

## Example 12-month plan for fundraising

Thank you for raising money to help us fight the ocean emergency. We will use the money you raise to fight for a cleaner, better-protected, healthier ocean.

A year of fundraising gives you the chance to do something big, but it can also be difficult to keep asking the same people for donations several times in the same year. This plan is based on running four fundraising activities: one every three months. The aim is to choose activities that will appeal to different people throughout the year.

This plan is an example. Before starting, speak to your assessor about how you could adapt it to suit your circumstances. **Please note we cannot act as Assessors for your award.** Please see the DofE website for advice on choosing an assessor.

Remember to stay safe and be careful when using the internet and social media. Good luck!

Time	Activity	Example evidence
<b>Week 1</b>	<b>Choose your fundraising activities</b> There are three main ways to raise money: <ul style="list-style-type: none"> <li>• Get sponsored to do something sporty, like running or cycling for a set time or distance, or something that is challenging for you, like a sponsored silence or phone ban</li> <li>• Hold an event where people pay to take part, such as a Big Blue Day at school, a quiz, a clothes swap, a Twitch gaming stream</li> <li>• Sell items, such as an auction of promises, planters made from milk cartons, or tote bags made from old clothes.</li> </ul> <p>For a year of fundraising, choose four activities. You'll run one activity every three months. There are lots of ideas in our <a href="#">fundraising guide</a>. When choosing activities, think carefully about what you're good at and what you enjoy.</p> <p>You can fundraise virtually or in person. A virtual fundraising activity, like a quiz, would give you the chance to involve people who do not live near you.</p>	Activity log Notes on fundraising research

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To appeal to the most people throughout the year, you could run activities:

- at school
- for family and friends
- in your community
- virtually.

If you would like help with planning your fundraising, email us any time at [fundraising@mcsuk.org](mailto:fundraising@mcsuk.org).

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## **Week 2 Write your motivations**

Why are you doing this? People are often more likely to donate money when they understand why you were inspired to fundraise.

Write down your reasons for fundraising. What is the problem you're working to solve? Why is this cause important to you? What difference will people's money make? You can find information on our website, including some helpful facts and stats about the ocean emergency and information about what we do.

Activity log  
Research notes  
Summary of reasons for fundraising

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## **Week 3 Set your target**

How much money would you like to raise?

For each activity, think about how many people might sponsor you, take part in your event or buy items.

Then think about the average amount each person might donate, or pay for tickets or items you've made. If you're not sure what people might pay, you could survey a sample.

Now multiply the estimated number of people by average donation amount to calculate a fundraising target.

For a year of fundraising the easiest way to collect donations is on a JustGiving page. Our JustGiving page is <https://www.justgiving.com/mcsuk>.

If you run activities where people pay cash on the day, you can include them on your page as 'raised offline,' which means you'll be able to see your overall total.

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Activity log  
Notes of donation calculations  
Fundraising target amount  
Screenshot of any JustGiving or Facebook fundraiser page

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## Week 4 Plan event 1

Your first activity will take place in 6 weeks' time – set the date, time and place now.

Activity log  
Checklist

Create a checklist of everything you need to do for the activity. For example, who is going to support you? Do you need to buy supplies? Do you need to train? Do you need any special permissions? Are there any rules or regulations you must follow? Can you find a local business, like an estate agent or shop, to pay to sponsor your event?

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## Week 5 Start publicity

People need to know about your fundraising if you want it to be a success.

Activity log  
Screenshots of social media posts  
Copies of posters and other publicity materials

Decide on the best ways to publicise your fundraising:

- Do you, your family or friends have social media accounts you could use to publicise your fundraising?
- Could you email people about what you're doing?
- How can you encourage people to share information about your plans?
- If you're running an event in school or a community venue, is there a noticeboard?
- Can you ask to be featured in local newsletters?
- Are there any local WhatsApp or Facebook groups that would promote your activity?
- Will local shops put posters in their windows?
- Is there a local newspaper that could write an article about you?

We love to hear about what you're doing, please tag us @mcsuk or get in touch at [fundraising@mcsuk.org](mailto:fundraising@mcsuk.org).

Create your publicity materials. Look at social media posts and publicity posters from charities. What images do they feature? How do they use video to tell their story? What words do they use? What essential information should be included?

Websites like [Canva](#) provide free templates of posters, flyers and social media squares. [Unsplash](#) and [Creative Commons](#) provide free-to-use images.

<b>Week 6 to 9</b>	<p><b>Prepare and publicise</b></p> <p>Preparation is the key to success. Keep training, making your items for sale or organising your event.</p> <p>Continue telling people about what you're doing and asking for support and donations.</p> <p>Creating posts for social media showing your progress is a good way to capture people's interest. Keep explaining why you're raising money.</p>	<p>Activity log</p> <p>Photographs or videos</p> <p>Screenshots of social media posts</p> <p>Copies of posters and other publicity materials</p>
<b>Week 10</b>	<p><b>The first big event</b></p> <p>Your first activity is happening! You've spent a lot of time preparing for this moment – remember to enjoy it! You may feel stressed at times but try to focus on why you're raising money and on the difference you'll make.</p>	<p>Activity log</p> <p>Photographs or videos</p>
<b>Week 11</b>	<p><b>Collecting donations</b></p> <p>20% of donations come in after the event because people intend to give money but forget. A reminder about what you've done and a link to your fundraising page can prompt a donation.</p> <p>If you collected cash on the day, now's the time to pay it in safely. You can pay it in online at <a href="https://mcsuk.org/make-a-donation">mcsuk.org/make-a-donation</a>. Please email <a href="mailto:fundraising@mcsuk.org">fundraising@mcsuk.org</a> if you can't donate online. Record offline donations on your JustGiving page to give you a total fundraised so far.</p>	<p>Activity log</p> <p>Diary</p> <p>Screenshots of JustGiving page</p>
<b>Week 12</b>	<p><b>Say thank you</b></p> <p>Thank everyone who has donated, attended or supported you by sharing a thank you video, email, poster or social media post.</p> <p>We would love to see what you did. Please send your photos and a description to <a href="mailto:fundraising@mcsuk.org">fundraising@mcsuk.org</a>.</p>	<p>Activity log</p> <p>Copies of thank you emails, posters, videos or social media posts</p>
<b>Week 13</b>	<p><b>Learn from your experience</b></p> <p>Before you move on to your second fundraising activity, reflect on what you've done and what could be improved. Create a set of dos and don'ts to help you plan your next activity.</p>	<p>Activity log</p> <p>Evaluation notes</p> <p>Dos and don'ts</p>

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**Months      Fundraising activity 2****4 to 6**

To organise activity 2, follow the same steps you followed the first time, learning from your experience. Make sure you choose an activity that will appeal to different people from your first activity to make it easier to ask for donations.

Raising money for a year is hard work and during this stage, you might find your motivation dips. To remind you why you're taking on this huge challenge, you could create a presentation for a school assembly, make a video to be shared on social media, or write a story for a newsletter.

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**Months      Fundraising activity 3****7 to 9**

Well done – you're halfway through!

Take a moment to celebrate what you've achieved so far. The money you're raising will help us campaign for proper protection for marine habitats and wildlife, make seas and beaches cleaner, and protect UK fish. You could create a video about why you are fundraising and share your achievements with your supporters.

At this point you could look for ways to boost your fundraising total, for example:

*Matched giving*

Some businesses run 'matched giving' schemes where they match donations made by their employees. Ask family and friends if their employers run one of these schemes.

*Local businesses*

Local shops, offices or factories might offer support by making a donation or publicising what you're doing.

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**Months      Fundraising activity 4****10 to 12**

It's the final stage. You're nearly there!

This is the time for a final publicity push. Contact your local newspaper to see if they're interested in writing about your mission and your final fundraising activity.

To keep your energy levels up at this final stage you might want to consider how you can involve others in your activity. Do you need extra helpers? Can a support team cheer you on during training? Can a family member or friend organise a celebration for after your final fundraising activity?

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After the final event, make sure you take time to reflect.  
Documenting your journey and sharing it with your supporters  
will remind you of your achievements.

Remember that 20% of donations come in after the  
fundraising event has ended, so keep sharing the link to your  
JustGiving page for a week afterwards.

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## **Thank you!**

Thank you for your amazing fundraising. We will use the money you've raised to fight for  
the future of our ocean. Find out about more ways you can work with us to save our seas  
at [mcsuk.org/what-you-can-do](https://mcsuk.org/what-you-can-do)