

# How to contact organisations for your fundraiser.

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## (1.1) How to contact a school

1. Find out their contact information, and the right person to speak to about holding a fundraiser. You can do this by:
  - Researching the school on their website
  - Reach out to teachers you know who still work there
  - If it's a school your sibling goes to ask them to find you a contact.
2. Don't be afraid of contacting them. Either via telephone or in person, make one-to-one contact and be enthusiastic! Follow up this communication with a letter that will include all relevant information.
3. WRITE A LETTER. There is a template letter in the resources hub available to use to be edited and sent to schools! A letter should include:
  - Details of your fundraising
  - Why your efforts are important
  - What you can give back to the school (think assemblies).
4. Keep your communication strong. If they don't reply immediately, don't get disheartened – be patient, and give reminders when appropriate.
5. Set a date. Confirm a suitable date for you both & agree a plan.



## (1.2) How to contact local clubs

1. *What is your connection with this club? Do you have any immediate contacts? (Clubs can include rotary, Village groups, Girl Guiding groups, churches etc.)*
2. *What can they offer you? Are you looking for a donation, engagement with a fundraiser, or publicity?*
3. *What can you offer them? Really think about what you can give back to these local clubs. For example, lots of clubs may want a presentation given in return for a donation. Keep this in mind!*

## (1.3) How to contact local businesses

1. *When you contact a local business, plan for it to take a few months to lead to anything. You will need to know what you want from a local business before approaching them, and have a clear idea of how you could benefit them.*
2. *Consider companies that:*
  - *Friends or families work for*
  - *You have a connection to*
  - *Are local to you*
  - *Link to your University course*
  - *Support the charities aim*
3. *Consider what companies can offer you:*
  - *A one-off donation*
  - *The opportunity to run an event*
  - *Staff volunteers for fundraisers such as street collections*
  - *An email distributed to all staff in their business to raise awareness*
  - *Match funding*
4. *Match funding! This is a really quick way to raise money. Speak to businesses or banks about matching your fundraising – for example for every £1 you raise they will donate £1. Start with the bank you are currently with, but some businesses also do this. Expect most organisations to only consider this for fundraising events, not just generic fundraising!*
5. *Consider how you can benefit the business:*



- Can you include their logo or products in promotion for your fundraising, or during the event? For example, if a clothing company supporting your fundraising, you could wear their products on a trek event.
- A public thank you on social media that links to their website
- Taking a banner with their logo and details on out of the country
- Again, potentially running a presentation for their employees in the future.

#### (1.4) How to contact the local paper

1. The most important thing to know about sending information to the local paper, is that they want examples of the awesome work you are doing. Make sure you have a great picture of your fundraising to use, and take this opportunity to write about the project/adventure you are undertaking, and why the cause is so important!
2. Write this into a short article, mentioning the charity and why it's mission is so important. Write about how your fundraising aims to help.
3. If you're going for publicity, you can leave it at this and send it off to the paper.
4. If you're going for donations, ensure you offer some favour in return for a donation! Offer dog walks, car washing, gardening – anything you think your local community will appreciate.
5. Include a link to your fundraising page, as well as your contact email.

