

Example 3-month fundraising plan

Thank you for raising money to help us fight the ocean emergency. This plan is an example of how you could fundraise for us as part of your DofE Award.

Before starting, speak to your assessor about how you could adapt the plan to suit your circumstances. Remember to stay safe while doing this activity and be careful when using the internet and social media.

Please note we cannot act as Assessors for your award. Please see the advice on choosing an Assessor on the DofE website.

Good luck!

Week	Activity	Example evidence
1	<p>Choose your fundraising activity</p> <p>You're going to spend a lot of time doing this activity. Think carefully about what you enjoy and what you're good at as well as what you think might raise the most money.</p> <p>There are three main ways to raise money:</p> <ul style="list-style-type: none"> • Get sponsored to do something sporty, like running or cycling for a set time or distance, or do something challenging for you like a sponsored silence or phone ban • Hold an event where people pay to take part, like a Big Blue Day at school, a quiz, a clothes swap, or a Twitch gaming stream • Sell items, such as an auction of promises, planters made from milk cartons, tote bags made from old clothes. <p>You can fundraise virtually or in person. Find ideas in our fundraising guide.</p>	<p>Activity log</p> <p>Notes on fundraising research</p>

2 Plan

Your activity will take place in 8 weeks – choose the date, time and place.

Activity log
Checklist

Create a checklist of everything you need to do for your fundraising. 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 need to follow? Can you find a local business, like an estate agent or shop, to pay to sponsor your event?

If you need help with planning your fundraising, email us any time at fundraising@mcsuk.org.

3 Write down your motivations

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

Activity log
Research notes
Summary of reasons for fundraising

Write down your reasons for fundraising. What is the problem you are 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](#).

Write a summary of your reasons for fundraising to use when you're asking people to support you.

4 Set your target

How much money would you like to raise?

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.

The easiest way to collect donations is on a JustGiving page. Our JustGiving page is <https://www.justgiving.com/mcsuk>. You could also run a Facebook fundraiser or collect cash on the day.

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

5 Start your publicity

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

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?
- Will local shops put posters in their windows?
- Is there a local newspaper, Facebook page or WhatsApp group that could write about you?

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

We love to hear about what you're doing, please tag us @mcsuk.

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.

6 to 9 Prepare and continue to publicise

Preparation is the key to success. Keep training, making your items for sale or organising your event.

Continue telling people about what you're doing and asking for support and donations. Creating posts for social media showing your progress is a good way to capture people's interest. Keep explaining why you're raising money.

Activity log
Photos/videos
Screenshots of social media posts
Copies of publicity materials

10 The big event

The big day is here! 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. Take lots of photographs and videos of what's happening on the day to send to us.

Activity log
Photographs or videos

11	Collect donations <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 mcsuk.org/make-a-donation. Please email fundraising@mcsuk.org if you can't donate online.</p> <p>Record offline donations on your JustGiving page to give you a total fundraised.</p>	<p>Activity log Screenshots of JustGiving page</p>
12	Say thank you <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 fundraising@mcsuk.org.</p>	<p>Activity log Copies of thank you emails, posters, videos or social media posts</p>
13	Learn from your experience <p>Reflect on what went well and what could be improved. You could create a list of dos and don'ts to be used by other DofE participants.</p> <p>Take a moment to celebrate your achievement. The money you raise will make a difference in fighting the ocean emergency.</p>	<p>Activity log Evaluation notes</p>

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