Fundraising for Viva

Thank you for considering fundraising for Viva! There are so many fun and exciting ways to do this and we’d love to chat with you more about it. Please do get in touch with us! To get you started here are a few ideas…

Cake sales, auction of promises or nearly new sales

Who doesn’t like a cake sale? Or a fancy dress party, musical evening, coffee morning, summer open garden picnic, a raffle, pamper night, or a games tournament… There are so many great ideas. Needing more inspiration? Try Google…

Sponsored events

From sponsored bike rides to bungee jumping or a chocolate fast there is so much you could do. How about… a sky dive, marathon – either the running or doughnut eating variety, silence, walk or even a new crazy hair style or head shave?

Host a Viva world tour

Travel the world from the comforts of your house or church visiting some of the countries where Viva works. Serve curry from India or momos (dumplings) from Nepal. Try some Ugandan drumming or Argentinian tango dancing. Viva works in 22 countries so there is plenty of room for creativity!

World Viva coin map

Draw a giant picture of the world using spare change. Mark the different countries where Viva works with pound coins.

Ice cream tasting

An exciting family-friendly twist on wine tasting. Invite friends to come taste different flavours and toppings. Have a competition to see who can design and make the most beautiful or sundae.

Host a Christmas party…

to raise money for Viva’s Christmas parties. Use your minced pie and mulled wine party to ask friends for a Viva donation. Or jazz it up and have a Christmas tree or cookie decorating competition, a cheesy Christmas movie marathon or a Christmas ball.
Making the most of your efforts

Organising activities and events takes time. Here are some useful ways to maximise publicity so that your efforts go further...

Word of mouth

Tell your friends and family what you’re doing and ask them to spread the word or invite their friends to your event. People are always more motivated to do something when they get a personal invitation… and also when they know that their friends are going or involved too!

Don’t be afraid to make it personal. Tell people why you want to give money to Viva and not another charity. Or how their support will make a difference. Or what you hope to gain personally from your fundraising experience.

Talk to local businesses

- **Ask in person** – people will be more likely to remember and help you. Have a paper copy of details to hand, making it easier if the relevant person is unavailable.

- **What connections do you have?** Try to use people who you already have connections with. New businesses are also worth trying – although often struggling to get on their feet, your event could help them get known in the community. Think why they in particular should help? How is it relevant to them? Have they supported other similar things in the past?

- **What non-monetary gifts could they give?** Sometimes money is a bit tight but people are happy to help in other ways. Ask for items to sell at an auction or as raffle prizes. This could be a “dinner for 2” voucher from a local restaurant or a food hamper from your local grocery store. Maybe they could put up a poster for you to promote your event.

- **What could you give in return?** Make it clear to businesses how they will benefit from helping. You could offer public acknowledgement or advertisement.

- **A creative thank you** goes a long way, especially if you want help again in the future.
Make a fundraising page

Create an online fundraising page to make it quick and easy for people to find out the details of what you are doing and donate. We recommend that you use the website Virgin Money Giving.

**Viva also has a page on Virgin Money Giving** which it will automatically link your page to. This is great as it means that any donations go straight through to Viva making it both secure and easy to donate. The Viva page also gives further information about what we do and other events that we are holding.

To set up and promote your page:

1. Go to uk.virginmoneygiving.com and follow their simple instructions to create your fundraising page.
2. Use the suggested text below and information from our website to build your page and explain what you’re raising funds for
3. Get the message out via email and social media

Useful information:

- **What Viva does:**
  Viva is a children’s charity inspiring lasting change in children’s lives through the power of collective action. The Viva vision is to see children safe, well and fulfilling their God-given potential.

- Create an automated thank you email. You could use this as a basis to your wording:
  Thank you so much for your gift which will help to change children’s lives.
  If you would like to find out more about Viva’s work with vulnerable children, please visit www.viva.org or email info@viva.org. Thank you for your support.

- If you’ve chosen to fundraise for a specific part of our work, you can find more information at www.viva.org/giveagift

**Please include** on your page or in your thank you letters this wording:
90 per cent of your gift will go to support Viva’s work with their partner network **X (fill in)** and 10 per cent to support their wider work across the world.
Social media

Social media is a really good way to engage the public with what you are doing. A recent statistic says that **55% of people who engage with non-profit organisations on social media take further action** – whether this is donating, volunteering or attending an event. The main social media players are Facebook, Twitter and YouTube.

- Publish links to your online fundraising page – making it easy to donate.

- Get people involved. Ask your friends to “share” your updates on their page so more people will hear about what you are doing. The same goes for companies or businesses who are supporting you. This is a win-win situation as it promotes their company whilst spreading awareness of what you are doing.

- Balance asking for donations with keeping people informed of your progress. Thank people for their support and keep them updated with where you are up to on your fundraising targets. Show the impact their donations will make. For example “£10 will buy”…. Or add some perspective “£15, the price of a takeaway, would buy”

- Make your audience participate. Ask for advice, comments and ideas.

- Be creative and original. Think outside the box in coming up with ideas that will catch people’s attention. Remember the ice bucket challenge? Use photos, videos and blog posts to explain what you’re doing, why you’re doing it or to give an update on your preparations. Be both funny and relational.
Get the press involved

Using the local media is a great way to boost publicity. Before you do this:

1. **Research** a “target list” of different local newspapers that would be interested in running your article. Find out the name, email and phone number of the news editor as they decide which articles to publish. Check deadlines as most newspapers want at least a week’s notice before they print or report on an event.

2. **Understand** media pressures and make it as easy as possible for a journalist to write an article about what you are doing. Three key ways of doing this are:
   - Be available – give them your email and mobile number so they can easily contact you during office hours.
   - Be persistent – don’t give up easily.
   - Know the facts – give all the information that they could want. Send photos from last year’s event or of the people who are raising money. Think before – what message does this photo give? Highlight to them how the event is unique or interesting. Who are you helping?

3. **Write** a press release to send them. Some useful pointers are:
   - Summarise your story or key information in the first paragraph
   - Give all the important details – who, where, what, why
   - Keep it short
   - Write in the third person
   - Include quotes from people involved
   - Get the details right
   - Include your name and number so the reporter can easily contact you.
About Viva

Our vision is to see children safe, well and fulfilling their God-given potential.

Our mission is to inspire lasting change in children’s lives through the power of collective action.

Through 34 community networks in 22 countries, Viva is increasing the unity, quality and impact of work for vulnerable children, bringing more than 2,000 churches and over 1,000 organisations together in collective action, building the capacity of 20,800 staff and caring for 918,000 children.

We help children who are:

- Homeless – living on the streets
- Orphaned
- Malnourished
- Uneducated, unskilled and unregistered
- Abused (sexually, physically, emotionally)
- Trafficked or at risk of being trafficked
- Exploited – made to work
- Affected by HIV & AIDS
Where we work

Central America & Caribbean
- **Costa Rica**: Foster care as an increasing alternative to residential care.
- **Honduras**: Vocational training and sports outreach.
- **Cuba**: Training child leaders, child education and health.
- **Dominican Republic**: Feeding and holistic care centres.

Latin America
- **Bolivia**: Street children, advocacy for children’s rights; reintegration of children to families.
- **Paraguay**: Prevention of child abuse.
- **Argentina**: Prevention of domestic violence and sexual exploitation of children.
- **Venezuela**: Supporting children in their education, training for child carers and church leaders.

Africa
- **Uganda**: Advocacy; reintegration of children into families, foster care and adoption; community health.
- **Tanzania & Kenya**: Equipping networks of churches promoting children’s wellbeing.
- **Zimbabwe**: Community-based educational support, child protection and strengthening the family
- **South Africa**: Providing a safe environment for women and children in Cape Town.

Asia
- **India**: Support of girls through education and life skills training.
- **Cambodia**: Tackling child sexual exploitation and a child prayer movement.
- **Nepal**: Protection, especially in areas of sexual exploitation, trafficking and family separation.
- **Philippines**: Community-based prevention of physical and sexual abuse. Disaster response.
Viva Donation Form

Event/Activity: ________________________________

Date: __________________

Gift Aid is simple and makes your gift worth a quarter more to Viva!
Please read the declaration below and fill in the relevant details to indicate your agreement.
“I am a UK tax payer and I want Viva to treat all donations I make from 1st April 2011 as Gift Aid donations until I notify you otherwise. I understand that I must pay an amount of Income Tax or Capital Gains Tax in the relevant tax year equal to any tax reclaimed in that period.”

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Viva, Unit 8, The Gallery, 54 Marston Street, Oxford, OX4 1LF, UK
T: 01865 811660 E: info@viva.org W: www.viva.org
Registered charity no. 1053389
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Please enter the total value of any cheques not listed above: £

Please enter the total value of any cash donations not listed above: £

Organiser’s name & address: ________________________________________________________________

Number of cheques: _________

Email: ___________________________ Telephone: ___________________________ Total donations: £ _________

**Note:** Please add up all the cheques and cash and ensure that what you are sending to us matches the totals listed above, then post the donations and this form to Viva.

Please convert any cash donations to a single cheque if sending through the post. **Thank you!**