



Girlguiding

Girlguiding fundraising pack



Welcome to the Girlguiding fundraising pack!
Inside this pack, you will find resources, tips, and inspiration to help you on your fundraising journey. Whether you're an experienced fundraiser or just getting started, we're here to support you every step of the way.

Why fundraise for Girlguiding?

At Girlguiding, we believe that girls can do anything. By fundraising for Girlguiding, you are helping to create a world where girls can laugh, learn, explore and thrive. Your efforts will make sure Girlguiding continues to be led by what girls want and need. Because whoever they are, and wherever they're from, girls can do anything.

What's inside your fundraising pack?

Fundraising ideas	Top tips
Sponsorship tips	Best practice
Online fundraising	How your fundraising helps
Event planning checklist	Resources to print and use

A huge thank you

Before you dive into your fundraising journey, we want to say the hugest thank you! Your commitment to Girlguiding not only raises essential funds but also inspires girls all over the UK that they can do anything too. Together, we are making a difference that will last a lifetime.

Thank you for your generosity, passion, and dedication to Girlguiding. We are excited to see the incredible impact we can create together.

If you ever have questions, need assistance, or want to share your successes, please don't hesitate to reach out to us. We're here to support you every step of the way.

6 top fundraising ideas



Host a pub quiz

Whether it's at your local, or takes place online, this is a tried-and-tested fundraising classic!

Hold a clothes swap

Can you convince your friends to swap their clothes for donations – it's good for the environment too!

Play 5-a-side football

By charging players and spectators to take part in a tournament, you can score big points for charity.

Host a bake sale

Satisfy your sweet tooth with cookies, cakes, and brownies – all for a good cause!

Teach an online class

Do you have any special skills? From cooking to salsa, you could livestream a tutorial, and ask your eager students to donate when they sign up.

How many sweets in the jar?

An oldie but a goodie. You could add a sensory twist by doing this one with an opaque jar, and asking people to guess the number they can feel with their hands.





Sponsorship tips

If you're taking part in an event, we encourage you to set up an online fundraising page as early as possible.

Creating your page

Below are some things to include in your page. They might seem obvious, but remember you can be as creative as you like!

Your name – either your actual name or a team name/fundraising name, for example, 'Annie's fantastic fundraising adventure'.

A photo of yourself/the challenge – visual cues can help supporters to imagine you doing your challenge. If they can picture it, they're more likely to get on board with helping you reach your target

Target – make sure your fundraising page includes a totaliser, a clear display of your total and a track of where you're at with your fundraising. It has been proven that supporters are motivated in helping fundraisers achieve targets, if they can clearly see an end goal.

Your story – the most important part of your fundraising page. This is your opportunity to inspire others with your story of why you're doing what you're doing. Be bold, creative but concise. We'd advise a maximum of around 150 – 200 words if possible, but it's completely up to you.

Your journey – upload your progress throughout your fundraising journey. This part references all of the above! Keeping supporters updated throughout your journey means that they are more invested in you. Upload pictures when you can. Be brave enough to show the highs and sometimes the hardships of your training/baking/making etc.

Sharing your page

Start with a few high donations to set the scene – so share your page with your closest family or friends first, and then share it wider.

After your event, email your contacts to let them know how you got on, thank those who've sponsored you – and remind those who haven't that there's still time!

Promote your page on social media and add it to your email footer.

Online fundraising

Facebook

Facebook remains a powerful way to engage your extended network in your fundraising journey. Don't hesitate to ask for support regularly — after all, that's what Facebook is all about!

X (formerly known as Twitter)

X is your go-to platform for real-time updates before, during, and after your fundraising event. Keep your story in the spotlight with engaging x's (previously known as tweets). Share pictures, videos, your JustGiving or Enthuse link, and remember to tag us @Girlguiding.

LinkedIn

Share your fundraising efforts with your professional network, colleagues, and contacts from past jobs. It's not just about donations; it's also a fantastic way to boost your profile and career while supporting Girlguiding.



WhatsApp

All fundraising pages have a shareable link, send it in all your WhatsApp groups to ensure that your friends and family can easily contribute to your fundraising!

Instagram

Create a stories highlight on your page and share all the highs and lows along the way!

YouTube

Turn your journey into engaging video content. Whether it's heartfelt video blogs or inspiring training montages, YouTube is your stage to share your progress with the world. Send out these videos with your latest updates.

Events planning checklist

Budget: How much is everything likely to cost and are there any upfront costs to consider?

Venue: Is there anyone you – or your friends and family – know that can help? Can you get in touch with local pubs, Guide huts or community centres?

Guests: Think about your network including friends, family, work colleagues, school/ university friends. What about the local guiding community – members, parents and leaders?

Prizes/extras: Will you sell raffle tickets, hold an auction or bake sale? Will you run extra games like guessing how many sweets are in the jar, or naming a teddy?

If you're holding a raffle or auction, think about where you will find the prizes. Popular choices are local businesses, supermarkets, cafes and restaurants, garden centres and department stores. Make requests well in advance and keep a log of who you've spoken to – and their responses.

Before you start fundraising, see our guidance on holding raffles and lotteries by visiting [girlguiding.org.uk](https://www.girlguiding.org.uk) and search *raffles and lotteries*.

Food: Will food be needed? Does your venue already provide food? Can you ask guests to bring their own food and snacks? Remember to pay careful attention to any dietary requirements and provide plenty of options.

Safety: Make sure your event is carried out safely and legally. This involves checking for any local licensing laws and restrictions and carrying out full risk assessments where necessary.

Publicity: You could create leaflets or posters to display in your local community, as well as leaflet-dropping and delivering into local businesses. You can also publicise online by creating a Facebook event, emailing invitations and sharing across various social media platforms. You could even let your local press know.

Presentation: Tell your guests what they're helping to raise funds for and why. Always remember to thank everyone for coming.



Employer matching donations

Getting your employer to match donations means you can aim for a bigger target and reduce the amount you need to raise on your own. Win win! Most large companies offer a donation matching service, as part of their corporate social responsibility scheme, while smaller employers will match donations if you tell them why your fundraising is so vital.

Plan carefully

Events take time and effort to coordinate from start to finish – but they're worth it. Not only will they bring in more funds towards your target but, by doing it, you'll bring people together and have a great experience!

Think about your pitch

The important thing to remember is that, by raising money for Girlguiding, you're investing in girls' futures. Each pound raised helps Girlguiding bring adventure and ambition to more girls and provide a welcoming and safe space where they can develop their full potential.

Gift Aid

Gift Aid boosts your fundraising by 25% from the UK government, and if you use an online fundraising page, it automatically offers Gift Aid to your sponsors when they donate.

Be realistic and be prepared

Sometimes unexpected circumstances can have an impact. Always have a back-up plan and keep a range of options – from more than one possible venue and a strong network of contacts and people to approach. Quite simply, try not to put all your eggs in one basket.

Be resourceful

At the end of the day, you're trying to raise as much money as possible for your cause – so keep costs low. If you don't have time to make everything from scratch, do you have friends and family who could help? Never forget to ask for discounts too – if you don't ask, you don't get!

Be confident and have fun

Enthusiasm is infectious – so embrace it. The more excited you are, the more excited your supporters will be.



Fundraising is a regulated activity and all types of fundraising have a code of practice to follow. You can find out more at fundraisingregulator.org.uk/code. Below are some of the key areas to be aware of. Please contact the HQ fundraising team or please refer to the fundraising policy and procedure guidance found on the website site if you need additional support.

Counting money

Cash must be collected, counted and recorded by two individuals who aren't related, wherever possible. Cash must be counted in a secure environment and banked as soon as possible after your event.

Creating promotional materials

Be clear about how the money raised will be used. Are funds being split? Include that information on your posters or flyers. If you're fundraising for Girlguiding nationally, include the registered charity number 306016 – but please note you can't use this number when fundraising locally.

Holding a raffle

You can do this without a licence as long as you only sell tickets at your event, not in advance. There are lots of raffle regulations and you'll find more detailed information on our website – visit girlguiding.org.uk and search for raffles and lotteries.

If you're still unclear, email supporters@girlguiding.org.uk

Choosing a venue

Check it's accessible and find out the capacity to make sure you don't have too many people there. Ask them about their licence. It's best practice to carry out a risk assessment – there's lots of guidance on our website.

Offering alcoholic refreshments

If you're selling or providing alcohol, the relevant licences and permissions must be in place. Check with your venue to see what licence they have. And if you are selling alcohol, make sure age limits are stuck to.

Thank your helpers

Let everyone know how much they raised and how it will help. Use the thank you certificate in the pack and share with everyone who helped you.

How your fundraising helps



By fundraising today, you're investing in the future of guiding and the futures of thousands of girls across the UK. Your support helps girls go on adventures, develop new skills and gain confidence in a safe, girl-only space.

£5 could help give access to vital grants and help units thrive across the country.

£10 could pay for 6 new Rainbows, Brownies, Guides or Rangers to have a Promise badge.

£25 could pay for a start-up kit, giving volunteers new to guiding the practical information they need to help get their Girlguiding journey under way.

£50 could pay for a first aid kit for a new unit.

£100 could help send a girl on her first international adventure with her friends.

£250 could help provide resources for STEM activities, encouraging girls to explore and excel in science, technology, engineering, and maths.

Thank you

for helping to empower girls through Girlguiding.





Thank you

You raised

for Girlguiding

You're giving girls a space to be themselves,
develop skills, gain confidence and have fun!

A handwritten signature in blue ink that reads "Tracy Foster".

Tracy Foster
Chief Guide

Girlguiding sponsorship form

[illegible]

If I have ticked the 'Gift Aid box, I confirm that I am a UK income or capital gains taxpayer. I have read this statement and want Giftaiding to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less income tax/or capital gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand that Giftaiding will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address and postcode, and tick the Gift Aid box for Girlguiding to claim tax back on your donation.

[illegible]

Total donations received

Total Gift Aid donations

Date donations given to Girlguiding



Girlguiding

What will you do with my personal information?
See our privacy policy for how we process your personal data

girlguiding.org.uk/privacy-notice/

Paying-in form

Thank you so much for fundraising for Girlguiding! Once you have completed your fundraising, please complete and return this form to the address below.

Cheque

Made payable to **Girlguiding**.

Send to **Girlguiding Fundraising Team, 17-19 Buckingham Palace Road, London, SW1W 0PT**

Please do not send cash, it can get lost.

Amount	
Event details	
Name	Age (if under 18)
Email	Telephone
Unit / Region	

Any questions? Just shout! supporters@girlguiding.org.uk

Are you happy to hear from us?

We'd love to keep in touch about Girlguiding's work, how your donations help girls and how you can get involved.

☐

Yes! I am happy to hear from Girlguiding by:

Email
Phone
Post

You can change your mind at any time; call us on **020 7592 1821**
or email supporters@girlguiding.org.uk

What will you do with my personal information? Please see our privacy policy for how we process your personal data [girlguiding.org.uk/privacy-notice/](https://www.girlguiding.org.uk/privacy-notice/)





Join our

fundraising event and help support Girlguiding

Event:

At:

On:

Info:

Thank you for supporting Girlguiding

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