



WOMEN FOR WOMEN
INTERNATIONAL

FUNDRAISING

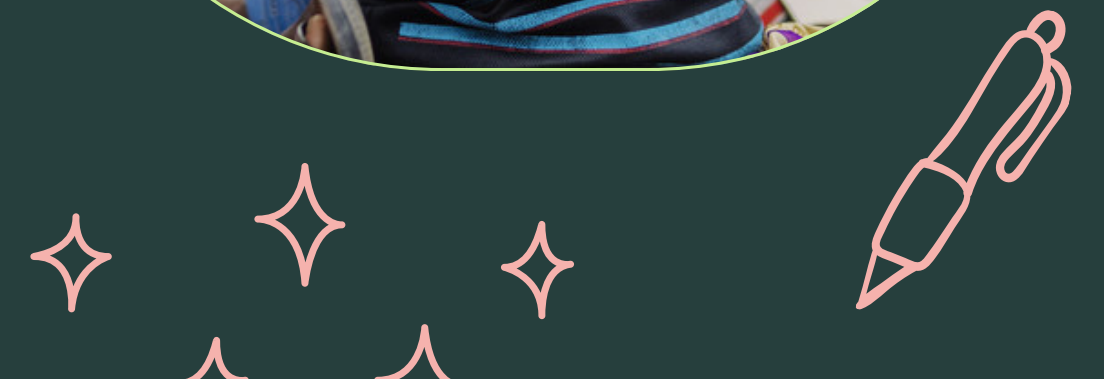
GUIDE

→ Your ultimate fundraising guide filled with
tips, tricks and ideas to make the most out
of your fundraising ←

We're so glad you're here!

Thank you so much for choosing to fundraise for Women for Women International.

Women living in the world's most dangerous places need our support more than ever. The funds you raise will help us reach even more marginalised women, help them realise their power and build a brighter future for themselves.



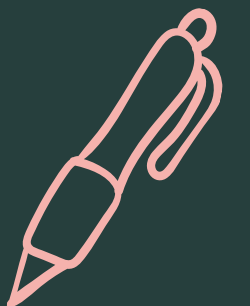
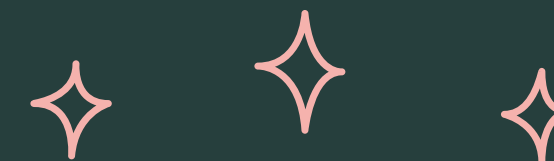
Your dedicated Fundraising Officer

I'm Julia, Women for Women International's Fundraising Officer. I'm here to support you every step of the way in your fundraising journey, so don't hesitate to reach out to me!

I love fundraising because it's about people. Connecting with them, sharing our passion for advancing women's rights, and being part of a community of like-minded people who want to make a difference - and having fun whilst doing it!



Email: jviesres@womenforwomen.org
WhatsApp: +447724347061





MAKE A PLAN



CHOOSE YOUR PLATFORM



KNOW YOUR AUDIENCE



BE ENGAGING



FOLLOW UP, FOLLOW UP, FOLLOW UP!

Our Top 5 Fundraising Tips

Fundraising can seem daunting if you've never done it before - but it's easier than you think. You can check out our [full step-by-step blog here](#).

Make a plan

Think creatively about what activities and events might generate the most engagement and funds. Set some key fundraising milestones by setting a target amount to raise per activity.

Choose your platform

Think about where you will be asking people to donate. Are you going to fundraise online, in person, both? The easier it is for people to donate to your fundraiser, the more likely they are to do so.

Know your audience

It's important to go where your audience already is and understand how they will be able to support you. Are your friends, family and co-workers more likely to be on Instagram, Facebook, TikTok or face-to-face?



MAKE A PLAN



**CHOOSE YOUR
PLATFORM**



**KNOW YOUR
AUDIENCE**



BE ENGAGING



**FOLLOW UP,
FOLLOW UP,
FOLLOW UP!**

Our Top 5 Fundraising Tips

Engage your community

Your fundraising activity should be exciting enough to motivate donors. However, some people need to know why you are fundraising – this is where you need to inspire them by advocating for women survivors of war. Tell them why we need their support, why you are passionate about supporting Women for Women International. You'll also want to let your network know how much you have raised so far, to keep them updated. Make sure to thank those who have already donated.

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're lucky! People either forget or lose interest (thank you short attention spans!) so you need to constantly remind them that you need their support.

Read the [full blog on our website here](#).



How to set up a JustGiving Page

JustGiving is an online platform that makes it easy for you to share your fundraiser and for your friends to donate. It even transfers the money directly to us – one less thing for you to worry about. —→



Setting up a JustGiving page as an individual fundraiser



1

Visit [this link](#) and click on the blue 'fundraise for us' button

2

Make it your own - add photos of yourself, write a description of your fundraiser, and why supporting women survivors of war is important to you. You're likely to raise 65% more if you personalise your JustGiving page.

3

Choose your fundraising goal. Setting a fundraising target can lead to a 17% increase in the amount you raise. It gives your supporters a goal to get behind, so don't be afraid to go big!

If you need any help with your page, check out JustGiving's help section at help.justgiving.com. If you are taking part in a mass fundraising event like the Royal Parks Half Marathon, get in touch with us to join one of our #SheDares Squad pages.

4

JustGiving will autogenerate a fundraising QR code for your page. Add the QR code to printable materials (try our editable posters here) to display in places where people will see your fundraiser. People can then scan the code and donate directly to your page.

5

Kick off your fundraising and commitment to your event by being the first to donate to your page. People who donate to their own page to get started raise a whopping 84% more!

6

Start fundraising! Get in touch with your friends, family, colleagues with a link to your JustGiving page so they can support your event. Include examples of how their support will transform the life of a woman survivor of war.

Supporter Spotlight: Emily and Chloe



Emily is one of our amazing supporters who has been fundraising for Women for Women International since 2021, when she ran the Brighton Marathon and raised vital funds for the women we serve.

In 2023, she signed up to the Lisbon Marathon with her friend Chloe to show her support once more. She leveraged her connections as a member of the Warwick Medical School Obs & Gynae Society, setting up bake sale fundraisers and organising a panel event to ask for donations among her peers. The bake sale alone raised over £400 - almost halfway to their joint fundraising target of £1000. An incredible achievement!

Thank you Emily and Chloe!


Some fundraising ideas to get you started



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



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



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


Sign up to one of our challenge events or find your own, like a marathon, swim or cycle

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

Think outside the box - be weird and wonderful about it! Ask your friends to dare you to dye your hair, a skydive or a christmas day cold swim!

Host a fundraising dinner party or supper club with friends or family



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

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



The impact of your support

Hear from some of the brave women that we serve and learn about how they have overcome the most daunting challenges - all with supporters like you standing by their side.



When I joined [the programme], I found myself in a group of 25 women. That's when I learned that I wasn't alone in my suffering. There are other women, who have the same hardships. To realise that was amazing. [Now], I am always talking to other women. I want to share all my experiences and tell them to be strong, as I became strong.

Zarghuna, Stronger Women, Stronger Nations programme graduate, Afghanistan

[Read Zarghuna's story here.](#)

The Women for Women International programme was my ray of hope. It felt like I was finally completing my education which was cut short by poverty.

Sarah, Stronger Women, Stronger Nations programme graduate, Nigeria

[Read Sarah's story here.](#)



[Click here](#) to head to our story bank and read more inspiring stories



USEFUL RESOURCES

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.

You can use Canva to design your own posters, flyers and more to display at your fundraising events. It's free to sign up, and they offer printing services too.

Download our editable posters here. You can make these your own, print them and display them on notice boards, village halls or cafés, wherever relevant and in places where people will see your fundraiser.

You can use QR Stuff for free to generate your own QR code to direct people to your Instagram, fundraising or event page to get them involved.

Download and make your own Women for Women International bunting to decorate your fundraising stall.

Download digital assets here to fundraise online. You will find social media graphics, images and more information about our work so you can be a successful fundraiser!

**We can't wait to follow
your fundraising journey!**



**Don't forget to tag us on social
@womenforwomenuk**



**Get in touch with our Fundraising
Officer, Julia, if you need more help
jvieyres@womenforwomen.org**

