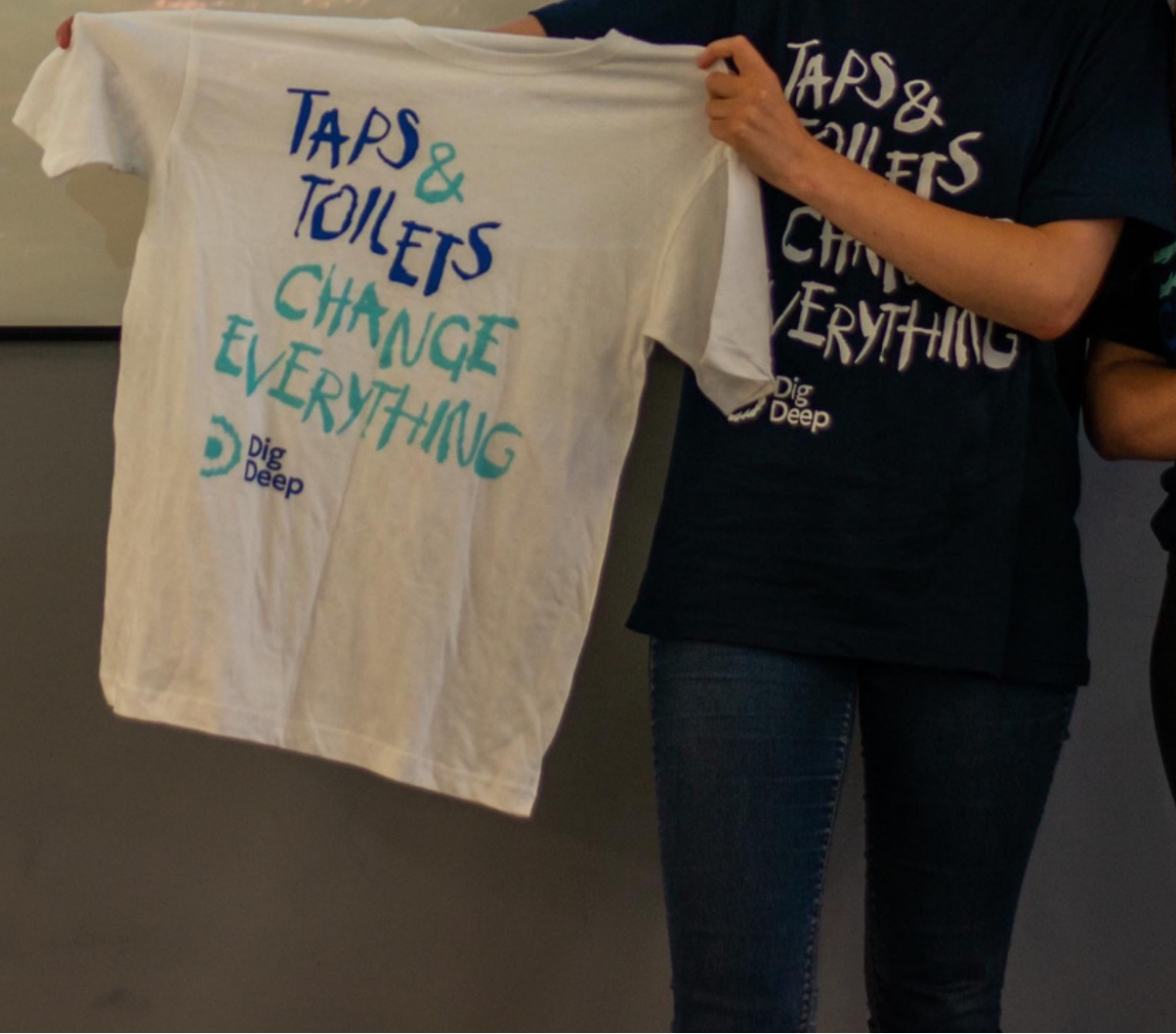


CHANGE:
e Yourself





Welcome to the Family

A message from Ben Skelton, Chief Executive



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!



We are here to support you in your fundraising and there are plenty of places to find inspiration, support and advice.

- Book a call with the support team [here](#)
- Check out our [fundraising resources website](#)
- Follow our dedicated challenges [Instagram page](#)



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



There are loads of places for you to gain inspiration, support and advice whilst fundraising, check out the links below:

[Book in a 121 call with the team](#)

[Fundraising Event Template](#)

[Network Bingo](#)

[In support of Dig Deep logo](#)

[Fundraising guides](#)

[Sponsored T-shirt template](#)

[Follow us on Instagram](#)

[Confessions of a Fundraiser blog](#)

Step 1:

Contact local pubs to ask if you can hold a pub quiz on a busy/relatively busy night.

Tell them that you can promote their pub on social media and that you will try and get as many people there as possible (this will help their profits!). Give an overview of Dig Deep. We can give you a letter of authority/fundraising template to show them. These will also come in handy for asking businesses for raffle prizes/quiz prizes.

Step 2:

Start promoting it all over social media and ask everyone you know to do the same!

Step 3:

Ask local businesses if they can provide raffle prizes and winners prizes for the pub quiz. See if you or your friends have any unwanted presents lying around.

Step 4:

Sort the pricing out. Charge everyone around £2-3 to enter, £1 or £2 for raffle prizes and see if you can sell anything else- eg. handmade cards etc. or leave collection tins out.

Step 5:

Choose a few people to be on the door/floor and write the quiz!
Have fun!



Step 1:

Find a good venue to hold the BBQ. If you have to ask around your family and friend networks, explain that you are fundraising for Dig Deep and give an overview of what Dig Deep does. Make sure to follow their rules and respect their space/neighbourhood in regard to noise etc.

Step 2:

Once you have found somewhere, find a date/time that lots of people will be able to make. Plan to hold a raffle/games with prizes that will get people interested in coming. Try and organise a live band or some other form of entertainment if this is possible/allowed in the area you will be hosting the event! See if they can come along for free or for a donation in exchange for publicity and a big thank you!

Step 3:

Start promoting the BBQ event everywhere and ask your friends and family to as well.

Step 4:

Ask around shops/local businesses to see if they can donate prizes. Maybe some of your friends have rejected presents they don't want? Bring along your letter of authority and be prepared to give an overview of Dig Deep.

Step 5:

Once you have a rough idea of numbers, sort the pricing out. How much will you have to charge people to enter to make a profit above the cost of food? Charge £1-2 for raffle tickets. Try and get people to pay upfront so even if they don't turn up, you haven't lost money.

Step 6:

Choose a few people to help on the day! If you are borrowing someone's garden make sure to respect their property and thank them properly.

Step 1:

Find a good venue to hold the ball. Ask your friends and family if they have connections to anywhere that could be a good place to hold the ball-e.g. village hotel/hotel or maybe one of their friends has a great place for a party? Explain that you are fundraising for Dig Deep and give an overview of what Dig Deep does. They may be able to offer a discount/donate the venue for free.

Step 2:

Once you have found somewhere, find a date/time that lots of people will be able to make. Plan to hold a raffle/games with prizes that will get people interested in coming. Maybe make it fancy dress and hold a competition? Try and organise a live band or some other form of entertainment if this is possible/allowed. Figure out food and what you will serve- a meal or just snacks? Work out your costs and speak to the venue to check what you want to do is allowed- e.g. try and find a venue that lets you bring your own food if you decide to self-cater. Make sure to check dietary requirements.

Step 3:

Start promoting the event everywhere and ask your friends and family to as well.

Step 4:

Ask around shops/local businesses to see if they can donate prizes. Ask people if they have any rejected presents that can be used as prizes. Bring along your letter of authority and be prepared to give an overview of Dig Deep.

Step 5:

Once you have a rough idea of the numbers, check your pricing. How much will you have to charge people to enter to make a profit above the costs? Charge £1-2 for raffle tickets to get some extra cash. Try and get people to pay upfront so that even if they don't turn up, you haven't lost money. You can use systems such as Eventbrite to do this!

Step 6:

Choose a few people to help on the day. Double check the costs to make sure you're not losing money! Ask your friends and family to help you with the planning too! On the day, do a presentation explaining the charity and thanking people for coming! Make sure to leave out donation tins for cash!





Family and friends are one of your best ways of getting donations. They are often your biggest supporters and want you to get to your fundraising target. Although, it's still important to approach them in the right way!

Tell them all about your challenge

Tell them about Dig Deep, your fundraising and your challenge. Ask them to tell everyone they know!

Message/Social Media

Send personal and group chat messages. Spread your link over social media and ask them to do the same.

Think about all the people you know

Think of how to use your connections.

E.g. do you know any one who works at a pub? Can they help you host a pub quiz and let you leave your collection tin out?

Remember they can support you in more ways than just giving donations!

Holding a coffee morning where you can tell people about your challenge and Dig Deep is a great way to say thank you to your loved ones and to raise some extra funds!

Step 1:

Invite people to your house or somewhere where you can host a bunch of people.

Step 2: Make a presentation about your challenge and Dig Deep (you can find pictures and information in the fundraising resources and on the website. We can help supply you with any info needed). Make sure to mention the fundraising you have done and why you chose Dig Deep. Make the presentation inspirational, talking about what Dig Deep does and how your fundraising will help.



Step 3: Invite your loved ones and offer coffee and cake. Thank them for their support and tell them about all the fundraising that you have been doing independently. Ask them to support you by spreading your fundraising page/donating and/or attending your events. For example, you can give ideas of how they can help. Ideas include contacting their companies to see if they provide sponsorship or spreading the word/your fundraising link in their office and email chains.

Ask friends and families if any of the companies they work for would be interested in sponsoring you in return for a picture of their company logo (e.g. banner) during your challenge event. If you don't know anyone, try local companies or businesses. We can provide a letter of authority and any other evidence they require. Make sure to give a big thanks and offer publicity for them! They may ask you to write an article about your climb for their social media. You can also offer this. Try and go and talk to the businesses in person if you can.

Match funding allows for employees of participating companies to organise fundraising events and have that money matched 1:1 by their employer. This means the event raises twice the amount money for the charity. It's attractive to the company as the money spent matching the event is taken off their tax!

- Ask friends and families if their companies do match funding. Google them if they don't know.
- Confirm the date, time and location of the event and be prepared to describe Dig Deep.
- Highlight the benefits of the scheme to the company, the employee and charity.
- You can ask us for a letter of authority and any other proof/ info required.
- Make sure they get the direct contact details of who they spoke to for a follow up on the event.
- Be inventive! One of our fundraisers did a charity football tournament playing each other and they both match funded the event.

You should be able to rent some pitches for free or at a very discounted rate as you are doing a charity event, so make sure you tell the venue who you are fundraising for. Book an 11-a-side pitch and then divide it up into 3 smaller 6-a-side pitches.

Stages:

Group stages are followed by a Quarter Final, Semi Final, and a Final.

Aim to recruit a minimum of 12 or 16 teams so that you can have 3 or 4 groups each with 4 teams in each group. (This means each group gets at least 3 games in the group stage and the better one's progress).

Team Size:

Minimum of 6 players in a team, but each team can bring as many extra subs as they want.

Game length:

Dependent on how long you have the pitches reserved, you may want each match to run for 10-20 minutes. Make sure you factor into your planning how long changeovers will take.

Entry Fee:

Charge entry per player (e.g. £3-5). Charge per player not per team, so you get extra money from larger teams! Try and get people to pay upfront.

Prizes: Try and get donations or use unwanted presents!

Match Funding:

See if you and/or more people you are organising the match with can get match funding!

What you need!

- Pitches
- Footballs
- Whistles
- Order of play slips
- Prizes
- Snacks and drinks to sell
- Helpful mates

Step 1:

Choose a date/time/location that will work for your friends/family!

Step 2:

Think of lots of ways to make it fun! Can you have a fancy dress competition? Karaoke? A quiz? A bet on how many times someone does x or y during the show? Think of doing a raffle to get some extra funds!

Step 3:

Let everyone know it's happening and promote it everywhere! Get friends and family to do the same! Think of a donation price that will cover costs but also help make a profit. Perhaps the amount they would normally spend on a meal out? Make sure to include the fact that you will have prizes for a competition/raffle! You could make it a bring your own drinks arrangement and you can supply a few cheap snacks to save costs. Leave out collection tins!

Prizes: Try and get donations or use unwanted presents!



Step 1:

Start with a venue. Village halls, pubs or student unions all work for this kind of event. You just need a large space- ask around and tell people that it is for a charity event (you may get the venue discounted).

Step 2:

Advertise the bingo night everywhere that you can! Lampposts, student unions, Instagram... the possibilities are endless. Make sure everyone knows what, where, and when.

Step 3:

Sell tickets! Try to sell tickets before the event- that way you know how much 'stuff' you are going to need. Sell individual instead of team tickets to raise more money. Ticket prices will depend on where you are holding the bingo night. If you are at home, you might be able to charge more than if you were at university with students. Make sure to check your pricing to make sure you are making a profit! Try and get people to pay upfront so you don't make a loss if they don't turn up!

You will need

Bingo sheets!

Try Amazon! Give every guest one on arrival and sell any you have left for £1- it gives you extra money and people more chance of winning.

Pens!

Bingo wheel!

Ask around; someone may have one you can borrow!

Prizes and Raffle Prizes!

This doesn't have to be money; be imaginative and stick to your budget! (Make cakes or offer to do their laundry etc!

A top notch Bingo caller!

You need someone loud, funny and confident to keep people interested!

FUNDRAISING A-Z

A

Abseil
Alumni Event (at your old school)
Arts and Crafts Sale/Fair
Ask Friends & Family to Donate

B

Babysitting
Bag Pack
Bake Sale
Battle of the Bands
BBQ
Big Breakfast Fundraiser
Bingo Night
Birthday Fundraiser (set up a FB fundraiser)

C

Car Boot Sale
Car Wash
Charity Ball
Charity Scratch Cards
Club Night
Coffee Morning
Come Dine With Me
Comedy Night
Community Fundraising
Contact your old schools PTA

D

Danceathon
Dog Walking
Dinner Party
Disco
Dye your Hair (think whacky colours)

E

Easter Fete
Easy fundraising - online donations
Ebay
Endurance Sporting Event (24 hour cycle)
Eurovision Fancy Dress Party

F

Face Painting
Family Fun Day (at your local town hall/church)
Fancy Dress Competition
Film Screening
Fundraising Party
Football Tournament

G

Games Night
Give Something Up (e.g your daily coffee)
Golf Day

H

Hair Cut
Half Marathon
Handmade Cards (e.g mothers day)
Head Shave

I

International Dinner Party (theme it around your challenge)

J

Jazz Night
Jumble Sale

K

Karaoke Party

L

Ladies Night
Lands End to John O'Groats Cycle Ride
Leave Collection Tins out
Lecture (get an inspirational speaker)
Leg wax
Link your loo
Lucky Dip
Lunch (e.g ladies who lunch)

M

Manicures and Makeovers
Marathon
Matched Funding
Message Friends and Family
Murder Mystery Evening

N

Netball Match/Tournament
Non School Uniform Day

O

Odd Jobs
Office Party
Open-mic Night

P

Pancake Party
Part-time Job

Q

Quiz Night

R

Raffle
Rugby Match

S

School Disco
School Fete
Scout Groups (ask them to host a fundraiser with you)
Silver Smarty Challenge (collect 20p pieces in smarties tubes)
Skydive
Snowdon Cimb
Sports Coaching
Sports Match (e.g volleyball/badminton/-boxing)
Speed Dating
Sponsored Silence
Sponsorship Form
Street Party
Street Collections
Swear Jar
Sweepstake

T

Themed Party
Tough Mudder
Tower run
Treasure Hunt
Triathlon

U

Unusual Clothes Sale
Unwanted Clothing Sale
Unwanted Present Sale

V

Variety Show (e.g talent competition)
Veggie Dinner Party

W

Walk for Water - sponsored walk
Walk to Work (instead of taking the bus)
Water Week Challenge (Use 5 liters of water a day for 5 days)
Wine Tasting
Workplace Fundraising (e.g cake sale)

X

X-Box Gaming Tournament
X-Factor Singing Contest

Y

Yoga Classes
Yogathon
Yorkshire 3 peaks

Z

Zumbathon

Some important things to remember on your fundraising journey!

Utilise your hobbies and interests for fundraising

Raffle prizes/competitions can increase funds!

Ask for help if you are unsure

We can help with paperwork if needed

Be inventive with your fundraising

Use your connections for help

The earlier you get started the better!

Tell people about your own fundraising efforts when asking for support

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!

Hopefully you now feel a bit more prepared to tackle fundraising. Make sure you make the use of all the opportunities and support on offer!

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 with any questions or queries you may have!

Note from the team!

Simon Franklin - Operations and Mass Participation Events Manager

Thank you so much for everything you guys are doing! We really appreciate your support and help and are very grateful you chose to fundraise for Dig Deep! A massive thank you and good luck with your fundraising!

