

Your Guide to Fundraising in the Workplace



Small, time effective fundraising ideas

A great way to fundraise is to repeat small events on a recurring basis. You don't have to constantly come up with new ideas for your fundraising - if you find something that works well, keep doing it!

Weekly or monthly bake sales, dress down days, raffles, lunches or quiz nights are a great way to involve your colleagues in your fundraising and chip away at your target throughout the year.

Examples of smaller events

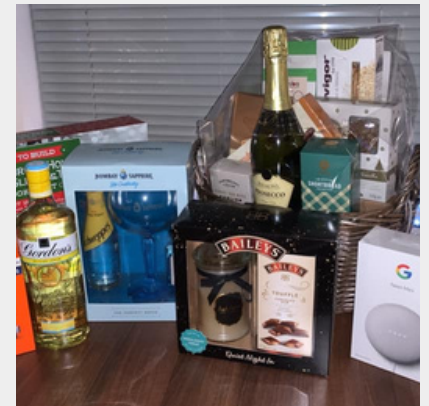
Dress Down Fridays - Most office-based workplaces will probably have some form of formal dress code for their employees. If dress-down days are already implemented at your workplace you can ask them to be in support of your fundraising!

Bake Sales - The classic charity fundraiser if you're into your baking! Whether you have a stall in reception at lunchtime or take the cakes direct to people at their desks when they are in need of a sugar kick mid-afternoon, a bake sale is always a go-to idea for most!

Raffle - Raffles are another easy way to get your work colleagues involved in your fundraising. Reach out to local businesses and supermarkets for prizes.

Lunches - Previous participants have set up a lunch club at their office, bringing a different dish every week to share with their colleagues in return for donations

Car wash - If your workplace has a car park, set up a car wash with some of your team!



Top Tips

- Break down your target into smaller goals to aim for every month, then plan your events around your monthly goal
- Come up with themes for your bake sales and dress down days! Halloween, Christmas, Valentine's Day and Easter are all great opportunities to set up events

Examples of larger events

Curry and Quiz Night - Who doesn't love a bit of food and a quiz after work?! Host it at the offices or hire a rented hall, cook up some food (or include the cost of a takeaway in the ticket) and enjoy a great quiz night. Prizes for the winning team are always a good addition too!

Fitness challenges - Especially if you work in an office, it can be difficult to get exercise. Signing up a work team to a Tough Mudder /10k race is a great way to not only do some fundraising, but also bond as a team and get some group training sessions going.

Sports Matches/Tournaments - Sports tournaments are great fun and a really good way to raise money, especially if you have links to sports clubs that can help you promote and maybe even help run the event! Hosting a raffle, bake sale or BBQ on the side is a great way to boost the donations.

Bigger fundraising events can help you raise a significant portion of your target in one go, and are a great way to involve your coworkers, friends and family in your fundraising.

Venues like village halls, church halls and pub/hotel function rooms offer a larger space that can accommodate more people, and often offer discounts if they know your event is for charity.

You can boost the fundraising from your event by hosting a raffle, bake sale, drinks stand or game on the side! Have some QR codes to your fundraising page out too, so people can scan to donate during the event.



Top Tip

There's no need to do it alone! The best fundraising is when you're able to get others involved, so reach out to your networks. Whether that's your friends, family or colleagues - people want to see you succeed in what you're doing, let them help!



Top Tip

Your events don't have to take place on workdays or revolve around getting your colleagues to donate. If you're hosting an event on a weekend, like a fete or a bag pack, encourage everyone you know to come along to help support you. You may be surprised at who shows up to help you out in your fundraising endeavours!

One of the benefits of working whilst fundraising is that you're in a prime position to receive sponsorship from your workplace.

This will vary from company to company, but it is definitely worth speaking to a manager or HR representative to see if your workplace offers sponsorship toward charitable endeavors.

You can use the email template on the next page to reach out to companies to see what schemes they have available and as if they can support your challenge.

Top Tips

- Always approach contacts that you have a relationship with first (i.e. a past school, past employment, companies connected to friends or families).
- When considering a contact, avoid emailing generic info-, press-, media- emails for businesses and companies. Use networks and contacts to find an individual that you can talk directly to. Building up a rapport with them can be done via adding them on LinkedIn and offering to talk to them more about the charity and the challenge.
- Always open up a dialogue and offer something in return (i.e. an assembly, a talk, photos of merch/mascot during fundraising or on the climb, t-shirt sponsorship, social media posting whilst training). This will be a great way to incentivise contacts to support.
- Include a fundraising page link for contacts to share something tangible with co-workers, colleagues or customers. This can be a prerequisite to a planned event or activity.
- Include a link to the charity website, as this will direct the contact to us if they have any further questions or need more information.
- Have a few dates available to offer for planned events or setting up a meeting/assembly.

Dear {CONTACT},

I'm getting in touch because this August I'll be supporting a cause that matters deeply to me, and I'm looking for a small number of partners to be part of it.

My name is [YOUR NAME] and this summer I will be raising funds for Dig Deep (Africa), an award-winning charity working to secure clean water, safe toilets and good hygiene for every family in Bomet County, Kenya.

Bomet County is home to one million people. Two in three still lack clean water and safe sanitation. Half the population are children. Dig Deep is tackling this challenge by focusing on one place and working for the long term. Together with local communities, businesses and the Kenyan government, they are delivering practical projects now while building the systems needed for lasting change. Their shared goal is clear. Universal access to clean water, safe toilets and good hygiene by 2035.

To support this work, I will be climbing Mount Kilimanjaro in August. The climb is intentionally demanding. Over six days, we will ascend from rainforest to alpine desert, reaching a summit of 5,895 metres. At that altitude, oxygen levels are around half those at sea level. The final ascent takes place overnight, in freezing temperatures, after several days of sustained physical effort. Not everyone who attempts the climb reaches the summit.

I am aiming to raise £3500. Half of this covers the cost of taking part in the challenge. Everything raised above that goes directly to Dig Deep's work in Kenya.

I would love {BUSINESS} to consider supporting this effort. Support could be through a financial contribution, matched funding, or an internal fundraising initiative. I would be very happy to recognise your support and share updates showing the real, measurable impact your contribution helps to deliver for children and their families.

Thank you for taking the time to consider this. I would be very happy to share more information or answer any questions.

With thanks, {YOUR NAME}

When Fundraising feels a little tough just remember

Anything you are able to fundraise helps - if your plans didn't raise as much as you hoped, you are still providing access to clean water, safe toilets and hygiene education!

Reach out to us if you need help talking through your ideas or there is something that you're worried about. We can't help if we don't know, so get in touch!

Do what makes you comfortable. Yes, fundraising can involve pushing yourself to try something new, but you'll also enjoy fundraising if you're doing things you already enjoy!

Don't compare your progress to others. It can be really hard to see that your teammates have gotten off to a flying start and you haven't. Everyone moves at their own pace!

Have you seen an idea in this guide and thought about giving one a go, but aren't too sure where to start? There are multiple ways to get in contact with us:

By Email:

support@digdeep.org.uk

Instagram:

@digdeepchallenges

Or book in a call with the team here.

We are open Monday-Friday from 9am to 5pm to help you bring your fundraising ideas to life!

Tips from the Team

Simon Franklin - Managing Director

Do something that you love! One of my hobbies and passions is football, I used that and organised football tournaments. I got my friends and local teams involved and as I came from a football background I knew all about the game, what needed to happen and how I could run an awesome event.

