



Lifeline Energy Fundraising Ideas

Here are just a few ideas to get you started. There is no single formula for success, and the more creative you are within your own means, the more effective your fundraising will be.

Let us know about your event, ideas and how we can help - fundraising@lifelineenergy.org.

Money-raising tips

- **Set a goal** and let everyone know. Keep your contacts updated with how close you are to your target.
- **Know your cause** so you can explain confidently why you are raising money.
- **Use Gift Aid** to increase donations by UK taxpayers by 28% at no cost to the donor.
- **Secure a generous sponsor** on your sponsor form first, to encourage others to pledge more. Or ask people to **donate an hour** by pledging the equivalent of an hour's pay.
- **Spread the word** about your fundraising through all your contacts and networks.
- **Ask your employer about gift matching**; you could double the amount you raise.
- **Publicise** your event and **raise awareness** by asking your company, school or local group to include you in their newsletter or website. Contact the local press and radio stations.
- **Approach local businesses** for raffle prizes, to donate a venue, catering or publicity for your event.
- **Take photographs** and send them to us; you could inspire someone else to become a fundraiser.

Fundraise with your ...

...university, school, workplace, Rotary club, Women's Institute, church, synagogue or mosque, reading group, Scout or Guide group, gym, sports team or friends...

Get sponsored to...

...run, cycle, swim, walk, shave your head, be silent for the day, give up chocolate, wear your pyjamas to work...

Organise a ...

...quiz night, fashion show, yoga day, sports tournament, disco, talent show, play, concert, open mic night... and raise money from ticket sales. An **auction** or **raffle** will help you reach your fundraising target.

Invite your friends over for ...

...dinner, a theme party, coffee & cake, a film night, a barbecue, a garden party, a girls or guys night in... and set a suggested donation amount.

Self-Powered Progress

World Car Free Day is September 22. Why not challenge a group of friends and colleagues to get around by bicycle or on foot? Donate the money you all save on transport costs to send self-powered radios to Africa. Or get sponsored to use only pedal-power for a whole week!

Donate your time

Are you handy round the house? Do you have a gift for gardening? Could you clean cars? Offer your services to friends and family in return for a donation to Freeplay Foundation.

Increase the impact of your event by holding it on a special day:

▪ International Women's Day	March 8
▪ World Health Day	April 7
▪ World Press Freedom Day	May 3
▪ International Day of Families	May 15
▪ World Information Society Day ..	May 17
▪ World Environment Day	June 5
▪ World Refugee Day	June 20
▪ World Youth Day	Aug 12
▪ International Literacy Day	Sept 8
▪ World Car Free Day	Sept 22
▪ International Day for the Eradication of Poverty	Oct 17
▪ World AIDS Day	Dec 1

Radio fundraising

For one week, every time you switch on the radio in your kitchen, car or workplace put some coins in a jar towards sending a radio to Africa. Involve family, friends or colleagues and watch the money add up.

Use the Web

- **Create a fundraising page** at www.justgiving.com and invite your friends to donate online.
- **Sell unwanted items on eBay** and donate all or a percentage of the profits to support the Freeplay Foundation. Visit www.missionfish.org (\$) or www.missionfish.org.uk (£).
- **Add a line to your email signature** about your fundraising with a link to Freeplay Foundation.
- **Use social networking sites, blogs or your own website** to let your network know you're fundraising.

Don't forget ...

- Ensure all publicity materials state 'all proceeds go to the "Lifeline Energy" and include our charity registration number.
- Check the rules and regulations in your country; you are responsible for complying with the law. Safety is an important aspect of any event, seek advice if necessary. Lifeline Energy cannot accept liability for activities undertaken in its name.