

Example 6-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.

This plan is an example of how you could fundraise for us as part of your DofE award. It's based on running two fund raising activities: one in week 11 and the other in week 22.

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

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

Week	Activity	Example evidence
1	<p>Choose your two fundraising activities</p> <p>You're going to spend a lot of time doing these activities. 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 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, 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>Choose activities that appeal to two different groups of people. This means that you won't be asking the same people for donations each time, making it easier to raise money.</p>	<p>Activity log</p> <p>Diary</p> <p>Notes on fundraising research</p>

2 Write your motivations

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

Write down your reasons for fundraising. What's 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 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.

Activity log
Diary
Research notes
Summary of reasons for fundraising

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.

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

4 Plan

Your first activity will take place in 8 weeks and your second in 11 weeks. Choose the date, time and place for each now.

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 must follow? Can you find a local business, like an estate agent or shop, to pay to sponsor your events? If you need help with planning your fundraising, email us anytime at fundraising@mcsuk.org.

Activity log
Diary
Checklist

5 Start publicity

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

Start promoting your first activity. Decide on the best ways to publicise your fundraising:

- Do you, your family or friends have social media accounts you could use?
- 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 at 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?

Activity log
Diary
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 or get in touch at 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.

6 to 11 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
Diary
Photographs or videos
Screenshots of social media posts
Copies of posters and other publicity materials

12	Event one! <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>Make sure you take lots of photographs and videos of what's happening on the day. Share them and the link to your fundraising page to encourage donations.</p>	Activity log Diary Photographs or videos
13	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. Record offline donations on your JustGiving page to give you a total fundraised so far.</p>	Activity log Diary Screenshots of JustGiving page
14	Say thank you <p>Thank everyone who donated, attended or supported you by sharing a thank you video, email, poster or social media post.</p>	Activity log Diary Copies of thank you emails, posters, videos or social media posts
15	Learn from your experience <p>Reflect on what went well and what could be improved. Create a list of dos and don'ts to use in your second activity.</p>	Diary Evaluation notes
16	Revisit your reasons for fundraising <p>Raising money is hard work and at this point, you might find your motivation dips. Telling people about why you're fundraising for the ocean emergency will remind you of your reasons for taking on this challenge.</p> <p>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.</p>	Activity log Diary Notes Presentation slides, video, story

17 to 21 Prepare and publicise your second activity

Now you need to prepare for activity two. Revisit your plans and start training, making your items for sale or organising your event.

Start the publicity about your second activity. As well as your original supporters, try to find new people to ask for support and donations.

Activity log
Diary
Photographs or videos
Screenshots of social media posts
Copies of posters and other publicity materials

22 The big day

This is the big day! Enjoy the moment and try not to get too stressed. Remember why you're raising money and the difference you'll make.

Activity log
Photographs or videos

23 Collect donations

This is your last chance to share the link to your JustGiving page and collect any donations from people who intended to give money but forgot.

Activity log
Screenshots of JustGiving page

Pay in any cash collected on the day online at mcsuk.org/make-a-donation. Please email fundraising@mcsuk.org if you can't donate online.

Record offline donations on your JustGiving page to give you a grand total fundraised.

24 Celebration time!

You did it! Celebrate your achievements. Thank everyone who has donated, attended or supported you by sharing a thank you video, email, poster or social media post.

We would love to see what you did. Please send your photos and a description to fundraising@mcsuk.org

Activity log
Copies of thank you emails, posters, videos or social media posts

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