



In-depth research has proven that anyone who fundraises for INTO Giving is always two of three things:

- 1 Criminally good-looking and brainy
- 2 Kind-hearted and generous
- 3 An astronaut

There's no point in arguing. Facts are facts. Just accept it.

And thanks are thanks – thank you for pitching in and supporting INTO Giving. Your support will educate disadvantaged and often impoverished children home and abroad.

No matter what you choose to do, we hope you have fun doing it and realize that you're doing something extraordinary. You are transforming children's lives for the better.

If you have any questions, please don't feel funny about asking. Just give us a shout at: [\*\*info@into-giving.com\*\*](mailto:info@into-giving.com)

Best wishes and thanks,  
Isabel and Chris at INTO Giving



**E** [info@into-giving.com](mailto:info@into-giving.com)

**W** [www.into-giving.com](http://www.into-giving.com)

INTO Giving is an IRS registered  
501(c)(3) tax exempt charity



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# Why fundraise for INTO Giving?

Because you, your friends and colleagues will help disadvantaged and impoverished children:

- ▶ Into school
- ▶ To stay in school
- ▶ To do better at and complete school
- ▶ To receive a solid and meaningful education that helps them improve their lives

Your fundraising will help provide educational materials that many of us take for granted, things like writing paper, pens, pencils and crayons, schoolbooks, school clothes, and school lunches.

It will also help provide more substantial and tangible things, like classroom computers and teacher training, or building new and completely refurbishing run down schools - brick by brick and tile by tile, and the teaching curriculum too.

Your support can help girls stay in and receive education, it can help boys and girls together escape child labor and go on to secondary school and into university. In short, your support will help schoolchildren right across the globe. That's a promise.



**\$35**

Could provide school supplies, school lunches and computer learning



**\$50**

Can provide support for overseas teachers



**\$100**

Could help young girls stay in school



**\$500**

Can help provide school for hundreds of Syrian refugee children

“We’re fundraising for INTO Giving because INTO Giving transforms lives”

INTO China Team

# Advice and tips

## DO'S

- ▶ Have fun
- ▶ If you're hosting an event at a university - it could be music, dancing or food and drink - be sure to get permission first
- ▶ If you are planning to serve alcohol at an event, or if you are collecting money or selling goods in a public place (e.g., a university quad) be sure to get permission first
- ▶ Take photos and videos and send them to us!
- ▶ Remember to publicize anything you're doing using posters, flyers, email, **Facebook**, **Twitter**, Instagram - and to please tag us using @intogiving and / or [www.facebook.com/into.giving](http://www.facebook.com/into.giving)

## PLEASE DON'T'S

- ▶ It's against the law to sell alcohol or cigarettes to children
- ▶ Please don't collect money house to house or apartment to apartment
- ▶ If you are collecting cash, don't leave it laying about: keep it safe
- ▶ Please don't feel that you have to raise \$10,000 (or whatever big amount). Every penny counts!

## A FEW THINGS TO REMEMBER

(THAT WILL HELP)

- ▶ Local businesses often like to donate prizes - it's good publicity for them (and people like to do things for charity)
- ▶ Any fundraising materials you make - posters, flyers, emails, etc. - should use the INTO Giving logo\*, and state that you are raising money for INTO Giving, a tax exempt 501(c)(3) charity
- ▶ If you need help or further advice, it's absolutely OK to ask questions. We'll help

### And this too:

**Feel good about it  
You deserve to  
Reward yourself**

**Charity work and charity  
projects can look great on  
a résumé - get it on there!**

\* For INTO Giving's logo, please email [info@into-giving.com](mailto:info@into-giving.com)

# Fundraising ideas

## Sports and outdoors

- ▶ Superhero costume run
- ▶ Golf tournament
- ▶ Car wash
- ▶ Bowling night
- ▶ Basketball tournament
- ▶ Kickball tournament (and BBQ!)
- ▶ Walk-a-thon
- ▶ Treasure hunt
- ▶ Swim-a-thon
- ▶ Triathlon
- ▶ Games Day (egg & spoon race, etc.)
- ▶ #INTOCycling challenge
- ▶ Five-a-side soccer league
- ▶ Tug-o-war contest
- ▶ Softball tournament (and BBQ!)
- ▶ Badminton tournament
- ▶ Ultimate Frisbee tournament



"A great way to bring people together!"

## #INTOCycling

Our very own annual INTO team challenge held across INTO US and UK centers. It goes like this:

- ▶ Assemble your INTO center team - it can be staff, it can be students, it can be staff and students together: you choose
- ▶ Borrow a stationary cycle from your university, local gym or a friend
- ▶ Collect sponsorship and donations for INTO Giving projects
- ▶ As a team, cover as many miles as you can over two days
- ▶ Gloat, strut and goad when you or you and your team win any of the #INTOCycling prizes
  - Longest distance by a team
  - Greatest individual distance
  - Most sponsorship raised
  - Best small center
  - ... and more

"What an amazing experience ... I had an absolute blast!"

Paul, INTO staff marathoner



# More fundraising ideas

## Seasonal

- ▶ Easter egg hunt
- ▶ Christmas tree sale
- ▶ Christmas wreath sale
- ▶ Pumpkin sale
- ▶ March Madness sweepstakes
- ▶ Valentine's Day flower sale
- ▶ Valentine's Day ball
- ▶ Chinese New Year party
- ▶ Chinese New Year red envelope draw or treasure hunt
- ▶ Haunted house / Halloween party
- ▶ Ugly Christmas sweater day + photos!
- ▶ Christmas carolling
- ▶ Super Bowl party + big vat of chilli!
- ▶ Halloween costume fun

## Events and special interest

- ▶ Art exhibition + sale or auction
- ▶ Wine or microbrewery ale tasting night
- ▶ Historic walking tour
- ▶ Talent show / variety show
- ▶ Battle of the bands contest
- ▶ Trivia night
- ▶ Karaoke contest
- ▶ Board game night
- ▶ Wii sports tournament
- ▶ International night / International food sale
- ▶ Murder mystery night
- ▶ Film night + popcorn sale



"Fun and worth it!"

Ghalia, INTO student

# Even more fundraising ideas

## Isabel's and Chris's odd assortment of ideas

- ▶ Baby photo competition
- ▶ Bake-off
- ▶ Office mini golf contest (send video!)
- ▶ Head shave
- ▶ Dress down / pyjama days
- ▶ Mad Hatter tea party
- ▶ Sponsored silence
- ▶ No tech day
- ▶ Foosball tournament
- ▶ Chess tournament
- ▶ Ping pong tournament
- ▶ Sitcom Day (come to work in character)
- ▶ Hayride (+ barn dance?)

## Sales

- ▶ Bake sale
- ▶ Book sale
- ▶ Bicycle sale
- ▶ Garage sale
- ▶ Coffee day (50 cents from all sales)
- ▶ Raffle
- ▶ eBay your junk day
- ▶ Pizza sale



**Need advice on how to get things going? Please just ask:**  
 Email [info@into-giving.com](mailto:info@into-giving.com)

"I try to make charity a regular part of my life and I love that the money I raise for INTO Giving goes to projects I support, is delivered efficiently, and gets matched."

Erich, INTO OSU staff member

# Road races big and small

Do it on your own



State by state bicycle races of every sort:

[www.bikeride.com/](http://www.bikeride.com/)

Do it with your best friend or partner



State by state triathlon and tough mudders (for the brave and steely)

[www.trifind.com](http://www.trifind.com)

[toughmudder.com/events/find-an-event](http://toughmudder.com/events/find-an-event)

Do it as a team of three or four or more



State by state marathons, half marathons, marathon team relays, 10Ks, 5Ks, and more

[www.runningintheusa.com/Race](http://www.runningintheusa.com/Race)

[www.marathonguide.com/races/races.cfm](http://www.marathonguide.com/races/races.cfm)

[www.ultramarathonrunning.com/](http://www.ultramarathonrunning.com/)

Push yourself – or make it an easy jog or bicycle ride. The choice is yours

Note the **beautiful** and **stylish** INTO Giving running vests available to all of our sponsored runners.

## TOP TIPS

- ▶ Print and use the sponsorship form in this pack, or whip together your own INTO Giving fundraising webpage at [www.justgiving.com](http://www.justgiving.com)
- ▶ Promote on Facebook and Twitter – and be sure to include [www.facebook.com/into.giving](http://www.facebook.com/into.giving) and /or @INTOgiving, so we can help promote you too
- ▶ Send us your photos and write a piece about your experience for the INTO Giving website

# Money Tree

Money Tree is a student-led fundraising and employability project from INTO Glasgow Caledonian University.

To view the online presentation, click here or go to:  
<http://tinyurl.com/zplqn93>

## Concept + how it works

- ▶ INTO students are put into teams
- ▶ Each team is given \$5-\$10 to turn into as many \$\$\$\$ as possible over 4-5 weeks
- ▶ Each team comes up with ideas on how to grow their money
- ▶ Teams compete against each other
- ▶ At the end, the team with the most money wins a prize
- ▶ All of the money raised goes toward INTO Giving charity projects home and abroad
- ▶ Students develop skills in
  - Teamwork
  - Communication
  - Initiative
  - Finance
  - Marketing
  - Leadership.



# How to donate



Set up and promote your own online fundraising page at:

[Justgiving.com](https://www.justgiving.com)



Donate securely at INTO Giving's donation webpage:

[justgiving.com/intogiving](https://www.justgiving.com/intogiving)

\*NOTE: this is the easiest method.



Donate by bank transfer (please use your name as reference).

HSBC BANK USA NA  
Account No: 278108121

- or -

CAF BANK LTD  
Account No: 00017903  
Sort code: 405240  
IBAN: GB36CAFB40524000017903



Donate by check made payable to INTO Giving.

Send along with a few words about how and when you raised the money, to:

INTO Giving  
One Gloucester Place  
Brighton  
BN1 4AA  
UK



## Remember:

Every penny you fundraise or donate will be matched by INTO, penny for penny, pound for pound. Thus every \$1 you raise or donate is really worth \$2!

# Shout about it!



It's free, fast and easy. We mean Facebook, of course. A great, great way to get word out about a charity event or activity you're doing - whether it's rallying sponsors or volunteers or attendees (or all three).

We'll help you get the word out on our own Facebook page:

[www.facebook.com/into.giving](http://www.facebook.com/into.giving)

**TIP** - don't forget to tag INTO Giving in your posts, to help drive traffic to your own page.



People from four or five dozen different countries right across the globe follow us on Twitter. Tweet your friends and tweet at us on @INTOGiving



Send us your photos, send us your films. **WE WANT THEM!** We can use them on our Facebook page, on Twitter and on our website.



Contact your local or university newspaper and radio stations to tell them what you're doing to raise money for disadvantaged children's education home and abroad.



Ever fancy writing your own blog? Now's your chance. Try any of:

- ▶ [Blogger.com](http://Blogger.com)
- ▶ [Wordpress.com](http://Wordpress.com)
- ▶ [Tumblr.com](http://Tumblr.com)

And send it to us at [info@into-giving.com](mailto:info@into-giving.com)



## Two things to remember:

1. Supporting a charity project looks great on a résumé
2. Supporting a charity feels good







Thank you



**INTO»GIVING**

E [info@into-giving.com](mailto:info@into-giving.com)

W [www.into-giving.com](http://www.into-giving.com)

INTO Giving is an IRS tax exempt  
501(c)(3) charity