



# Open Arms Malawi Cycle Challenge

27<sup>th</sup> September – 6<sup>th</sup> October 2019

Hints and tips for fundraising



# First things first

**Set up an online fundraising page.** Once this is done you can start asking family, friends and colleagues for donations. Don't forget to set up a text code as well so that people can donate on their phones. Make it easy for them. Open Arms is a member of

[www.justgiving.com/openarmsmalawi](http://www.justgiving.com/openarmsmalawi) and  
[www.virginmoneygiving.com](http://www.virginmoneygiving.com)

## **Make a plan**

There are loads of ways to raise money. Take time to brainstorm with friends and family. If you make a plan and start fundraising early it will give you time to rethink if something doesn't work. There are plenty of ideas to get you started

**Find out as much as you can about Open Arms.** Your donors will ask what the money will be used for. There is plenty of information in the 'Case for Support' sent with this document, on our website

[www.openarmsmalawi.org](http://www.openarmsmalawi.org) lots of video on YouTube  
[www.youtube.com/openarmsmalawi](http://www.youtube.com/openarmsmalawi) and we are always

happy to answer any questions  
[judith@openarmsmalawi.org](mailto:judith@openarmsmalawi.org)

## Make a Plan and Plan Ahead

Planning is really important to help you reach your fundraising target! There are loads of ways you can raise money, from running a raffle or organising a dinner party. Spend some time to brainstorm some ideas, have a read of our ideas, and choose the event that you think sounds most fun!

Choose something that you are comfortable with; You might want to arrange an event where people pay for a ticket for dinner and have a great time. You could do this on a big scale with 100 guests or if you prefer not to be involved with organising a big event invite a few friends for dinner and charge them a fee - Whatever you decide we think that one of the most important things is to make it something you will enjoy - as your enthusiasm will be guaranteed to make the event you choose a success.

Once you have decided on what you are going to do you can start to get a plan together.

**Do some research;** Make sure you have an idea of exactly what Open Arms does and how the money that you raise will benefit the communities we work with. Your donors might ask you questions about what their money will be used for and how it will help. It's important you feel happy and prepared to explain this to them. If you are not sure, then please do get in touch with us at [judith@openarmsmalawi.org](mailto:judith@openarmsmalawi.org) we can help you answer any tricky questions or fill in any gaps you may have. You can also get lots of information from our website, Facebook pages and some great videos on our Youtube channel.

**Fundraising materials:** Once you've decided on your event, you will need to start promoting it! We have some basic materials which we can send you to help you promote Open Arms so if you would like logos and leaflets, photos or videos just get in touch. We are really happy to help you to promote your event as much as we can. If you send us your story we can share it online.

**Online Giving** If you decide to organise a sponsored event, you may like to use an online donation site to help your sponsors donate money quickly and easily. Your page can be used for any donations and you can update it with any cash you make as well.

Open Arms is a member of JustGiving and Virgin Money Giving and through them you can easily set-up your own personal fundraising page for your event.

To do this just visit: [www.justgiving.com/openarmsmalawi](http://www.justgiving.com/openarmsmalawi) or [www.virginmoneygiving.com](http://www.virginmoneygiving.com)

**Gift Aid** Gift Aid is a simple way of adding an extra 25% to your donations – with no extra cost to you or your donors. If any of your donors pay tax, then please ask them to fill in one of our Gift Aid forms and send this back to us on the address at the bottom form.

By doing this, we can claim back 25% on top of their donation from the taxman! This can make a huge difference so please use these forms wherever you can. We have included a copy in this pack.