



# Fundraising Pack



**LINK**  
**EDUCATION**

TRANSFORMING LIVES  
THROUGH LEARNING



Registered with  
**FUNDRAISING  
REGULATOR**

# Welcome!

Thank you for choosing to fundraise for us. There are so many fun ways to get involved and help to improve the life chances of thousands of children – and this is the perfect place to get started. Every pound you raise will make an incredible difference towards making lasting, sustainable improvements in education in some of the most marginalised communities in the world.

This guide is packed full of hints and tips to support you on your fundraising journey but if there's anything else we can help you with please get in touch by emailing [hello@linkededucation.org.uk](mailto:hello@linkededucation.org.uk)

Thank you and good luck,



**Sophie Bell**  
Fundraising Officer



## About Link

- Link is Scotland's leading international education charity.
- In the past three years alone, Link has trained almost 10,000 teachers and has reached nearly 600,000 children across Ethiopia, Malawi, Rwanda and Uganda.
- Our mission is to make the right to quality education a reality for every child – and with your support we believe we can!

**Every little counts**

**£10**

could provide six hours of tutorials for girls to catch up on missed learning

# Get Started

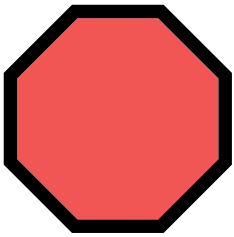
Go the  
distance



Whether you walk, run, swim or cycle – challenge yourself for Link.



Give  
something up



It might be chocolate or that annoying habit – try not doing something. If you're a chatterbox, a sponsored silence can go a long way!

Cook up  
a storm

Everyone loves some food. Arrange a Come Dine With Me challenge or host a coffee morning for a yummy fundraiser.



Get  
physical



Organise a golf day or a friendly cycle race for some sporting action that's perfect for colleagues.

Advice on COVID-19 is still subject to change. For your safety, please consider the latest government guidance when making any fundraising plans. Our handy stickers indicate ideas that can be done just as well



solo

or

digitally



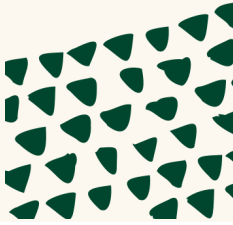
Every little counts

£15

could provide a primary school girl in Ethiopia with exercise books, pens and a school uniform so she is ready to learn



# Get Started



## Puzzle it out

Host a quiz and charge entry per team, or get the gang together for a donation-based board game night.



## Change for change

A collection is one of the easiest ways to raise money. Add up small change to make a big difference.



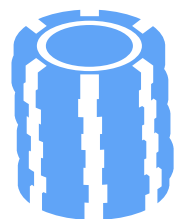
## Swap shop

Clear the clutter and make it count. Swap books, clothes or even recipes for a fun way to raise money and maybe uncover a treasure too.



## Raise the stakes

Sporting events or TV competitions are a great excuse for a sweepstake but be warned – Eurovision can get pretty competitive!



## Every little counts

# £22

could fund a month's bursary for a vulnerable child, who otherwise would not be able to attend school

## Doing something different?

If you've got a great fundraising idea, we'd love to hear all about it. Get in touch with our team at

[hello@linkededucation.org.uk](mailto:hello@linkededucation.org.uk)

so we can support you every step of the way.



# Set up your online fundraising page

The quickest and easiest way to raise money is to set up an online sponsorship page. Just go to our Virgin Monday Giving page, click 'Start Fundraising' and follow the prompts to get set up.

## Maximise fundraising: Gift Aid

For Gift Aid eligible donations, you can increase the value by 25%, at no extra cost to your supporters

## Steps to success:

-  **Set a target** A simple trick is to set a target. Supporters will be more likely to contribute if they can track your progress so be ambitious – we'll help you smash it!
-  **Tell your story** Tell everyone what you're doing and why. Making things personal means people will want to support you.
-  **Make your page stand out** Pages with pictures raise more money. Upload snaps of your fundraising journey to impress with your efforts.
-  **Share your efforts far and wide** Now you're ready to go, don't be shy in spreading the word. let everyone know what you're up to so they can get donating.

## Maximise fundraising: Match-Giving

Some employers will match what you raise so be sure to check and you could make double the difference

## Why fundraise online?

- Easy to set up and manage
- Secure donation collection
- Friends and family can donate anytime, anywhere
- Easy to share on social media
- Easy to claim Gift Aid
- Reduces our costs, so more money can go to helping children

# Spread the word

Now it's time to spread the word to all your friends, family and followers. With our simple tips, you'll be smashing your target in no time.

## Keep it interesting

Whether it's delicious prep for your bake sale or gruelling training for your physical challenge, sharing updates on your progress will keep up your fundraising momentum without getting repetitive.

## Link it to Link

Another great way to engage your audience is to share with a quote or price point to show the incredible difference your money can make. We have plenty of bite-size stats available to help.

## Use our 'In Aid of Link' logo

Get in touch to download our logo and proudly display it on your fundraising materials so everyone knows who you're raising money for.



## Get Social!

Share to social media straight from your Virgin Money Giving page with the handy share icon. Don't forget to include a link to your fundraising page every time for donations at the click of a button.

### Facebook



Update all your friends on your fundraising adventure and why it's so important to you and they'll be sure to help out.

### Twitter



Short and sweet updates keep things fresh – especially if you can live tweet through your event. Don't forget to tag us!

### LinkedIn



Make sure your colleagues are in on the action too – especially if it's a workplace event or you can use match-giving to make gifts go further.

### WhatsApp



Chances are, your audience are viewing content on their mobile. Pop your page link into your group chats for easy access to that donate button.

Follow Team Link, tag us in your posts and we could feature your fundraising!




@LinkEducationInt





@LinkEducationInt


# We're here to help

Whatever you're planning, please get in touch with us so we know about your fundraising and can support you every step of the way.

-  **Send money securely**

A Virgin Money Giving page is easiest, since the money comes straight to us. Please bank offline donations and then send us a cheque – along with your completed sponsor forms – in the post. Alternatively, if you have an online fundraising page, it may be easier to donate any offline sponsorship to your own page.
-  **Get fundraising materials**

We have lots of wonderful materials and resources to help you fundraise. If you'd like to find out what's available and place an order, email [hello@linkededucation.org.uk](mailto:hello@linkededucation.org.uk) to talk to a member of the team.
-  **Keep us updated**

Tag us on social media so we can join in the fun. Afterwards, why not write a blog about your fundraising experience? We may be able to feature it on our website.
-  **Stay safe and legal**

You can find some useful guidance for compliance, safety and success at <https://fundraisingregulator.org.uk/code> but there may be other things to consider to get the most out of your fundraising. Please note there are strict laws relating to lotteries, raffles and street collections. If there's anything you're unsure about, please don't hesitate to contact the team at [hello@linkededucation.org.uk](mailto:hello@linkededucation.org.uk)





Thank you for supporting our work. Together,  
we are helping to improve the life chances of  
thousands of children.



**LINK**  
EDUCATION

Dolphin House  
4 Hunter Square  
Edinburgh  
EH1 1QW

Follow us:



[www.linkeducation.org.uk](http://www.linkeducation.org.uk)



@LinkEducationInt



@LinkEducationInt

Link Education International is a registered company limited by guarantee (Company No. 3069329), and a registered charity in England and Wales (1048007) and Scotland (SC045011). Our registered office is c/o HW Associates Chartered Accountants, Portmill House, Portmill Lane, Hitchin, Herts, SG5 1DJ



Registered with  
**FUNDRAISING  
REGULATOR**