



GET INVOLVED

Cecily's Fund Fundraising Pack 2018

- 1) Welcome
- 2) The difference we make
- 3) Your impact
- 4) What you can do
- 5) Online fundraising
- 6) Spread the word
- 7) How we can help you
- 8) Thank you and good luck!





1) WELCOME

Thank you so much for deciding to fundraise for Cecily's Fund. We rely on our supporters to help make our work possible, and every pound you raise will help us improve the lives of orphans and vulnerable children in Zambia. This pack will give you some useful tips on fundraising - for more help, don't hesitate to contact us.



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2) THE DIFFERENCE WE MAKE

Cecily's Fund has been working in Zambia since 1997. In that time, we've become a leader in providing support to orphaned and vulnerable children - from helping with school fees to providing business skills and developing stronger communities.

When you fundraise for us, you become a key part of what we do. You can be confident that the money you raise will go towards breaking the cycle of poverty, through our tried-and-tested interventions targeted at children both in and outside school.





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3) YOUR IMPACT

Every pound that you raise will contribute to our life-changing work. Multiples of these examples will have an even larger impact, so please aim high!

£50

...could help keep a child in secondary school for a year, so they can reach their potential

£150

...could train two inspiring Peer Health Educators to provide vital health information and life skills

£250

...could provide five small business grants to help young people become self-reliant and fund their own education





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4) WHAT YOU CAN DO

UK Events

The British 10K: a Cecily's Fund favourite in which our supporters have taken part for over a decade. Explore central London with 10,000 other runners.

Land's End to John O'Groats Cycle: an epic 13-day cycling adventure; explore the UK, end to end.



International Events

Cycle Victoria Falls: over 10 days, see Zambia's sights by bike including magnificent Victoria Falls, the world's largest waterfall.

Icelandic Lava Trek: a tough five-day hiking event - see the effects of the famous 2010 volcano.

These events are just a selection - visit our website to see more options, or contact us for ideas.

To sign up for any of these events, simply contact us and we'll help you get started.

We can also give you tips for running your own event, from a coffee morning to a bake sale. Whatever you choose to organise, be sure to let us know so we can help you raise the most you can.



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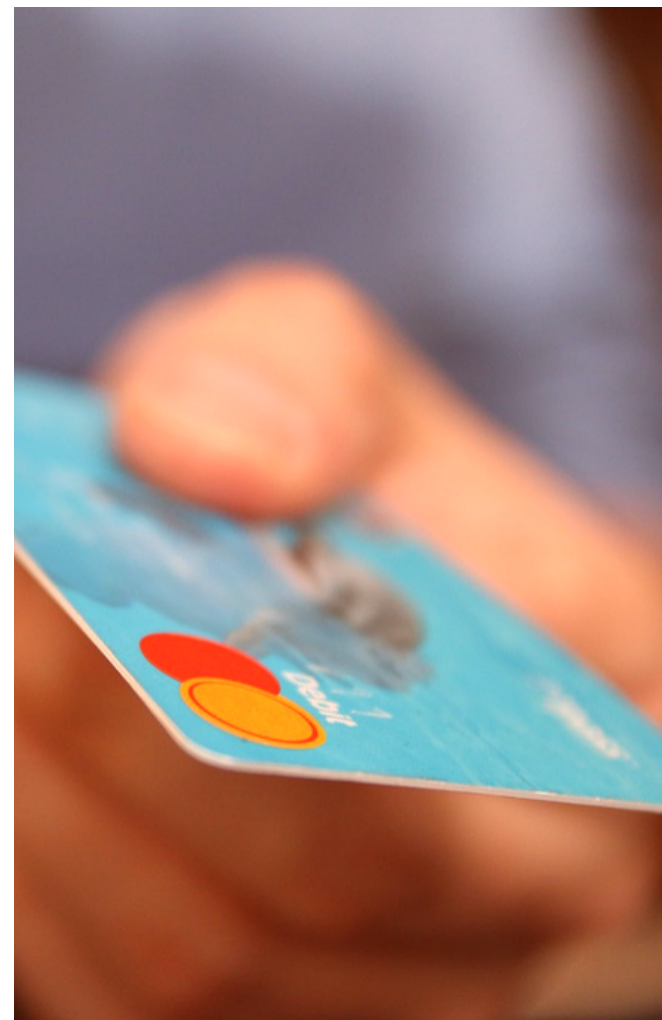
8) Thank you and
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5) ONLINE FUNDRAISING

Cecily's Fund is registered with three of the most popular online fundraising sites: JustGiving, Virgin Money Giving, and BT MyDonate.

These sites make it very easy for people to donate online using a credit or debit card. They also handle Gift Aid, which makes donations worth more to Cecily's Fund.

When setting up your page, be sure to use all the customisation options available to. We can supply photos of our work, but photos of you - preferably in action, in your Cecily's Fund T-shirt - will really help encourage donations. It's also very effective if you write in your own words why you're fundraising.





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6) SPREAD THE WORD



Becoming good at spreading the word will really help you maximise the amount you raise - not only from your friends and family, but potentially from people you don't know, as well.

Social media is a great way to reach your friends and family. Share your fundraising page not just once, but often. Use Facebook, Twitter and Instagram to share your preparation and training - great photos of you in one of our T-shirts will really help!

Be sure to tag Cecily's Fund in your posts, so we can share them - if there's a hashtag for an event you're taking part in, use it. If you're doing something really special, consider writing a press release for your local papers.



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7) HOW WE CAN HELP YOU

When you fundraise for Cecily's Fund, you're not on your own - there are a number of ways we can help you raise your best possible total.

We can supply you with **logos, branding, and beautiful photos** of our work that will inspire and help support you. We'll provide tips on how to use these in posters, social media, and on the web.

If you need **T-shirts or running vests**, we can provide these too - just be sure to let us know your requirements as early as you can, so we can be sure to have them in stock.

We'll also **promote your event** on social media and on our website - before, after and even during!

To get started, contact us through cecilysfund.org





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8) THANK YOU AND GOOD LUCK!

Thank you so much for deciding to raise money for Cecily's Fund. Your support makes our impact possible. We wish you the best of luck!

