



# Fundraising Guide

A toolkit for passionate supporters

# Are you ready to boogie?

I'm so excited you decided to sign up to our **#ShakeItInSisterhood Danceathon** in partnership with [School of SOS](#). Can't wait to see you on the dance floor!

I'm Julia, the Fundraising Officer at Women for Women International and I wanted to share some top tips on how to supercharge your fundraising – **and have fun doing it!** I love fundraising because it is such a great way to **connect with like-minded people and engage in activities that will have a lasting impact on the women we serve**. You get to be a part of something big and amplify the voices of women who are too often silenced and ignored.

By challenging yourself to the **#ShakeItInSisterhood Danceathon** and fundraising for Women for Women International, you will be **making a real difference in the life of a woman** in our [Stronger Women, Stronger Nations programme](#). Thanks to you, your 'sister' will be able to gain the skills she needs to build a brighter future for herself and her family.

For some quick tips on how to successfully fundraise, read my ['Top 5 Fundraising Tips'](#) **blog here**. Read on for more detailed tips!





## My Quick Tips

**Fundraising can be daunting if you have never done it before, but it is easier than you think!**

The golden rules for fundraising are:

- Make a plan
- Be creative
- Set fundraising milestones and targets
- Choose your platform
- Share why fundraising is important to you
- Follow up, follow up, follow up
- Remember to thank your those who donate

You want to be as engaging as possible whilst maintaining a clear message: the funds you raise will support women survivors of war.



**Don't forget to put the FUN back in FUNdraising, too. Let's get started!**



# Let's get started



First things first, you need to set up your [JustGiving page here](#). **Make your page as personal as possible. Your family and friends first and foremost want to support YOU and want to know your personal motivation for fundraising for women survivors of war.**

## **You want to include:**

- A photo of yourself
- Information about the #ShakeItInSisterhood Danceathon
- Explain why supporting women survivors of war is important to you
- Why you need family and friends to donate, if they can
- Share a [quote or story from our website](#) that inspires you

**Passion is infectious, so if you share your personal motivations and connection to our work and what inspires you to support women survivors of war, people will be more likely to donate.**



# How to create your Just Giving Page

[Click this link](#) to join the official #ShakeItInSisterhood Danceathon fundraising group. This will take you to the page screenshot below.

Click **'Start Fundraising'** to create your own fundraising page.

Your personal fundraising page will automatically link to the group, so you will be able to see how we are all doing towards our combined goal!

A screenshot of a Just Giving fundraising page. The page features a header with the Just Giving logo, a menu, and a 'Start fundraising' link. A search bar and a user profile icon for 'Julia' are also visible. The main content area is divided into three sections: a large image of a group of women in white shirts and yellow patterned skirts dancing; a fundraising progress section showing '0%' raised of a '£21,120 target' with a 'Give Now' button and a 'Share' button; and a 'Be a fundraiser' section with a 'Start fundraising' button. A red arrow points to the 'Start fundraising' button. The page also includes a description of the event: '#ShakeItInSisterhood Danceathon' for Women for Women International UK, scheduled for Sunday, 25th of June, in partnership with School of SOS at Siobhan Davies Studios in London. The charity registration number is 1115109.



# Start your fundraising!

## Online

We're firm believers that everyone is an influencer – so make the most of your social media. Add your JustGiving page link to your Instagram and TikTok bios and post about the Danceathon on Facebook and Twitter. Send an email to your colleagues or peers with the link and ask them to donate.

## In person

Having friends or family over for dinner? Having lunch with colleagues at work? Chatting to your netball team pre-match? Seize the opportunity to speak to the people around you and ask them to donate to support your dance challenge!

## Be engaging

Challenging yourself to our #ShakeItInSisterhood Danceathon should be exciting enough to motivate donors. However, some people need a bit more context. They might need to know why you are fundraising, and the impact their donation will have. Inspire them to donate by sharing a [powerful story from one of the women we serve.](#)



# Start your fundraising!

## Know your audience: how can they help?

Every donation, no matter how small, makes a big difference. If someone is unable to donate to your JustGiving page, ask them to share the link on their own social instead – **don't underestimate the power of your network!**

💡 **Make this into a challenge:** each friend you ask to share your fundraising page needs to then either **donate** and **share** it with at least two other friends, who in turn either can donate or pass your page on to two more friends – creating a ripple effect and getting the word out about your #ShakeItInSisterhood Danceathon challenge and fundraising.

## Keep your donors updated

You'll also want to **let your network know how much you have raised so far**, to keep them updated. At your halfway point, **say thank you to your friends and family** online (or in-person) for helping you reach the halfway mark – this will encourage others to contribute too.



# Follow up, follow up, follow up

**Luck is on your side: the #1 reason people donate to a cause is simply because they were asked.**

But you will need to be persistent in your fundraising. On average, **only about 25% of the people who see your call to action will donate** – if you are lucky! People either forget or lose interest (thank you, short attention spans) so you need to constantly remind them that you need their support.

**Post about the #ShakeItInSisterhood Danceathon and your fundraising regularly** on your socials and pair it with why you need to raise funds.

**Urgency is your friend:** push for those last minute donations in the weeks leading up to the event on the 25<sup>th</sup> June.



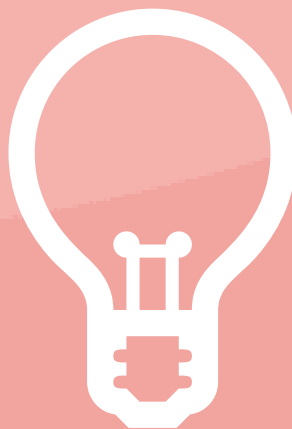


Ask colleagues to 'donate their commute' to your page on days when they work from home

Invite a friend to a [School of SOS dance class](#) and ask them to top up their ticket price, donating the difference to your JustGiving page

Ask friends and family to donate to your JustGiving page as a birthday gift

Set up an 'honesty snack box' in your office. Why not bring in some biscuits for your colleagues and ask them to donate to your page each time they have a treat?



Host a mini clothing sale on campus, asking people to donate to your page in exchange for some fashionable pieces you may find at the bottom of your closet

## Some ideas to get you started...

Ask your employer to match the donations made on your page – so your fundraising can have twice the impact!

Organise a pub quiz and ask guests to donate to your page in lieu of purchasing a ticket

Host a fundraising dinner party with friends or family

Organise a bake sale at work, on campus or in your community



# An example Fundraising Plan

It's a good idea to **set some smaller milestones** and **plan activities according to those targets**. On the next slide you'll find an example fundraising plan that you can use and adapt to suit your needs and appeal to your network. It has a mix of activities that you can plan to boost your fundraising. **Feel free to create your own and spread things out over a few months!**

**Set a target against each activity.** For example, let's say you aim to raise:

- £15 per Instagram story by adding a 'donate' button to your stories linking to your JustGiving page
- £100 by emailing your colleagues
- £50 through a dinner party
- £30 through a bake sale with your netball team
- £10 by asking friends to top up their School of SOS dance class ticket from £10 to £15

**That's £264, plus an extra quid, covered!**

Being consistent, spreading out your activities, and being creative with your fundraising is the best way to reach your target.



# Example Fundraising Plan

MARCH 2023  
GOAL: RAISE £264

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	1 POST ON SOCIALS	2	3	4
5	6 SEND AN EMAIL TO COLLEAGUES	7	8 POST ON SOCIALS	9	10 FUNDRAISING DINNER WITH FRIENDS	11
12	13	14	15 POST ON SOCIALS	16	17	18
19	20 REMIND COLLEAGUES TO DONATE	21	22 POST ON SOCIALS	23	24	25 BAKE SALE WITH THE NETBALL TEAM
26	27	28 SCHOOL OF SOS DANCE CLASS	29 POST ON SOCIALS	30	31	1
2	3	4	5	6	7	



## Some useful resources

[Here is a Dropbox folder](#) with everything you need to fundraise, including:

- **A short summary** of who we are and what we do
- **Images** of the women in our programme
- **Social media graphics** for you to fundraise online

[Our website](#) also has a whole bank of stories from the women we serve, so you can engage your audience and tell them why you need their support.



# Thank You!

Please email Julia  
[jvieyres@womenforwomen.org](mailto:jvieyres@womenforwomen.org) if you have  
any questions.



**WOMEN FOR WOMEN**  
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7-14 Great Dover Street  
SE14YR  
London  
[womenforwomen.org.uk](http://womenforwomen.org.uk)