



FUNDRAISING 101

TIPS AND ADVICE FOR FIRST-TIME FUNDRAISERS!



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FOREWORD

Here at EduSpots, our goal is to provide our network of community-led education spaces with literary resources as best we can, whether in the creation of phonics cards to fundraising for library books. The resources and support we provide equip young individuals across Ghana to develop important literary based and creative skills, and enable them to reach closer to their full potentials. This booklet compiles a host of methods, information and advice that may be useful in EduSpots fundraising endeavors.



FUNDRAISING IDEAS



what can I do in school?



- Bake sale
- Home Clothes Day
- World Book Day
- Concerts
- Reading Challenge
- Movie Nights
- Book drive/Book donations
- Stationary donations
- Raffles
- Auctions
- Arts & Crafts fair
- Scavenger hunt
- Quiz Nights
- Evening events

what can I do in my community?



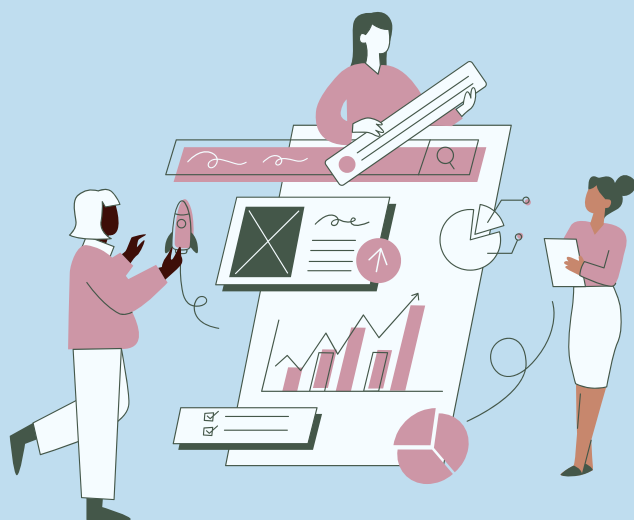
- Sponsored walks/hikes etc. in school (Run or Dye)
- Donation boxes



are there seasonal options?



- Valentine's Day Carnations
- Summer fair/carnival games
- Easter Egg hunts
- Pumpkin Carving
- Seasonal Event Cards (e.g. Hanukkah and Christmas)



charge for entry!!

HOW TO FUNDRAISE IN SCHOOL



Bake Sale

Ask students in your school or class to bake things at home, which they can bring in to school to sell. Set up a bake sale stand and collect cash from people buying the food, which can then be sent to EduSpots through the charity's bank details. Make sure to explain what EduSpots is and say where the money is going.

Home Clothes

Arrange a specific day where students can come in in their own clothes. This can be based on a theme, such as the colours of the Ghanaian flag. To raise money, collect a small amount of cash from each student coming in home clothes. This can then be sent to EduSpots.

Concerts

This needs a bit more organisation, but it's still a fun way to raise money. With the help of your music department, you could arrange a concert and sell tickets. Then, send the profits to EduSpots. Make sure to explain where the money will go - for example, you could include some information about EduSpots in the concert programme.

Movie Nights

Pick a popular movie and arrange a movie night with an entry fee. You could also provide refreshments to make this more appealing. Put up posters around the school explaining how to sign up and what EduSpots is.

Raffles

Sell raffle tickets in the school to raise money for EduSpots. Part of the money can be used to buy prizes, such as gift cards. Donate the rest of the money to EduSpots - make sure that as much of the profit is donated as possible. Again, provide some information about what EduSpots is.

Inviting a guest speaker

Although this requires some more organisation, this is an effective way to raise money. With the help of staff, you could invite an author or someone who works at EduSpots to give a talk at school



Arts & Crafts fair

Have some volunteers with different craft skills set up their own stalls. Have a small entry fee while they share this talent for a few minutes, with things like calligraphy, origami, colouring, jewellery making or whatever else you can find.

Auctions

This requires more work, and you could get parents and teachers involved. Organise an event where objects are auctioned to parents, or other students. Send the profit to the EduSpots bank account. To spread awareness about EduSpots, you could auction Ghanaian art or souvenirs. Before the auction, you could explain what EduSpots is and where the money is going to be donated.





HOW TO FUNDRAISE IN THE COMMUNITY



Sponsored walks/hikes

Advertise a walk/run for charity on social media or with posters aimed at the local community. Get people to email to sign up, and they can find friends and family to sponsor their run. Choose a safe and open space where you can hold a course, and make sure you get permission from who owns the land. You need volunteers to help set up the course and martial the area. Invite an audience to encourage more sponsorships during the race.

Scavenger hunt

Have posters around for a scavenger hunt on a set date to advertise it, and set people up on their own or in pairs. Decide on an area (with permission with the land owner) where people can run around. Write different clues for different places inside the area and hide them around so each clue leads participants to a new one. In the end, have a prize (probably food) for the person who gets there first.

HOW TO FUNDRAISE SEASONAL IDEAS!



Valentines day carnations

Similar to Christmas cards, Valentine's Day cards can be sold to other students, so that they can sign them and send them to friends.

The cards could be sent with flowers (carnations), though this could also be changed to something like candy hearts. Again, collect the money and send it to EduSpots, as well as displaying some information about EduSpots as sales are made.



Christmas Cards

Around Christmas, you can sell cards to other students, so they can send them to their friends. This money can then be collected and sent to EduSpots. To inform others about EduSpots, you could also hang up posters explaining what it is.



Summer fair/carnival games

Find a few volunteers to set up different stalls with different games in them, like beanbag toss, guess how many sweets, sponge throwing, ring toss, apple bobbing etc... Ask for around £1 for each try, and offer a sweet/toy prize. It's also fun to have some food stalls with drinks and cakes at the same time as these make a lot of money.

Pumpkin carving.

Around Halloween, students could be charged to carve/decorate small pumpkins at school. Send the money to EduSpots and make a poster with some information about where the money is going.



INTEGRATING LITERACY INTO YOUR FUNDRAISING...

world book day

Organize for your fundraising event to happen on and to celebrate world book day! Although it is celebrated all over the world on 23rd April but in the UK it always runs on the first Thursday in March.

baking competitions

Organize a bake-off or baking competition where people /students create cakes /pastries/desserts inspired by a piece of literature! Cakes can be brought in on a certain day for judging. Winning cakes can be auctioned off and the others could be sold in the fashion of a bake sale. Winners will receive prizes such as gift cards .

book swaps

Initiate and advertise for a book swap to happen. There can be a £1 participation fee and in return people can bring one book and in exchange take a different one back.

book donations

Get people to donate books or stationary that they no longer need/use that are still in good condition. This then later can be sent to Ghana for use in the spots

HOW TO SUPPORT US ON SOCIAL MEDIA

1. Follow EduSpots online! We are found as @eduspots on Facebook, Twitter and LinkedIn and @edu_spots on Instagram.

2. Consider adding 'eduspots Ambassador' to your profile on twitter, Facebook or Instagram (tagging us). You can also add 'EduSpots Ambassador' as a volunteering role on LinkedIn.

3. You can like our posts, reshare them or add them to your stories, or add encouraging comments for our volunteers. This all helps strengthen our media presence.

4. Write your own introductory post about your work with EduSpots, or any of the content you see. For example, you could post writing "I am now an EduSpots Ambassador, helping to support and promote the work of this amazing network of community educators leading change through 50 education spaces in rural Ghana."

5. In any posts consider our key aims as an organisation and align content with them. The key things we emphasise are that our model is community-led, sustainable and transformative, with our key programmes focused on leadership, literacy, STEM and environmental education.

6. If you have time, try making a reel about EduSpots' work, that you and your friends could feature in! Video content can help drive engagement

7. Do ask our staff members supporting you if you would like any social media posts checked. Feel free to use any photos from our website which all have permission for usage.

7. From time to time, we may send you key social media posts to reshare, especially during the Big Give appeal.

8. Finally, have fun with it! Make your posts engaging and share your passion for EduSpots!



HOW TO CONTACT US (AND DONATE THE MONEY YOU'VE RAISED!)

www.eduspots.org



This is the main EduSpots website



News

Get involved!



Make a donation

Volunteer for EduSpots

Apply to work for us

Fundraise for us

If you would like to donate to EduSpots, please visit our justgiving page at www.justgiving.com/eduspots or for larger donations, please contact us directly at cdavison@eduspots.org.

We are enormously grateful for any support, as we can see that our work is making such a direct and significant difference to the educational opportunities and leadership development of thousands of children and adults. Our method is low-cost, high impact.

Please do also let us know if you know a trust fund, company or school who may want to support us. We'd also gratefully receive any ideas for events, sponsorship, and wider fundraising activities.