

Your fundraising journey starts here

Whether it's grabbing your trainers, baking up a storm or crossing that finish line dressed as a tap, today is the day to make a change!



1 Set a target

- How much do you want to raise?
- Thinking about the real impact your donations could have on people and communities will help motivate you to achieve your goal and maybe even exceed your fundraising target.

"I wanted to raise £500 for charity, so I did what I do best and baked cakes"

Walter Smith
Baker

2 Decide on your event

Now you've set your goal, it's time to choose the best way to reach it. What are your strengths? Are you a planner or a doer? Do you like to go solo or work in a team? If you can bake delicious cupcakes, build on that, or if you're an active type, then a physical challenge could be a good fit. Our advice is to go with an event that's right for you and the rest will follow



3 Planning and logistics

Use our 'five Ws' to help organise your event from start to finish:

What are you going to do?

Where is your event going to be?

When is it?

Who is going to donate?

Who is going to help you on the day?



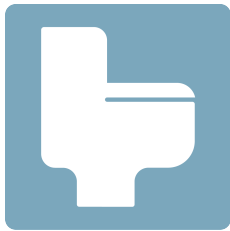


4 Have fun & stay safe

If you are organising your own activity or event for WaterAid you must consider:

- First aid
- Security and cash handling
- Food safety and hygiene
- Accessibility for people with disabilities
- Safeguarding of children and vulnerable adults

Find more information at wateraid.org/uk/fundraising



5 Get the right permission

Licences If you are collecting on the street, a supermarket or private property, make sure you get the right permission or permit to do so.

Serving alcohol If you want to serve alcohol at your event, just make sure the venue has a licence.

Photos Please do snap away, it will make the day. Remember to get photo permission from anyone who is caught on camera if you wish to share the pics.

Logo and brand We want you to say it loud. Contact us to use our 'In Support of WaterAid' logo.

Stay safe, stay legal: find a full toolkit at wateraid.org/uk/fundraising

"I'm kayaking into work this week"
David Slarks

6 Have a budget

Keep a record of what you spend and what you raise. Try to spend as little as possible to maximize your donation and ask for freebies whenever you can

7 Shout about it!

Whether you tweet it, share it on Facebook or hand out leaflets, create a buzz around what you're doing. Get in contact with us for advice on how to get the most out of social media – the quickest and easiest way to spread the word far and wide. The more people who know, the more people will show their support.

Facebook: facebook.com/wateraid

Twitter: @wateraidUK

Instagram: @wateraid



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