Do they have a space you could book, explain what you are doing and why you need the space? They might give you a discount. Ask if they have any help or advice - they might have run fundraising events there before.

How are you going to market the event?

- What will be the cost of the tickets?
- How will you advertise it? (posters/online)
- Who will you invite?

What are the final practical details?

- How much food will you need?
- Have you let the local press know?
- Have you confirmed the event details and arranged the assistance of friends/family?

EXPLORER TIPS

"I held a quiz night at my village hall. We made curries, which were not expensive and had a £10 door charge. I bought drinks for the bar, returned the ones that didn't get bought and held a raffle with prizes I had donated from local businesses. I raised £1900 in one evening!"

Rebecca

"I live in quite a rural area, I asked neighbours and other locals if they would open their gardens to the public (for the pleasure of walking around them). In the gardens there were different activities e.g. raffle, tombola, BBQ, afternoon tea station. I made a profit of £850."

Henri



SELLING

Ask friends and family to help with donations or unwanted things that you could sell.

Here are some ideas to get you going:

Bake sales

Get baking or, if you don't relish the prospect of being covered in flour, buy in <https://www.krispykreme.co.uk/fundraising>

Car boot sale

Collect unwanted items from friends and family and then use your persuasive selling skills for fundraising success. For the latest in the magical world of car boot sales, have a look at this website <http://www.carbootjunction.com/>

eBay

A classic. Focus on high-value items, like collectables, old games and games consoles, as well as relatively unworn clothes and accessories.

Etsy

For all artists and creative types www.etsy.com is the perfect forum for making some money through selling your handmade goods.

EXPLORER TIPS

"My most successful fundraiser was me doing leavers hoodies for my old school, I was able to get 80% of my year to buy them. Through this, I was able to fundraise a lot of the funds needed for my trip."

Morgan

"I took part in Young Enterprise, a UK scheme that provides the opportunity for young people to create a company of their own. The company upscaled old roofing tiles into personalised slate coasters and cheeseboards. I also ran events - a gaming event and sold Christmas products with a local twist. We marketed it towards families and young people on island and raised over £750 profits."

Peter

"Bake sales, in school once a week. Made £50 a week and in doing so got regular customers. I even had themed weeks and different flavours. I also had a service where people could reserve and pre-order for a fee."

Kayla



WORKING

To go about finding part time work, follow these simple steps:

Create a CV

Ensure your CV has all your experience and demonstrates the skills you have developed

Hand out your CV to local businesses

Hand your CV to a person in a managerial position; take the time to explain to them why you want the job. Try local businesses in your community.

Have a look for jobs online

Some companies will advertise through different sites and it might save time doing it this way, although there will be more competition

Odd jobs

If you have limited time, try ask friends, family or people in your local neighbourhood whether they have any odd jobs that you can do (gardening, painting, cleaning).

EXPLORER TIPS

Hannah asked around in the local area if anyone needed any help and, through her perseverance, managed to get a positions delivering meat from the butchers van to the elderly and waitressing at large events such as the East of England show.

Sarah utilised the skills of those around her, to generate handmade products she could sell for a good profit at a local Christmas fair.



SPONSORED CHALLENGES

Sponsorship can bring in much needed funds but it's worth spending a good amount of time considering what you want to do. The more outlandish and challenging the better.

What you would pay money to see?

Events that inspire people or make people laugh will encourage them to sponsor you.

Top Tips

- Make it relevant – try and link it back to your expedition i.e. the height of the mountain you're going to climb or relevant fancy dress.
- Minimise expenses – skydiving is awesome but can you make a viable profit from it?
- Do something you enjoy – if you enjoy it odds are that you know other people who do too and it means you'll be happy to do it.

EXPLORER TIPS

"I did a sponsored Aqua-Bike-Hike, where I swam 50 metres, cycled over 40 miles and climbed up a local hill called Dumyat in a day. I created several sponsor sheets and handed them out to trusted friends, and also my parents as their work mates can be quite generous. After I finished I approached people I knew if they would give a small donation, though they would usually give a lot more than I expected them to."

Hazel

"The most successful event I held was a sponsored waxing in school. A friend of mine and I both got waxed! It was a lot of fun and definitely something different especially in exam season. I raised £235 in about an hour after expenses of waxing supplies!"

Owen



SPONSORSHIP

Sponsorship is a potentially great way to gain funding but you shouldn't assume it's 'effort free'. You need to take time in your applications and letters, to consider the reasons why organisations or individuals might give to you, and what you are prepared to offer in return – which will often be a report, presentation or feedback of some kind.

Who should you approach?

- Charitable and grant making trusts
- Schools and universities
- Companies
- Local county/City Councils

Donors can be found:

- By getting in touch with local rotary or lion clubs who tend to fund you in return for hearing about your experiences
- From your head teacher or relevant contact at your SU who can confirm whether they offer money for this kind of activity – some universities have fund matching schemes
- By checking out the Directory of Grant Making Trusts or asking at your council if there are area-specific trusts you can access
- By targeting local businesses or those who would benefit from association, emphasising how well your trip will reflect on them/relate to what they do/their commitment to young people
- By asking people you know whether their company has a sponsorship scheme or can support in some way

It is very important to include:

- **Yourself** – you want them to invest in you so clearly illustrate your motivation to take part
- **Them** – ensure you do your research and make your application specific to the organisation, focusing on the elements that correspond with their funding requirements
- **The expedition** – what is distinctive about what you are doing? What will be achieved?
- **What you would like** – specify a certain amount, divide your trip into days by cost or item of equipment and ask for that amount

EXPLORER TIPS

"I went to corporate sponsors like my local Rotary Club who sponsored me £500 in return for me to be a guest speaker at their next event after I returned home. It was a lot of fun and a great learning experience. With the help of Huw James (my Media Leader) I filmed and edited a short film / documentary of our expedition which I have presented to all 10 of my corporate sponsors and even some of the primary schools.

The kids loved all of my jungle equipment I brought in for them. My advice is write to all of your local businesses, because you never know who will help! I found that delivering a typed letter by hand was more effective as it goes straight to the managers!"

Owen

"Bag-packing in supermarkets was a real winner! I must have raised almost £2000 from this - it's amazing how generous people can be when you're able to stand there and tell them your story, showing them exactly where their money is going. Christmas and Easter were the two best times but are always busy with various charities wanting to bag-pack so get in there as early as possible!"

Max



WRITING A LETTER / APPLYING FOR A GRANT

If you are writing a letter, don't be intimidated. Below are a few Do's and Don'ts for you to remember.

- If you have a fundraising plan (which you will have!) copy it into your application, to show that you are making an effort to fundraise. All this needs to include is your target, your timeline and the activities you are running, whether you have set up a website, etc.
- Tell the person/organisation you are writing to how far you've got; £200 towards a total of £2000?
- Be clear that you are making attempts to fundraise. Don't say 'I might' or 'I haven't yet'. If something hasn't happened yet, you could say 'in the process of being set up' instead.
- Say why you need help in your application with a specific, valid reason. Just saying you need help due to 'lack of time' is not likely going to turn into a positive result.
- Make sure you fill in all sections carefully. It is such an obvious way to stand out from other candidates.
- Personalise what you write. Tell them about yourself and how their gift will make a real difference for you.
- Write about what you will be experiencing and doing while on expedition. (The science and media, but also your personal development journey).

SAMPLE LETTER

Buzz words included in bold

(Recipients address)

16 Short Lane
Ashburton
Croydon
BG43 8DJ

(Your address)

53 Long Street
Cattedown
Plymouth
NE20 OSH

Dear **name**/Sir/Madam

My name is John Smith and I am just starting my AS-levels at [your school]. I have recently applied, and been lucky enough to be accepted, on a British Exploring Society Expedition to [your expedition location].

British Exploring Society is a **youth development** charity with a unique heritage, founded on the belief that challenging experiences can change lives, **empowering** and equipping young people with the courage, integrity, skills, resilience and motivation to make the most of their future.

They prepare young people like me for expeditions to remote locations where they **face challenges**, acquire outdoor skills and **learn about themselves** - as well as undertaking projects with content (for example science) relevant to their lives and to the fragile environments that they explore.

I would like to go on this expedition principally as it offers the opportunity to go somewhere and do things that I never really imagined having the chance to do, whilst learning mountaineering skills which will allow me to expand my passion for hiking in the future.

I want to study geography at University, and feel that the scientific element of this trip will allow me to confirm my interest and dramatically enhance my UCAS application, and my ability to get into the University of my choice. I have never had the chance to travel and learn in the field in this way before.

I am applying to your trust as it has a strong history of investing in **worthwhile** adventure causes for young people. I would be **very grateful** for any amount you could donate towards my expedition. Having split my costs into daily amounts, I would ideally like you to sponsor me for 7 days of the expedition, amounting to £[amount you are requesting]. Alongside this request I am arranging other fundraising events such as... [include the fundraising events you have planned], which I plan are going to pay for my flights, and for repeat bake sale events, to cover technical equipment I need.

On my return I would be very happy to write a report to you or give a presentation detailing what I did, explaining the skills I gained during the expedition and how I hope to use them in my future life.

Thank you for considering my letter, and my request for support.

Yours **sincerely/faithfully**

John Smith



HOW CAN WE HELP?

We will help you wherever possible. If you are struggling for ideas or worried about not being able to reach your fundraising target please get in touch with us - and make sure to use the resources available on the website.

Email: explorers@britishexploring.org






Tel: +44 (0)20 7591 3141
British Exploring Society

British Exploring Society can offer additional financial support through bursaries or Explorer Miles. Please visit our website for further information on this.

"A hugely memorable experience both for the good and the adverse. Many life lessons learnt, new skills gained and old ones put to the test. A true test of human nature, personality attributes and individual drive. An experience in which I'll remember for the rest of my days." - Young Explorer

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