



Charity Fundraising Information

This is intended as a guide only and if you have any questions, especially about the regulations regarding charity fundraising, have a look at:

<http://www.institute-of-fundraising.org.uk/>

Or drop us a line and we'll do our very best to help...

Will We Make It?

You can find information about Will We Make It by clicking the logo on your team home page or by reading the About section on WillWeMakeIt.com

All the teams need to use the Will We Make It? site – there are excellent features on there to help your fundraising and with everyone in one place it will make a proper impact and help everyone's cause when people log on and see what the Mongol Rally teams are up to.

How do I sign up?

You will be emailed a unique code which will allow you to set up your team fundraising profile. The instructions for using the site will be in the user information pack for Will We Make It?

The Figures

The minimum charity donation is £1000, but you can of course raise as much as you like.

You need to raise £500 for the Mongol Rally 2008 principle charity **Mercy Corps Mongolia** and £500 for **one of the other official charities** listed on Will We Make It? You can choose which one of the other official charities you want to raise money for. You can of course raise more than £500 for one or both if you want to.

You will also be able to find links on the website to more information about each charity to help you make your choice.

If you want to speak to former ralliers about the official charities, just let us know, there's plenty of 07 ralliers who will tell you all about the charities and many of them have visited the projects themselves. Give us a shout and we'll sort it out for you.

What about raising money for a different charity?

Once you've reach the £1000 minimum donation, you can nominate another registered charity of your choice. You need to raise the money for the additionally charities through the same website – WillWeMakeIt.com - this will benefit you because your overall total will be visible in once place and the charity will benefit from the features of the site which are designed to help them raise more money!

The site has just been launched and you guys are the very first people to use this new and awesome fundraising platform.

To add your charity to the website you will need to send them an email or letter or just give them a call and let them know what you're up to. They can then sign up as a charity on Will We Make It? and you can add them to your Mongol Rally team fundraising profile. Will We Make It is free to join for the charities; they just have to provide project information and be a registered charity. Point them towards the Charity area on the website and they will be asked to sign up online.

This would also mean they will still be on the site after the rally and this could help them recruit more donors and supporters through this new platform.

The Charity

People will want to know why they should sponsor you, so you'll need to tell them what you are doing, why you are doing it, who the charity is, how they will spend your funds and who will benefit. The more you know about the awesome cause you are supporting, the more convincing you will be to potential sponsors. Remember to keep the charity informed of your efforts and ask them for any help you need. They may provide you with leaflets explaining what they do and how your sponsorship will be used. The charity may also be able to help with further fundraising ideas.

Play the Numbers Game!

Ask as many people as possible because it is often the people who you least expect to support you, who will surprise you with a fat wedge. Plan a target group - think of everyone you know, friends, family, work colleagues, and make a list. Put your request for sponsorship in writing, and always personalise it if you know the person well enough - never use Dear Sir/Madam. Let them know exactly why they should support you.

Explain who are you going to be helping and why!

If you have a personal link to the charity, give some details. Include some information to show how the money that this particular charity has received in the past has helped specific cases. Make sure you include details of your fundraising profile on Will We Make It? See the user pack on the site to find out your team specific URL that you can send out to the world.

The fewer the obstacles in their way, the more likely you are to receive a positive response. Where possible, offer something in return.

Be Innovative!

Don't randomly send letters asking for money, you'll rarely get a response, let alone any money. Instead of asking someone outright to put their hands in their pockets and give you cash, why not give them something back in return.

An example is to find a cinema that will allow you to sell tickets for a specific showing on 'sale or return'. You can sell the tickets for £10 each to a new film, and pay the cinema the cover price – i.e. £6. If you manage to fill the cinema, you could raise your entire donation in one go. If you don't manage to sell all of the tickets, give them back before the film's screening and you will have lost nothing at all.

Invite friends to a birthday party and ask them not to bring a present but to sponsor you instead. Negotiate the free hire of a bar and charge friends (advertise in local papers) £10 admission, find a DJ and again – with good support, you might be surprised how much you can raise in a one-off event.

Networking

Make a comprehensive list of potential sponsors and supporters. Include relatives, friends, neighbours, sports & social club contacts, school/college friends, colleagues, business contacts, bank manager, Christmas card list, etc.

At Work

This is always a great place to get the sponsorship requests circulated, or perhaps a mass e-mail sent out explaining what you are doing. Give people as much information as possible. Many people will admire what you are doing and will be willing to support you financially as they know that they would never do it themselves!

Put some information on notice boards or in your company newsletter about what you are planning to do, how much you need to raise, and where the money is going.

Ask customers and suppliers (if appropriate to do so), and stand by busy areas (the canteen or gym at lunch time) with a collecting tin.

If you work for a large corporation, they may have sponsorship or specific departments to deal with charitable donations. Find out who to contact and arrange a meeting. Their advice will be valuable whether sponsorship is given or not. Many companies now work on a match-giving scheme whereby the company matches any money raised by you.

Smaller companies are also great targets as opposed to large corporations where no personal contact is available. Try asking family and friends for any contacts they may have.

At Home

Anyone who comes to mind, don't be afraid to approach them to explain what you are doing and to ask them. It is always advisable to start the conversation with "Don't feel obliged BUT..." Ask friends, relatives, people at your local pub, sports club, and local businesses - they are all potential sponsors. Keep reminding yourself that every penny counts! Never leave home without details of how they can donate!

Making That Extra £1

Every pound counts. Here are a few ideas on how to make that little extra:

- Auction off all unclaimed prizes
- Collect loose change in buckets, not tins
- Get guests to empty their pockets as they leave your event
- Fine people for not participating or donating enough
- Pass around a pint glass to be filled with pound coins

Merchandising

Teams in the past have sold t-shirts and the like to help raise their charity donation. But be warned - you are only exempt from paying tax on profits if you comply with the following regulations: the profits are applied solely to the purpose of the Charity; the trading is not regular; the trading does not compete with other legitimate businesses. Your merchandise needs to be clear that it represents a team taking part in the rally rather than the overall rally itself. You also need to check out the guidelines on using the logos when you download it from the team area of the website.

Collection Boxes

When making collections, you should think about carrying change in case someone only has a large note that they are not prepared to part with. Most charities have their own stickers and collection boxes, but there are certain rules:

- Collections must be licensed by the local council or its equivalent; collectors must be over 16;
- Collectors must carry collection permits (ask charity);
- Collectors must wear an official badge (ask charity);
- Money must be collected in a sealed tin or envelope;
- Boxes must be opened and money counted in the presence of two or more people; a return must be made by the licensing authority;
- Street collectors may not cause an obstruction or solicit activity for money (don't rattle tins).

Enjoy...

You're doing an awesome event and raising money for a great cause – don't forget to enjoy yourself while you're doing it.