

Getting Started: Greenpeace Fundraising Guide

GREENPEACE



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How to use this guide

This guide has been created to get you started with ideas, tips and resources to inspire and help you along your way. We've included information on everything from small, fun DIY fundraisers all the way up to big events, so whether you are fundraising on your own or with a group, whether you have lots of time or just a little, whether you are an old hand to fundraising or just starting out, there is something here for you!

We hope that we've included all you'll need to get started fundraising with this guide. But if you have any questions or comments, please do get in touch with us at 0207 865 8236, or send us an email at fundraising@uk.greenpeace.org. We are here with the resources and support you may need to make your fundraiser the very best it can be.

Thank you again for your interest in fundraising for Greenpeace. It's your passion, your voice, and your convictions that are changing the way the earth is treated.

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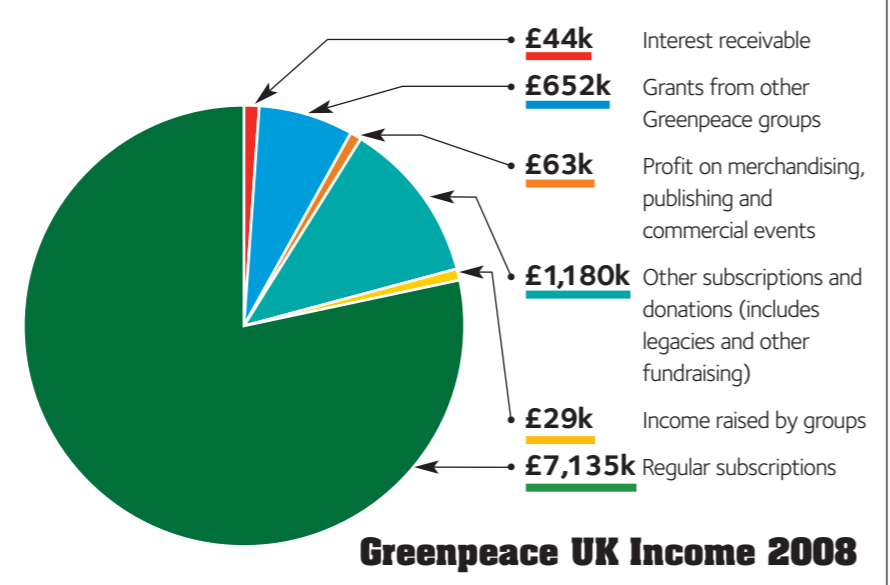


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Why fundraising is so important to us

Quite simply, fundraising is so important because our work has very real costs attached to it. For example, it costs about £2.5 million to maintain and run each of our three ships for one year. Every penny that you raise is vital, and is put to work straight away.

Greenpeace is a well-known organisation, which means that some people think we have loads of money. But did you know that our annual income is only £10m – a fraction of the £24.6m that Shell spends on average in a single day? The targets of Greenpeace’s campaigning often have enormous amounts of money and resources, but we are able to achieve incredible results because of our passion, our expertise and of course the support of the public. So thank you again for helping us with



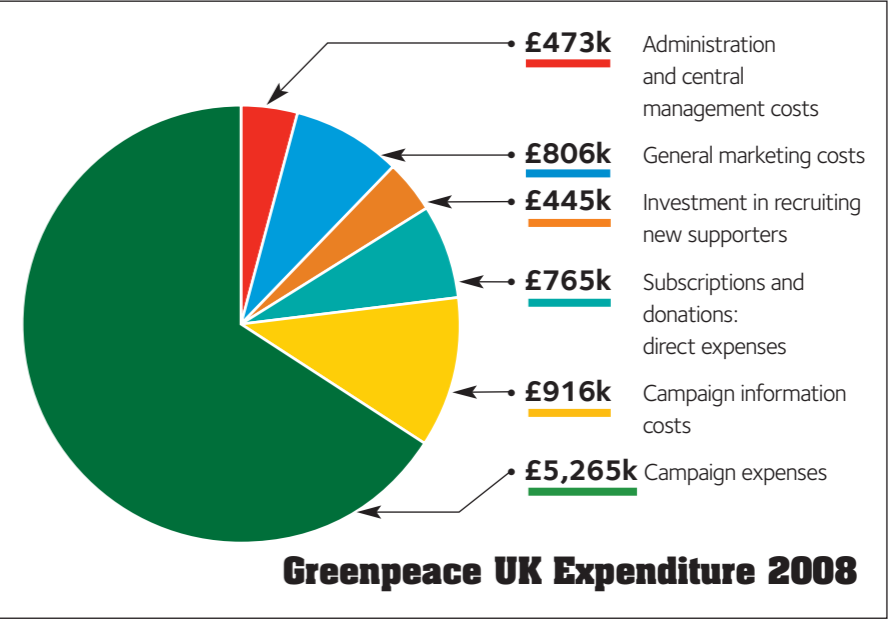
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your fundraising – any amount you raise is truly valued and appreciated!

If you’re making the case for giving, it’s helpful to point out that Greenpeace is 100% funded by individuals. We would never solicit or accept money from corporations or any government. Imagine if we accepted money from the very same people that we could end up exposing for environmental crimes!

Is Greenpeace a charity?

The answer is both yes and no. There are two sections of Greenpeace: Greenpeace Ltd is our campaigning arm which many know for our nonviolent direct action and lobbying work. We are not eligible to be a registered charity due to the nature of some of our campaigning activities. Greenpeace Environmental Trust (charity registration number 284934) is our environmental research and education arm which investigates critical environmental issues to help stop environmental destruction and provide planet-friendly solutions. Most of the fundraising is done through Greenpeace Ltd, as this means we are free to use the money for a greater proportion of our activities.



Some tips and guidelines for your fundraiser

Corporate donations

As we cannot accept corporate donations, please do not approach any businesses for a direct cash donation. We can, however, accept gifts in kind such as the donation of a venue space or prizes for a raffle – this is because, for example, the money raised from that raffle comes from the people buying the tickets, who are making a conscious decision to support Greenpeace when they do so.

Greenpeace values and fundraising

As you know, Greenpeace’s core values are that of a green and peaceful future, so it goes without saying that all events should keep this in mind. Holding a fundraising event like a truck rally or skydiving event not only goes against our values, but would not do us any favours in the press either!

Government donations

We cannot accept any money from governments, which also covers government agencies such as schools. The same guidelines that apply to corporate donations also cover government.



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Quick and easy fundraising ideas

Check out this collection of our favourite fundraisers for some quick ideas to get you started

1. Celebrations

Birthdays, anniversaries, weddings, bar mitzvahs, graduation, Christmas... A time for celebration often means a time for gifts, but if you already have everything you need, or you're shopping for that hard-to-buy-for environmentalist, consider asking for or giving a gift to Greenpeace instead!

Online gifts are available on our website at www.greenpeacegiving.org.uk. Or, if you're having a party, bring along a collection tin, create a money tree, or dream up creative ways to get your guests giving!

2. Sales

A great way to raise a bit of money for Greenpeace is by selling any items that you have a special knack for making. For example, if you have an allotment, why not try selling off some of your lovely produce or plants? The possibilities go on and on,



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from crafts to jam making to painting and much much more! Try contacting the organisers of local events to see about having a table, teaming up with an existing shop, or even putting up some ads. Don't forget to carefully price your products if you're renting a table, to make sure that you come out with a profit.

3. Caroling/music

If you're a musician or singer, what could be better than raising some money while you brighten the day of the people around you?

During the holiday season, many places around the city are open for

caroling, or you can take some friends and go door to door. At other times of the year, locations like local cafes and pubs may be open to giving you some space to perform if you are a musician or singer.

4. Cut out a bad habit

Use the money you would have spent on a donation to Greenpeace!

Whether on your own or as a part of a group challenge, if you're putting aside an expensive and/or bad habit, the money you save can be turned over to a good cause. If you're cutting out one trip to the pub per week, put the money you've saved into a tin to

send off to Greenpeace. You'll be surprised how much you can save up! Or, you can invite your friends to take part – for example, a group challenge to give up junk food, and the first one to give in has to give £50 to Greenpeace.

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Collecting Tins

Our most successful collecting tin results come from a supporter in Bradford-Upon-Avon. Many years ago she approached a local bookshop, asking if they would display a collecting tin for Greenpeace and Oxfam. When customers ask if they can put a poster in the window, they are asked to put a donation in the tin. The tin is usually collected three times a year and yields about £60 each time. And just to show that every bit helps, especially over time: this tin has been with the shop since 1996, and has raised an incredible £2,500 in that time!



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5. Film nights

You don't have to plan a wild event to raise money for Greenpeace – even a quiet night in with friends can be used to pass around the collecting tin. You can give the night an environmental theme – give us a call for a list of suggested titles, or to order Greenpeace DVDs. Try asking for a suggested donation, and handing out Greenpeace donation forms to your guests.

6. Quizzes

Everyone loves a good quiz, and it's a fun and easy way to raise some money while you enjoy a nice pint!

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Try approaching your local pubs to see if they'd be willing to donate the proceeds of the night to Greenpeace, or hold a quiz with friends, at your school or in a local community hall. Our office can provide you with a letter identifying you as a Greenpeace community fundraiser to help you in approaching venues.

Or, you may want to consider approaching venues that do not have quiz nights to see if you can run one for them, with proceeds to Greenpeace. A regular and well-run quiz night can boost revenues, making it a win-win situation.

You can also offer a Greenpeace-themed bonus round, with special prizes for the team that wins. Give us a call at the office to get prizes, and if you need to check any of the questions you're planning to use.

7. Sell your stuff

Moving sales, car boot sales, Ebay, classifieds... whether you are clearing out a household full of stuff or have a single larger item you're looking to



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unload, the total or partial proceeds can go towards Greenpeace's work.

Some useful links:

www.gumtree.com

for free classified ads

www.ebay.co.uk for online auctions.

8. Teach a class

Yoga, dance, computer skills, cooking, knitting – whether you already teach an established class or just have a skill that you can pass on to friends, giving a class where the fee is donated to Greenpeace is a great way to raise money while you pass along your talents!

9. Green your office

Are you known as the office enviro nut? Why not take that reputation all the way, and raise money while you do it?

A fine box (with all proceeds going to Greenpeace, of course) is a good way to shape up co-workers who have a nasty habit of leaving computer monitors on when they are not being used, wasting paper by not printing double-sided, leaving lights on overnight, and any other office environment crimes!

Make sure you are vigilant about collecting those fines!

Get everyone involved to make sure that money is being collected. But above all, keep it fun and light-hearted.

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10. Clothes swap

Clothing swaps are a great (and green) way of making sure that those unwanted clothes you have lurking in the back of the closet get a new lease on life rather than ending up in the bin.

You can organise a small swap between friends, or as a larger event open to the public. Money is raised by asking for a contribution for participation. Make sure that you have a plan for any leftover clothes at the end, such as putting them in a clothing donation bin.



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Tea Stall

One of our biggest ever community fundraisers was held at Latitude Festival, where a tea stall in aid of Greenpeace raised an astonishing £7,500!

11. Sell your services

Do you have a skill that's in demand? Then you may be in a position to help Greenpeace by selling your services and skills! Computer help, haircuts, clothing alterations, bike repairs, gardening help, house painting, design work, cleaning, child care – the list goes on.

Try asking for a contribution to Greenpeace when people ask you to take on a job for them, or you can take it a step further by advertising your services to friends, neighbours, family, classmates and colleagues.



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12. Serve up some tea and cakes

A delicious assortment of cakes and tea can prove irresistible, and it's a fun way to sweeten someone's day while getting support for Greenpeace.

Hungry classmates or work colleagues are a great place to start, or you can invite friends round for an afternoon tea for charity. You can also approach the organisers of any local events to see if it would be possible to run a cake and tea stall.

13. Invite the neighbours to a dinner party

Show off your skills in the kitchen by hosting a fabulous dinner, with your guests contributing to Greenpeace.

Your benefit dinner could be anything from the small, informal gathering of friends to the large and luxurious affair – the only limitation is your own creativity and culinary prowess! To make your dinner party really stand out, how about a themed meal, fancy dress, entertainment or dancing added in?



Sponsorship

From silly stunts all the way to big athletic challenges, a sponsored activity is something fun and rewarding that can be designed to anyone's ability.

A note about fundraising for sponsored activities

All the income from sponsored activities for Greenpeace goes to the Greenpeace Environmental Trust (GET), the charitable arm of our organisation. Using GET for sponsored activities allows us to raise money through justgiving.org, making sponsorship easier for you and your sponsors. We can also make extra money by claiming Gift Aid on those donations.

How to collect money from your sponsors

Included in this pack is a paper sponsorship form, and you can download extra copies from www.greenpeace.org.uk/sponsorship.

You can also use sites like www.justgiving.com to collect online donations.

Sponsored stunts: Greenpeace favourites

- Shave your head
- Silent day
- Give up sweets
- Crazy costume
- Dance/skip/bounce-a-thon
- Funny wig day
- Walk/ride your bike to work

Sponsored events/challenges

At the moment, Greenpeace does not directly run any of our own sponsored challenges. However, there is a plethora of open challenges across the UK that you can join and freely choose a charity to support while you do it. For a listing of current running, cycling and other open challenges in the UK, visit our sponsored events page at www.greenpeace.org.uk/challenges

Sponsorship Top Tips

Big amounts first

Start your sponsorship form with your largest amount. Others will follow suit!

Set a target

Make sure everyone knows how much you're trying to raise – it will really motivate you and them!

Explain it

Explain what Greenpeace does, why we need the money and what it will go towards

Be direct

Asking face-to-face is more effective than an email or letter

Gift Aid

Don't forget to ask people if they are UK taxpayers. If they are, Greenpeace can collect an extra 28% on their donation.

Promote it

Ask everyone you know! Promote your challenge at work, to your friends and family, and to any groups or clubs you belong to. Take your sponsorship form with you wherever you go!

Collect the money

It's easiest to ask for the money straight away, to make sure that no one forgets to pay up.



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Big rewards ...

Putting together an event in support of Greenpeace is a fulfilling challenge that can bring in big rewards!

Some popular community fundraising events include fairs, ceilidhs/dancing, music concerts, mini festivals, comedy nights, club nights and art shows. And there are so many more options – we'd love to hear what you have in mind!

Read on for some event planning top tips, stories from Greenpeace fundraising events and a handy planner guide.



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Events Top tips

Budgeting

Planning your expenses means less chance of any nasty surprises! Create a budget in advance, making sure to consider all the costs from big to small when you're deciding how much to charge.

Publicity

The right publicity makes all the difference! Think about the target audience, and where they would be likely to see your message. Use as many different types of publicity as possible to get a diverse crowd of attendees.

Online

- Create an event on Facebook,
- Put a free ad on sites like Gumtree
- Email your friends and family
- Post it to relevant online communities
- If possible, create a webpage for your event

Press releases

Send a press release to your local paper a few weeks before your event, and

then get in touch by phone shortly after to follow up. They may put in a story that lets people know your event is coming up, or they may send someone to cover the event. Press releases that include a local angle, a local celebrity, or unusual topics, events or activities are particularly effective. Remember to include your contact details so people can find out more.

Posters and flyers

Create eye-catching and readable posters and flyers (on recycled paper, of course!) to advertise in locations around where your event will take place. Ask if you can put them up in your local clubs, churches, shops, cafes, schools and more! As your event is running, you can also hand out flyers at any nearby busy streets.

Use the materials order form included to order poster templates, or download a poster at

www.greenpeace.org.uk/myevent

Word of mouth

The recommendation of a friend is the best publicity you can get. Ask everyone involved to personally invite as many people as they can, and don't forget to advertise in your personal circles – at work, to family and friends and more.

After the event

- Debrief with any co-organisers: what worked and what didn't? What did you learn that you can use for the next event?
- Thank everyone involved, including those who volunteered and anyone who donated goods or services. Save the contact information of anyone who can help for the next event.
- Clean up the space and make sure that recycling is taken care of.
- Send the money you have raised to Greenpeace, using the paying-in form included in this pack.
- Sit back, relax, and think about all you've achieved!

Event planner

This event planner guide is included to help you put some dates to the main elements of the planning process.

As timings will differ greatly depending on the size of your event, we've left this blank for you to fill in and tick off as your planning advances.

Theme

First things first! Picking a theme means deciding what type of event you're planning, how large you want it to be, and if there is any particular campaign focus.

Date Done

Location

Important considerations here include size (too small means people get turned away, too big means it looks half-full), disabled access, toilets and accessibility for public transport and bikes. You may also want to consider whether the venue is licensed, if there is electricity and/or setup for music and microphones, a kitchen/food prep area if you're serving food. Think about neighbours if your event is going to include music or run late into the evening.

Date Done

Date & time

Your date may depend on the availability of your chosen venue. Pick a date and time that will work for your intended audience – weekends and after normal working hours are best for most events. Make sure your event doesn't conflict with any major events or holidays.

Date Done

Budget

Write out a detailed budget, and stick to it. Consider both the major and minor costs, and make sure you have money on hand at the event for a float and any last-minute expenses. Allocate someone to be responsible for tracking costs as well as counting and sending in the money raised.

Date Done

Volunteers

Do you have enough people to help out, both with the planning and on the actual event? Assigning roles and responsibilities during planning keeps the workload manageable for everyone, and during the event it cuts down on chaos if everyone knows what they're meant to be doing!

Date Done



Licenses

You may need licenses for a number of different things, including alcohol, live music, food or to sell things. Check with the venue and the local council if you're not sure. You'll also need to check that the venue has public liability insurance that will cover your event.

Date Done

Materials

This category covers a huge range: you may want to order Greenpeace materials, using the order form included with this booklet. Materials may also mean any products or food/drink you're planning on serving, music/PA equipment, tables and chairs, marquees, and much much more.

Date Done

Guests

If you're inviting any speakers or special guests, confirm their attendance as early as possible, especially if you're going to use their name on promotional materials.

Date Done

Publicity

Timings vary hugely depending on the size of your event. For an open event (no ticket required), your big publicity push should come about 2 weeks before the event. Too long before and people may forget, but too close to the date and people may already be busy. With ticketed events, you can start selling/promoting much earlier. If you're sending out press releases, check the deadline for the papers to make sure you'll make it in before your event.

Date Done

Risk assessment/ health and safety

In the run up to your event, you must spend some time considering any health and safety issues presented by your event. A full list of considerations is included with this guide.

Date Done



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Greening your event

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Transportation

When you choose a location for an event, try and pick a location that's easy for people to walk to or get to by public transportation so they don't need to get in a car if at all possible.

Food

In general, we encourage the use of local, organic and sustainable food. For fundraisers where food is on offer, you might find some of the following resources useful:

For organic and earth-friendly food info, check out the Soil Association at <http://www.soilassociation.org/> or Sustain at <http://www.sustainweb.org/>

For vegetarian and vegan, check the Vegetarian Society at <http://www.vegsoc.org/> or the Vegan Society at <http://www.vegansociety.com/>

If you're using fish, check the Greenpeace red list at <http://www.greenpeace.org/international/seafood/red-list-of-species>

Paper

The less paper used the better, and of course we use recycled, post-consumer paper products. The FSC website at <http://www.fsc-uk.org/> is a good resource to find out more about certified paper products.

Recycling

Especially for public events, think ahead to ensure proper disposal and recycling of any materials used on site. If possible, provide recycling bins and be sure to clean up any rubbish left behind.

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Facepainting
In Surrey, Greenpeace supporters held a face painting stall at a street celebration for Magna Carta Day, raising £150 in just a few hours work!

Pirate Party

Ahoy mateys! In Berkshire, the 3rd annual Pirate Party, featuring live music and of course a plethora of pirate costumes, raised a fantastic £900 for Greenpeace.

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Health and safety guidelines



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As you plan your fundraiser, keep these important considerations in mind for a smooth and successful event. It's as simple as taking the time to identify any potential risks, and then taking steps to reduce that risk. Above all, making sure that you have enough people for the job means that risks can be better reduced, and volunteers aren't overworked. Greenpeace cannot accept liability for any loss, damage or injury as a result of fundraising for us.

Fires, electrical and falls

Identify potential fire and electrical hazards, and take steps to reduce them. Identify in advance the location of any fire exits and extinguishers. Check the venue in advance for things like trailing wires and remove hazards that could cause trips and falls. Check www.hse.gov.uk for more information.

Disabled access

Make sure there is access for disabled persons at your event, and that the toilets are also accessible.

First Aid

Bring along a first aid kit, and have a qualified and easily-identifiable first aider on site.

Children

At events where children are likely to be involved, you must take special steps to make sure they are properly cared for. These include making sure that there is extra supervision (ideally by someone who has experience with children and Criminal Records Bureau clearance to work with children), and a plan for lost children. Keep in mind that to take any photographs of children at your event will need parental permission.

Food & alcohol

If you're serving food, it must be in a safe and hygienic way, thoroughly cooked and stored at an appropriate temperature. See www.food.gov.uk for more information.

A license may be needed if you have alcohol at your event – however, you can avoid this by holding your event on licensed premises.


Manual handling

Take extra care when you're loading and unloading for an event – make sure you have enough people for the job, so that no one person is stuck trying to lift more than is sensible. For any jobs requiring a great deal of lifting, pushing, pulling etc, make sure that proper manual handling techniques are being followed.

Thank you



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world leaders:
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PEOPLE FIRST**
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