



Dig Deep

Your Guide to Fundraising Success





Welcome to the Family

A message from Ben Skelton, Chief Exec



We are so grateful that you have chosen to fundraise for Dig Deep. The vital funds that you raise will continue to help us to reach every one of Bomet County's 1 million people where 65% currently have inadequate access to safe and reliable water.

Since Dig Deep was founded in 2007 we have been working to transform the lives of the schools and communities that we serve in south-west Kenya by providing them with taps, toilets and training.

Clean water helps prevent disease and death. Safe sanitation brings health and dignity. Together, they can remove the key barriers to children's education and economic development, allowing communities to survive and thrive.

This work is only possible because of generous supporters like you.

So, on behalf of the children and communities whose lives will be changed by your fundraising, we would like to thank you and welcome you to the Dig Deep family!



Registered Charity Number: 1148745
www.digdeep.org.uk
support@digdeep.org.uk



Registered with
**FUNDRAISING
REGULATOR**

Q: Who are you fundraising for?:

A: I am fundraising for Dig Deep. An organisation that believes everyone has a fundamental right to clean water, safe toilets and good hygiene. They work in Bomet County, Kenya home to 1 million people but one of the most underserved and least resourced areas of the country.

Q: That sounds amazing, tell me more?:

A: In Bomet County, 65% of people still have inadequate access to water and 54% lack access to safe toilets.

Most residents live in rural communities and spend hours every day walking to collect dirty water or find a safe place to relieve themselves. Dirty water and poor hygiene spread diseases meaning even more time is lost to sickness that could have been used to learn and earn.

Q: Awesome! So how are they going about it?:

A: Dig Deep's goal is that the residents of Bomet spend no more time thinking about where their water comes from and where their waste goes than we do. To achieve this they're directly implementing projects to provide blueprints for immediate, practical solutions as well as working hand in hand with government and businesses to strengthen local systems to ensure long term change.

Q. Great, what can I do to help?

A: Your donations can help Dig Deep to continue to transform the provision of clean water, sanitation and hygiene in one of the most challenging and least resourced areas in Kenya.

As a Dig Deep fundraiser, being able to communicate our mission is vital to your success.

We know it can be difficult to know how to encourage people to donate to your fundraising page, but sometimes even something as simple as a conversation can be all you need to boost your confidence and get ever closer to your fundraising target.

Use our elevator pitch for the key messages to get across when speaking to your supporters about Dig Deep and of course make sure that you're polite and friendly whilst doing so.

Give examples of how your supporters donation will help!

"Just £6 is enough to buy the coloured beads for a school girl to use to make a bracelet to help her track her menstrual cycle"

"Just £16 is enough to buy a set of taps for a school water project"

"Just £45 is enough to pay an expert trainer to deliver menstrual health training to an entire school"

"Just £80 is enough to paint a latrine block with 'talking walls' which remind children to wash their hands"

If you have already shared your fundraising link to let your friends and family know that you'll be taking on a challenge in support of Dig Deep you should also be thinking about your wider connections.

Are you part of a society at University? Have close links to your local sports club? Maybe a loved one works in a supermarket? These are all great ways to get your foot in the door to start reaching some people outside of your usual circles. The people that know you will want to see you succeed!

Take a look at our networking Bingo and see how many you can approach and tick off, you may find some new friends on your fundraising journey.



Network Bingo (Fundraising Edition!)

- Alumni**
Would your University or College be willing to send an emailing detailing your cause to Alumni?
- Social Media**
You would be surprised at how effective posting your fundraising pages and events on your social media can be!
- Local Businesses**
Approaching a local business and asking to leave a collection bin can go a long way!
- Rotary Club**
The purpose of Rotary Clubs is to help with the organisation and outreach of good causes, why not ask for a collaboration?
- Dig Deep CHALLENGES**
- Supermarkets**
Bag packing is a great way to bond with your team whilst fundraising!
- Schools**
Asking the local schools in your area to hold a multi day or bake sale for your cause can generate donations!
- Friends & Family**
It can be quite daunting approaching the people you know for donations, but even if they can't donate, they can always spread the word!
- Work Place**
See if your company offer employee fundraising opportunities or hold a bake sale in your office!

Other activities shown: TAPS TOILE CHAI, Dig Deep, Rock Climbing in aid of Dig Deep!, Bag packing with the team.



Example of a social media post

I am going to be taking on the [CHALLENGE NAME] challenge in support of the charity Dig Deep and would really appreciate any support you can give.

Dig Deep work in Bomet County, Kenya, home to 1 million people and one of the most underserved and least resourced areas of the country. Here, 65% of people currently have inadequate access to water, 54% lack access to safe toilets, and only 37% have knowledge of basic hygiene.

This is why I am looking to reach a target of [FUNDRAISING TARGET] to support Dig Deep and help reach the 1 million people of Bomet County.

Anything you are able to donate is highly appreciated. If you're unable to donate, sharing this post can also make all the difference!

[INSERT FUNDRAISING LINK]

Social media is a great way to encourage people to donate to your fundraising page. Whether you're promoting your events, counting down the days until your challenge or updating your supporters on your progress, using your social media is a great tool to have in your arsenal.

If you've never fundraised before, trying to find the right words to let your loved one know what you're doing can be a little tough, but the main thing to remember is that those around you will want to see you succeed.

Even if people are unable to help by donating to your page, sharing your post to their networks can be just as valuable to your fundraising efforts.

Modify our template to make it more personal to you and you're good to go!



One of the best things about fundraising is that you can really make it anything you want it to be. However, with so many options it can be a little overwhelming knowing where to start.

We've created a selection of fundraising guides packed with ideas and top tips to help you kickstart your fundraising. It doesn't matter whether you're fundraising at University, at work or in your local community - there's something for everyone!

Think about where you would like to begin your fundraising. Would you like to reach out to friends and family first? Are you a master planner looking to host a one-night-only event? Take a look at our suggestions and see if any stand out to you.

If you like the look of any of the ideas we've mentioned or you have one of your own you'd like to start planning, but are unsure on how to get started make sure you get in contact with the team who are here to support you in all of your fundraising endeavours.

Fundraising Ideas and where to find them

Your Guide to Fundraising Online

- Personal Challenges
- Socialising
- Skills
- Financial
- Wildcard

Your Guide to Fundraising at University

- Being a Social Butterfly
- Creating a Main Event
- Cheap and Cheerful
- Community Fundraising

Your Guide to Fundraising in the Workplace

- Little and Often
- One-off Events
- Attaining Sponsorship
- Community Fundraising

Your Guide to Fundraising in the Community

- Schools
- Neighbourhood
- Bag packs and Collections



When Fundraising feels a little tough just remember

- Anything you are able to fundraise helps - if your plans didn't raise as much as you hoped, you are still providing access to clean water, safe toilets and hygiene education!
- Reach out to us, if you need help talking through your ideas or there is something that you're worried about. We can't help if we don't know, so get in touch!
- Do what makes you comfortable. Yes, fundraising can involve pushing yourself to try something new, but you'll also enjoy fundraising if you're doing things you already enjoy!
- Don't compare your progress to others. It can be really hard to see that your teammates have gotten off to a flying start and you haven't. Everyone moves at their own pace!

Have you seen an idea in this guide and thought about giving one a go, but aren't too sure where to start? There are multiple ways to get in contact with us:

By Email:

support@digdeep.org.uk

Instagram:

@digdeepchallenges

Facebook:

@digdeepafrica

Or book in a call with the team [here](#).

We are open Monday-Friday from 9am to 5pm to help you bring your fundraising ideas to life!

Tips from the Team

Simon Franklin - Operations and Mass Participation Events Manager

Do something that you love! One of my hobbies and passions is football, I used that and organised football tournaments. I got my friends and local teams involved and as I came from a football background I knew all about the game, what needed to happen and how I could run an awesome event.

Tips from the Team

Megan Brown - Event and Community Fundraising Officer

There's no shame in asking for help when you need it! Fundraising is different for everyone and something you may not know could be something one of your friends or family is great at. Plus, you have the experienced Dig Deep team here to help if you ever get stuck!