



FRONTIER

FUNDRAISING ADVICE

INCLUDING:

- Planning
- Personal Contribution
- Getting a job
- Interview tips
- Selling & creating your product
- Finding your market
- Event planning and entertainment
- Sponsored events
- A-Z of ideas
- Designing a fundraising leaflet
- Letter writing
- Contacting the media
- Legalities
- Useful websites and publications

FRONTIER

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INTRODUCTION

Congratulations on choosing a Frontier project! Right now, the only thing standing between you and your project is the small matter of raising your contribution. Unless you are extremely lucky, raising the money may be as much of a challenge as the project itself - but we're here to help! Fundraising is a great way of not only raising the money for your trip of a lifetime, but also raising awareness amongst your community of the important environmental or humanitarian issues you are devoting your time to.

Whilst we cannot provide a magic fundraising formula (there isn't one!), we can give you loads of ideas and guidance. You're joining Frontier because you want to make a difference to under-privileged people or threatened fragile ecosystems. Use this same passion in your fundraising activities and you are sure to be successful!

There are many ways of raising money for such a good cause, but probably the most effective way is to use a combination of methods. Work out a strategy using the methods which suit you best and concentrate on what you are good at. If you are outgoing and chatty you could be great at persuading people to sponsor you. If you are meticulous you

may be good at filling in detailed forms for grants. Fundraising can be time-consuming, so don't waste time with half-hearted attempts, and make sure you leave yourself enough time. Planning is everything! Start as early as possible. Think about what you have to do leading up to the project, and if you have important exams you are likely to have less time for fundraising.

Make some noise! Let people know what you are doing and why. It's not what you know, but who you know, so keep talking and you'll make useful contacts and probably pick up lots of tips. Networking is key to fundraising, so make sure everyone you know is aware of what you are doing! Fundraising is a challenge, but it can also be fun. There is a great sense of achievement when you have reached your goal, and you will have developed a skill which is sure to impress future employers. So if you are having doubts, just remember how many people have done it before you. If they can do it, so can you! If you want any advice give us a call on +44 (0)20 7613 2422.

PLANNING

So, first things first. How much money will you need, and by when will you need it?

Some expenses you will need to consider include:

- **Frontier project fee**
- **Return flights** - Be sure to shop around
- **Insurance** - Look for the best deal
- **Equipment and resources** - Perhaps you can borrow some of these
- **Vaccinations** - Go to see your doctor as soon as possible
- **Visa costs** - If applicable
- **Spending money** - You know you will want to come home with some souvenirs and presents!

Once you have tallied these up into an expenditure sheet, you will have a better idea of your total goal. Then, you should work out a schedule of when your instalments need to be paid. For example, vaccinations and visas might often be needed months before departure, whereas you won't need your spending money until you actually arrive at your project!

It is important to be realistic. Do not set yourself goals that you are unlikely to reach. Perhaps you could team up with other friends who are also looking to raise money for their trip or project. Don't forget to ask your school, Student Union or local council if they are willing to offer support. You could then divide up tasks and responsibilities, making fundraising more manageable and realistic.

Start planning as early as possible, as you can never have too much time.

Keeping track of your funds is essential. You need to know how much you've raised, and how close you are to your target. An easy way to ensure this is to open up a separate bank account. Not only will your money be secure, but you will also earn interest. You could also open up a joint account with your fundraising partner, should you have one.

A good way to do this is to choose three different banks to approach, and make an appointment with an advisor in each. In the meeting, explain why you are saving the money, and they will advise you as to the best type of account to open. Below is a table of important points to consider:

| Bank Name: | Bank 1 | Bank 2 | Bank 3 |
|--------------------------------|--------|--------|--------|
| Best account type: | | | |
| Interest rate: | | | |
| Withdrawal allowance: | | | |
| Added incentives: | | | |
| Friendly and helpful staff?: | | | |
| Amount needed to open account: | | | |

Once you have filled in this sheet, you will then have a better idea of who is the best bank to go with.

Bank account types with limited access to withdrawal often offer higher interest rates, and help you refrain from withdrawing money unnecessarily. Banks often offer incentive schemes to help you save. You should take full advantage of these. Make sure you get the best all-round deal.

Make sure you keep proper records of all fundraising activities and efforts, as fundraised money must, by law, be accounted for properly. Staying within the law at all times is essential - this point will be covered in greater detail in the final section of this guide.

PERSONAL CONTRIBUTION

Traditionally, people who want to make a difference to the world have contributed personally to their incurred costs. A Frontier project is no different. Increasingly volunteers are more willing to pay for their project from savings or loans. It could be a donation from a rich relative, a contribution from your own savings, or you could work to raise the money. By making a personal contribution, you are showing your commitment to prospective sponsors. In addition, the possibility of paying some of the project costs yourself gives you more security during your fundraising. Also, if you intend to enrol for the BTEC, you can receive help in funding your project with a Career Development Loan.

Check out www.lifelonglearning.co.uk for more information.

GETTING A JOB

A part-time job may be less fun and less glamorous than a sponsored parachute jump, but you do have more of a guarantee that you will get your money together! The first important step to getting a job is writing your CV and cover letter. Your CV is a record of who you are, what qualifications you have and what experiences you have accumulated. Your cover letter is a brief introduction to your CV explaining your motivation for sending your CV to the particular company and a brief introduction to yourself.

Make sure that both your CV and cover letter contain no spelling errors and are short, neat and easy to read.

The next page contains examples of a good CV and Cover Letter:

Flier for an event hosted by a Frontier volunteer to raise money for her expedition.

Sample CV:

Jane Smith

D.O.B. 21.4.88
47 Highview Crescent, HillingdonUxbridge UX1 4BF
Tel: 01234 56789 Email: Jane.smith@hotmail.com

Profile

A highly motivated student aiming to raise £2000 in order to realise her goal of participating in a 2 month conservation re-search project in Tanzania. This project will help develop research skills and life experience in managing and looking after endangered wild animals in the African Savanna.

Education

Currently studying at Hillingdon High School
9 GCSE's (to be taken next year)
Predicted grades 3 A's, 5 B's, 1 C.

Qualifications

Has attended various training courses and participated in seminars related to the conservation project. Topics have included team-building, organising events, basic animal biology, conservation techniques, health and safety and first aid training.

Work Experience

Has helped mother and father in family-run shop.

Hobbies

- Playing piano to Grade Six.
 - Play volleyball and swimming
 - Set up and maintaining a personal Web page.
-

Sample Cover Letter:

Dear Mr _____,

I would like to apply for the job of shop assistant as advertised in the Hillingdon Gazette and enclose my CV.

I am currently a student at Hillingdon High School where I am studying to take my GCSE's next year. I am seeking a career in the field of conservation, and am looking to increase my experience in the field of conservation work.

I am currently looking to raise enough money to fund my place as a Research Assistant on a Conservation Project to help wild animals in Tanzania. The Project is run by Frontier, a Non Profit NGO which has been working for the last 20 years on running various conservation projects in Madagascar, Tanzania, Nicaragua, Cambodia and Fiji.

I am a highly motivated worker and committed to reaching my target necessary for my placement. I believe that working within your company will greatly aid me in achieving my long-term goals.

I look forward to hearing from and working with you in the near future.

Yours sincerely,

INTERVIEWS:

Once your application is successful, the next step is giving a successful interview. Here are a few tips:

- First impressions are crucial. Make sure you dress smartly, shave if you are a guy, and don't wear too much make-up or jewellery if you are not.
- Be prepared to discuss your CV in detail.
- Come prepared. Make sure you have extra copies of your CV available.
- Always answer questions with a positive sentence, never give short answers saying simply 'yes' or 'no'.
- Try not to be nervous and remain positive.
- Smile!
- Prepare yourself for any potential questions, such as:
 - Why do you want this job?
 - What are your strengths and weaknesses?

SELLING

A great way of raising money is to sell a product (such as T-shirts), hold a jumble sale or car boot sale, organise a disco, concert, or raffle. You are not asking people for large sums and you are offering them something in return. Make it clear that you are not just selling a product, but rather asking people to sponsor your participation in an important conservation, teaching or development programme overseas and in return you are offering them a T-shirt or other product. Emphasise that you are not selling simply to make a profit, but to contribute directly to protecting the environment. This can be very effective – people are left feeling that you have almost been too generous in giving them your product. So, what should your product be and how should you sell it?

“I worked all summer and then took a big risk – I spent a large chunk of my earnings on some T-shirts. I designed them and included the name of my university on the front, and sold over 500 during the fresher's fair, making me a tidy £1,200 once I'd paid for the T-shirts.”

FINDING YOUR MARKET

If you are at college or university you can start by selling to friends or lecturers, but it pays to broaden your market. Door-to-door selling can be very successful. Depending on where you live you will probably need to get a peddler's licence to do it legally (see final section). You can get this from your local police station for a small charge. Selling to people at work is also a good idea. Talking your way into an office is hard work but if you have a worthy cause, a desirable product and boundless charm, you'll be amazed how often an initially frosty receptionist can be thawed. Or, you could phone in advance and speak to the company's Environmental Officer to ask permission to approach company staff with your product. If the office is very large, you might be able to persuade them to allow you to set up a stall in the foyer one lunch time: a thousand people passing through in two hours is bound to result in more than a few sales.

Stalls

A stall at your local market is worth thinking about. Many Market Officers will let you use any spare stalls free of charge if you explain why you are raising money. If you get a stall, make the most of it. Put up posters explaining what you are going to be doing and ask for donations. In other words, make it clear that yours is a 'charitable' stall rather than just another business.

CREATING YOUR PRODUCT

There are many different types of things you can sell. For example, T-shirts are always popular. If you are artistic or have a friend who can help out, you can create a design and have it printed. Remember that printing costs rise with each colour in the design, so keep it simple. The image needs to have a wide appeal and should portray something about the programme. It is worth remembering that depressing images of burning rainforests or dead fish are less popular than more positive images of the natural world. Alternatively think about what people always need: tea towels, boxer shorts, socks, pens, and mugs. These can all have designs printed on them and are things that people would be pleased to buy if the money really is going to help protect the environment.

Car boot sales

These are held regularly in most areas. If not, you could start one up, which would mean you keep the entrance fees. However, do not underestimate the work involved. Collect your unwanted items together and persuade your family and friends to donate theirs. Put it all in the boot and then get down to the sale. As with market stalls, a display explaining what you are doing will help.

Fetes, Jumble Sales and Bazaars

Approach with caution as there can be a considerable amount of work involved. Try to get your local church hall free of charge. Get friends to help you.

Collecting Money

Rules about street and door to door collection vary, so check with your local authority about whether or not it is possible in your area. As pubs and bars are considered private property, it is legal to collect in them without special permission, although you must check with the landlord before starting. Get your friends to help out; you could try dressing up in a silly costume to attract attention.

Catalogue Sales

Some companies (for example, Webb Ivory tel.: (UK) 01772 204444) produce catalogues similar to those distributed by WWF, Greenpeace and Friends of the Earth, selling everything from Christmas cards to paperweights. The idea is that you pass the catalogues - for which you pay 25p each - among your friends, neighbours and colleagues and receive around 25% commission on everything they buy. This is a good idea around Christmas when people have to buy cards and presents and will be happy if this helps to support your initiative. An even better idea is to try making and selling your own cards.

Farmers Markets

Find out who the organiser is and see what sort of food or produce you would be allowed to sell and on what terms.

Here are some real life examples of what previous Frontier volunteers have organised:

- *Lucy, who took part in the Nicaragua Forest Research Programme, sold plants. She obtained cuttings of African Violets from a sympathetic wholesaler, planted them in individual pots, and put on a sticker with the Frontier name and logo together with a brief explanation of how funds would be used. She then sold them in offices in her home town of Edinburgh for £5 each. They were particularly popular with secretaries wanting something to brighten up their desks. Lucy earned £1,400 in 3 weeks.*
- *Lisa, who joined the Tanzania Marine Research Programme, had a similar success story selling mini fir trees in offices and shops. These were decorated with tinsel and fake snow to look like tiny Christmas trees and sold extremely well in the run up to Christmas.*
- *Mandy, who volunteered in Madagascar, raised over £150 a week by selling sandwiches in offices. With each sandwich Mandy enclosed a short explanatory note about her project and sold them under the slogan 'eat for the environment'.*
- *Laurence did very well selling T-shirts door-to-door. Armed with his licence and some well prepared material about the project, including a letter of authentication from Frontier laminated to ensure it looked smart and professional, he made over £300 and also received donations from people who did not want a T-shirt but were keen to support him.*
- *Catherine from the Tanzania Marine Research Programme took and developed photos of her college (Gonville and Caius, Cambridge) and sold them to tourists and students for 10% less than her local shop; she made £900 through this.*
- *John, who went to Madagascar, produced a booklet on the project and got dozens of local companies to buy advertising space in it. He got the booklet distributed for free and made £1,200.*
- *Charlotte, a Cambodia volunteer, organised a painting competition at a local school and used the winning painting as the design for her T-shirts, which she sold to the local community.*
- *And Joshua, who joined the Cambodia Rainforest Research Programme, cut off his long hair and sold it to a wig maker for £80!*

EVENT PLANNING AND ENTERTAINMENT

In the past, volunteers have successfully raised money holding balls, parties, discos and barn-dances. Perhaps you have friends in a band that could play a benefit gig. At such events, you should not only charge for tickets and run a bar but hold a raffle with prizes you have persuaded local businesses to donate. You do not need a licence if only cloakroom tickets are used and the winners are drawn on the same night as the tickets are sold.

Be careful not to overstretch yourself. These kinds of events take a lot of organisation and may need cash in advance, so make sure you'll make your money back. The scale of such activities usually means you have to rely on a dedicated team of supporters to help you. Student Unions and schools can be very helpful in lending premises and sound systems and if you want to make it a team effort we will be happy to put you in touch with other Frontier volunteers in your area.

Grainne from County Down organised a local pub quiz, a ladies football disco and a Frontier band night to fund her participation in East Africa. She also put on a production of "Educating Rita" which raised £1,300.

Cherie organised an African theme day, inviting kids to dress up as African animals and offered face painting and pony rides. She raised £500.

Paul held a blues night with two local bands. Along with a raffle on the evening he made £450.

Laura, to raise money for her project to Madagascar, organised a Rocky Horror Night, a "name the Easter Bunny" competition at a local school and a "guess the number of eggs in the jar" competition at her local Bingo Hall!

Example Plan:

Decide on a suitable event that isn't too difficult to plan. We will use a school disco as an example.

Venue

- Find a suitable venue, perhaps a local hall or large room owned by a family member or friend.
- Check on the possibility of partnering with a larger organisation, such as your school or Student Union.
- Check fire and safety regulations of the venue. Check if you need to get any kind of licence or insurance.

Marketing

No-one will come to your event if no-one knows about it! Make sure you print out flyers and posters and stick them up wherever you can (with permission of course!). This means school noticeboards, youth centre windows, newsagent windows and so forth. Make sure you take full advantage of on-line resources such as Facebook. However make sure you do this responsibly, as the internet can be dangerous if used incorrectly. Ask one of our advisors for help.

Activity

- How many DJ's will you have, have you got anyone in mind?
- Will there be a theme to night, maybe fancy dress?
- Choose a good time and date when most people will be free to come.
- Confirm your audience. Who you will be targeting to come, what age group and interests.

Additional activities

You could incorporate other activities into your main event, such as a raffle, charging to play games or a competition to guess the cake weight!

Money

- How much do you have to invest?
- How many expenses can you cut or minimize?
- How many tickets do you expect to sell?
- How many advance tickets could you sell?
- Research what other people have paid in the past when doing similar events?
- What will your profit margin be, and will it be enough?

| | Example A | Example B |
|--|--------------|--------------|
| Number of tickets sold | 150 | 200 |
| Entry fee per person | £5 | £10 |
| Average spent on food and drink per person | £5 | £10 |
| Total Income | £1500 | £4000 |
| Cost of food and drink | £100 | £150 |
| Cost of DJ's | £50 | £100 |
| Cost of renting hall | £30 | £50 |
| Marketing | £50 | £75 |
| Total Cost | £230 | £230 |
| Total Profit | £1270 | £3625 |

As you can see, you can raise a lot of money by organising your own event. But make sure you are fully prepared before investing any money.

SPONSORED EVENTS

Sponsored walks, runs, bike rides and swims, as well as more unusual events ranging from sponsored street cleanups to poetry recitals in a tub of baked beans, can raise money through sponsorship potentially raising all the money you need with just one huge event! They also provide a great chance to get publicity in the local media; which will help other aspects of your fundraising. You can raise a lot of money without a large initial outlay. Tailor the event you are planning to suit your ability and personality. Bear in mind that unusual events often do very well. There are the endurance challenges like walking coast to coast or running a marathon, the fun events like three-legged fancy dress pub crawls and ideas that are just plain mad. Check out our 'A-Z of ideas' for some great suggestions! Do not forget to get the local media involved as this will help you to attract sponsorship, particularly from local companies.

A-Z of ideas:

A

Antiques Fair
Assault course challenge
Auctions
Afternoon Tea Party
Arts/Crafts Stall/Exhibition/
Fair
Arm Wrestling Contest
Athletics Event
Aerobics Lessons

B

Bad Hair Day
Bed Push
Baked Beans Bath
Barbecue
Barn Dance
Balloon race
Bingo
Bring & Buy sale
Bob a job day
Baby-sitting
Bridge Tournament
Black Tie Ball
Bungee Jump
Backgammon Tournament
Battle of the Bands
Book Sale

C

Cabaret
Car Boot Sale
Car Washing
Carol Singing
Coffee Morning
Competitions
Computer Games Marathon
Concert
Curry Night
Cheese & Wine Event
Christmas Cards Sale
Cricket Match
Crazy Golf Competition
Conker Championship
Chess Tournament

D

Dance Marathon
Darts Tournament
Dinner Dance
Disco
Dog Walking
Donkey Derby
Drawing Competition
Duck Race
Dress down Day

E

Eating Baked Beans with a
Cocktail Stick
Easter egg hunt
Egg and Spoon Race
Egg Painting
Egg Eating Competition
Exhibitions

F

Face Painting
Fancy Dress Party
Fancy Dress Sports Day
Fashion Show
Football Tournament
Fun Run
Flower Show

G

Gala Evening
Game Shows based on TV
Quizzes
Garden Party
Golf day
Guess the height/weight/
amount
Go-Karting

Garage Sale
Greyhound Racing Night

H

Halloween Party
Hat day at work or school
Hula Hoop competition
Head Shaving
Hopscotch

I

Ice Skating Show
Ice cream & movie night
Its-a-Knockout

J

Jumble Sale
Jazz night
Jigsaw Puzzle
Juggling competition

K

Karaoke
Kite Flying
Kiss-a-thon
Knobbly Knees Competition

L

Line Dancing
Loud Tie Day
Luncheon
Lego Building
Litter picking

M

Magic Show
Murder Mystery Event
Musical Chairs
Music Quiz
Movie night
Match the Pet night

N

Nature Walking
Name the face
Netball Tournament
New Years Party
Non-Uniform Day

O

Obstacle Course
Odd Job Day
Odd Clothes Day
Oyster Eating Competition
Opera Night

P

Pancake Day
Parachute jump
Pantomime
Pet Show
Photograph Competition
Pie Eating
Pool competition
Poker Night
Play

Q

Quiz Night

R

Record Breaking Attempts
Raffle
Race night
Roller-blading
Rock n Roll Night

S

Second-hand Sale
Spa Sessions
Speed Dating Event
Supermarket Bag Packing
Swim-a-thon

Silent auction
Salsa Evening
Sponsored Events/Activities

T

Talent Competition
Tango Party
Tea Party
Three Legged Races
Treasure Hunt
Tug of War
Themed Party
Trampoline Marathon
Ten Pin Bowling Nights

U

University Challenge
Umbrella dancing

V

Valentines Ball
Variety Show
Village Fete
Volley Ball competition

W

Waxing Competition
Welly Throwing Competition

Wine Tasting Evening
Wheelbarrow racing

X

Xmas Ball
Xmas Pantomime
Xylophone competition
X-Factor Evening
X-Files Night

Y

Yard of Ale Competition
Yoga-thon
Yodelling competition
Yo-Yo competition

Z

Zany Clothes Day
Zoo quiz
Zodiac Reading

- *“I wanted to do something more interesting than a sponsored silence, though I'm sure my friends would have been happy with that! As I was joining a marine project in Tanzania I thought of making my event relevant, so I contacted the local aquarium and arranged to swim with the sharks. It was really exciting and it paid off as I raised £500.”*
- *Andrea, who joined the Tanzania Marine Research Programme, persuaded people to give her money for eating oysters. Thinking she'd only manage four or five in the time limit, people generously sponsored her £1 per oyster. She actually managed to gulp down 29, raising £690!*
- *Tamsin dressed up as a clown and spent one Saturday flicking a tiddlywink the length of Bristol High Street. She raised £200 from sponsorship and another £230 by friends rattling tins on the day.*
- *Helen, who took part in the first Frontier Project to Cambodia, raised £300 by abseiling down her college tower.*
- *Sharon and Chris, who went on a marine project to Madagascar, made £1,350 in sponsorship by diving in a shark tank in Brighton and Blackpool.*
- *Zute from the Cambodia Rainforest Research Programme cart-wheeled the length of Winchester High Street dressed as a giant Muntjac.*
- *Andy from Oxford raised sponsorship by spending a day being pushed around town in a bath of custard.*
- *Frances and Becky dressed as mermaids and swam between the two piers in Brighton.*
- *Andrew of the Tanzania Savanna Research Programme prepared for project cuisine by eating ten stomach turning meals –including a dish of fried worms and custard. His tasty diet got him into the papers as well as on Radio 5.*

DESIGNING A FUND RAISING LEAFLET

Raising awareness is key to ensuring a successful fundraising event or activity. You could organise the most amazing event in the world, but if no one knows about it you won't get very far! A well-designed leaflet is a perfect way to introduce your efforts and your cause, gathering interest from potential participants as well as donors.

Your leaflet must include;

- Your contact details
- A short introduction to yourself and your activities/events.
- Some information on why you are interested in doing this particular project, your motivations, career interests or personal beliefs.
- Some details on the actual project you are participating in and some background information on the company you are going with; Frontier.

Your leaflet should have;

- A front cover, with an inspiring photo/picture and a catchy title.
- Page 2: a short paragraph about yourself along your photo and motivation details.
- Page 3: Information about the project and how useful the project is to its recipients.
- Back Page: Information on Frontier, our background, current work and credibility as a provider of conservation, humanitarian and teaching projects all around the world. Don't forget to include your contact details here.

Once you have made your leaflet, make sure you send it to as many people as you can. Make a list of all the organisations and companies that may express an interest in your work, and possible sponsor or donate money and/or resources to your cause.

Put up your leaflet in you local shop, café or library. Be sure to ask beforehand if it's okay. Try to find places which have a link to your project, for example if you are working on a project in India, try to put up your leaflet in as many local Indian restaurants as possible.

See below a leaflet made by a previous volunteer.

**Africa
Rescue
Research**

Oliver Brown
I have recently graduated from the University of Sheffield with a BSc in Artificial Intelligence. I am fascinated by the beauty and variety of the natural world, and the problem of sustaining it. My reason for wanting to contribute to the Frontier project is that it will give me the opportunity not only to help the suffering environment, but also to help other people better understand the natural world around them. The more we know about an area and its ecosystem, the more we can do to help it survive.

Abi Hackett
I am a graduate with a first-class BA degree in Archaeology and Prehistory from the University of Sheffield. I love working outdoors, and whilst studying archaeology I have helped to excavate a great many sites from Cyprus to the Outer Hebrides. I have the experience to cope with the tough living conditions on the Frontier project and know I will be able to make a real difference to the research program in Tanzania. I am inspired by the natural world, and believe that the best way to fight the environmental degradation which is taking place all around us is to contribute in a practical way, to projects like Frontier.

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HOW YOU CAN GIVE YOUR SUPPORT
Cheques (payable to *O. L. Brown*) or postal orders for any amount would be most gratefully received. They should be sent to our contact address at the top of this page. Please indicate if you need a receipt. Alternatively, we need equipment and supplies – please call, e-mail, or write for details.
We are grateful to Oblong of Wetherby and Kall Kwik of Sheffield for designing and printing this leaflet free-of-charge as their contribution to the project.
Printed by Kall Kwik, 76 Division Street, Sheffield S1 4GF
Phone: 0114 270 1582

**Tanzania
Savanna**



TANZANIA – THE CRADLE OF MANKIND

Tanzania lies on the eastern coast of Africa encompassing the Continent's highest peak, Mount Kilimanjaro, and its largest lake, Lake Victoria. This area was the cradle for the development of the first humanlike species in the world three million years ago, and today it continues to be one of the richest and most diverse habitats on earth. From the sweeping savanna plains to the mountains and forests – elephants, lions, and wildebeest can all be found.

WHAT IS THE PROBLEM?

The ecosystem of Tanzania is very fragile. Many species are facing extinction due to poaching and loss of their habitat to agricultural land, soil erosion, and pressure from immigrating human populations.

In order to preserve the rapidly disappearing natural habitats, we desperately need more detailed information about the environment. Once we have better understanding of Tanzania's mysterious ecosystem, a long-term management strategy can be set up to preserve this beautiful part of the world for the future.

WHAT IS THE SOLUTION?

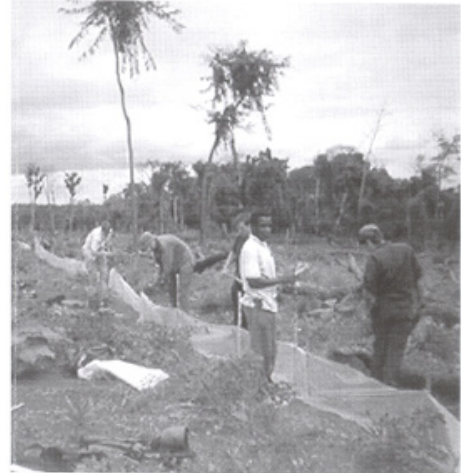
Frontier is a registered, non-profit-making organisation (reg. no. 2374609) which has been working in Africa and the Far East since 1989. The research projects carried out by Frontier have been indispensable to the governments of these countries, and have led to important scientific papers being published in journals including *Oryx*, *Ambio*, and *Biological Conservation*, as well as major workshops and international conferences.

In October 2003, with other volunteers, we will be joining the Frontier conservation team in Tanzania, where they have been working for the last four years alongside the Local Authority and University collecting the information we need to be able to stop this environmental degradation. We will be collecting flora and fauna samples in order to build up a picture of the biodiversity of the area, and also examining the way natural resources are used by the local community. Once the governments have this vital information they will be able to plan to preserve these unique environments.

HOW CAN YOU HELP?

In order to be able to contribute to this vital work we need jointly to raise £7000 to cover project costs, travel, and living expenses. Frontier projects are funded entirely by volunteers and research scientists.

We are attempting to raise these funds as individuals, and your contribution will go directly towards the work which is needed to make a difference.



LETTER WRITING

"I wrote to about 50 different organisations, I was really careful to contact the right person, and chased them all up after about a week. I did get some rejections, but luckily I was prepared for that. It was all worth it when I had two whopping donations of £500 each land in my bank account!"

There are loads of companies, charitable trusts, grant-giving bodies, and local organisations who can give you money. However try not to approach people or organisations that are already swamped with requests, think laterally. Here are a few things to bear in mind when you are writing:

- Always write to a named person and make sure you spell their name correctly. If you are not sure who to approach, phone and ask.
- Your letter should be lively and interesting, clear and succinct. And always sign each letter individually (no photocopied signatures).
- You may be producing a leaflet or brochure for your other fundraising events. If so enclose a copy. And don't forget to mention your other fundraising activities as this will show you are making a real effort and not relying on hand-outs. Feel free to download pictures from our website.
- Be specific about what you are asking for, i.e. a specific amount of money, or resource. Don't just ask for general support. The bigger the organisation/company, the more you can ask for!
- Make sure you include a deadline for when you need the donation, otherwise the process could drag on for months.
- Stress the importance of the environmental work that you will be carrying out with Frontier. Explain that the project is definitely not an adventure holiday, but a long term, collaborative research and conservation programme. Make it clear that you are not simply being sold a placement by a marketing agency, and thus the money is guaranteed to go to the field, not towards a marketing fee. Mention that important scientific papers have been published in international journals such as *Biological Conservation*, *Ambio* and *Oryx*. Also mention that our research is used at major workshops and international symposiums and conferences. If you need any more background information, we can give you loads more to rave about.

Remember that it is our ethical and environmental credentials that make Frontier different from other gap year providers and adventure travel companies. Frontier pioneered ethical eco-volunteering and Frontier is non-profit. This should give you the edge.

- Mention you will be following up the letter with a call, and do call! Often a voice or even a face added to a name can really make a difference. Always reply to any positive responses. Some of these contacts could perhaps turn out to be prospective employers if you impress them now.
- Have you got something to offer? You could provide some photos on your return to be used in an in-house magazine, or get a mention of generous support in an article about your project in your local paper or in a radio interview. This way you can convince companies that any sponsorship will be of mutual benefit. Maybe you could wear a T-shirt with their company logo during a photo shoot for the local paper, giving the company beneficial advertising.
- Companies can be more willing to give away products rather than cash. If you can persuade companies or local businesses to donate some goods, you could hold a raffle giving them as prizes. You may also be able to save money by getting some of the kit you will need for the project at a discount or even for free.

LETTER AESTHETICS

When writing Letters to companies, charities or Trusts, aesthetics is key to success. Your letter should be easy to read, succinct and relevant. Try to keep to one page only, attaching any additional information separately. Since Frontier is a non-profit conservation and development NGO, think about using recycled paper. Try to avoid using 'Dear Sir/Madam' as this is impersonal and increases the likelihood of the recipient throwing it away before reading it. Phone up beforehand to find out the name of the relevant person. It might even be a good idea to handwrite the letter to show personal attention. However make sure your handwriting is very neat and easy to read! Avoid email requests as these are often mistaken for spam and ignored.

LETTERS TO COMPANIES

Large companies and chain stores get hundreds of requests for money every week, and are often too large to consider requests from individuals unless you have a good contact. The best results seem to be from local firms, make the most of any connections you have with a company. You may have worked for them or have a relative who works for them, you may have spent a substantial amount of money on one of their products recently or perhaps you just live near their head office. Always try to make the most of any contacts you have, however tenuous.

LETTERS TO TRUSTS

There are hundreds of charitable trusts that exist solely to give money to worthwhile causes. Finding out about them and applying to them can involve time-consuming research and paperwork. So make sure you apply for relevant grants: if it stipulates you must be a granny, with green hair, going to Antarctica, you're unlikely to be successful! It is always worth a phone call to make sure that the trust you are applying to will consider requests from people in your situation. Frontier can always supply an official letter to help your cause.

Most libraries have *The Directory of Grant Making Trusts*, which lists the grant-giving organisations in the UK. Look through carefully as many of the trusts listed do not give money to individuals. If you want to make a group application, contact us and we can put you in touch with other people currently fundraising for Frontier. For smaller local trusts, try looking in your local reference library. Try and get the librarian interested in what you are doing and he or she may help with your research. Many areas will have a local guide such as 'The London Grants Guide'. You can buy books on fundraising from trusts and companies, but libraries often have these resources for free.

When applying to trusts, it is usually best to approach those with which you have some connection, such as your old school or university, local authorities, churches, Lions, Rotary and Round Table clubs, although this is not always the case. Rotary Clubs have branches all over the world and welcome all applications. It is important to remember when you apply to your old school or university that if your project is related to your studies, you will have a better chance of getting a donation. For information on the Lions, Rotary, or Round Table Clubs, contact the head of office of each organisation for details on how to apply. You can find all their details by using a simple internet search.

Sample letter to a company/trust:

Your address:
(include a mobile number and email address
as many companies won't have time to write back)
Company/Trust address Date

Dear

I am writing to find out if you would be interested in supporting my participation on a conservation research programme in

I have been selected as a Research Assistant on the FrontierProgramme fromto

This programme aims to collect important scientific data on the ecology of different game reserves / national parks / forest reserves, and ultimately produce management plans and develop conservation areas for threatened habitats. Frontier conservation programmes are dedicated to the conservation of valuable and threatened wildlife and habitats. Frontier works by initiating and implementing biological, social and economic research programmes in tropical countries. Programmes are developed and operated in partnership with host country institutions and provide important training opportunities for host country students, resource managers and technical of officers. If your company/trust could support this programme by funding me in some way, I would be very grateful. In return I would be delighted to provide you with a report of my activities inand, if appropriate, provide photos and an article for your in-house magazine. I enclose further details about myself and the programmes. I look forward to receiving your response.

Yours sincerely,
-Signature-
Full Name

CONTACTING THE MEDIA

The more people hear about you and your project the more sponsorship you can attract, particularly from local companies; and the best way to get publicity is through your local newspapers and radio. In order to gain maximum benefit from your media coverage, you need to have a clearly thought-out, well-planned media strategy. Before starting, work out what you want to say and to whom, as well as how to make your case as interesting as possible. Local papers are often full of boring, everyday items like council meetings and the latest on road legislation; but what you are proposing to do is exciting, glamorous, and different. If presented well – it can really enhance your profile for any fundraising you may be doing, whether door-to-door sales, applications to companies, or sponsored events.

When contacting papers or radio stations it is important to be clear about what you are doing, and to sound friendly and extremely enthusiastic. Ask to be put through to someone on the editorial team or news desk.

When you get to speak to a journalist give them a brief outline of your project; emphasise the local angle (where you or your parents live, study, went to school), and highlight the environmental, ethical and humanitarian importance of the programme. Hopefully the adventurous and exciting nature of the work you will be carrying out will be a welcome change from the dreaded 'cat up tree' stories that can feature in local papers. Follow up the phone call with an email and your leaflet giving more details, make sure you include a brief description of Frontier and an outline of the aims of the programme. Despite what you may have heard about journalists, most of them are just looking for a good story, and YOU can give it to them!

Think about the kind of coverage you are after:

Feature

This is essentially a story about you. Write a short outline of your story or idea and send it to your contact, and follow up with an email or phone call. Be available for interview, prepare for likely questions and get back to them with answers to questions you didn't know. Remember to tie in the feature with any sponsorship applications you are making to local firms: a well placed T-shirt or cap in any articles can be worth its weight in gold for many local businesses. You may not receive donations directly from a story like this, but if in your photo you wear a local dive store's kit, they may give you a discount. Make sure the article states that you are looking for sponsorship and gives a contact email, address and telephone number.

News

Any event you are organising in your community can constitute as news for local papers or radio. Ideas like sponsored clean-ups, art exhibitions, or theatre or music productions are often of interest. Send a press release and a covering letter well before the event. Keep your press release brief; avoid jargon and puns. Remember to cover the 5 W's – **Who**, **What**, **When**, **Where**, and **Why** – in the first paragraph. Present your press release clearly; use double spacing and a striking headline, to attract the reader's interest.

Photos are very effective. A sponsored event offers an ideal photo opportunity, but you could also appear in your diving gear, or ready for the rainforest with your backpack and walking boots on. Wear a Frontier T-shirt to add authenticity. Make sure any journalists that you contact are aware of any interesting photo opportunities well in advance so you can get as much coverage as possible. If other photos are required, contact us. We can provide you with photos of our past projects to illustrate the work you will be doing.

Radio

As mentioned, use of Radio can be a great addition to your media strategy. However, when approaching radio stations, you must have a basic understanding of their schedule and how your story must be relevant to each slot. In order to be successful you must sell your story with the right angle in order to have success. You will need to tweak press release to be as relevant as possible to the radio station.

Be prepared to go in for an interview or give a phone interview beforehand. It is good practice to write down all the possible questions you will be asked along with answers. This can help if you are nervous on the day, but also ensure that you have plenty to say, as time is very much of the essence during a radio broadcast. Make sure to include plenty of facts and figures as this can greatly strengthen your argument.

MOST IMPORTANTLY!

Last but not least, the most important piece of advice we can offer is **BE PROFESSIONAL!** Maintain a smart and professional image throughout your endeavours. Always be polite and friendly on the phone or face-to-face, especially when dealing with people or companies you do not know.

Once you've booked your project, be sure to use our logos and images to maintain a serious and professional image. If your email address is something like coolkitten@hotmail.com, open up a new account with something more professional such as Jane.smith@hotmail.com.

LEGALITIES

You need a license from your local authority to collect funds on the street, in any public place, or house-to-house. It is illegal to collect funds in this way without a license. Most local authorities publish information about getting a licence on their websites. If collecting on private property, such as in a pub or supermarket, permission needs to be given by the owner or manager.

All collectors must be aged 16 or over. There are very strict and complex laws relating to raffles and lotteries, and fundraisers MUST consult The Institute of Fundraising laws (www.institute-of-fundraising.org.uk) before organising a raffle or lottery.

Food and drink

If food is to be sold at a fundraising event, food safety laws must be complied with. You can obtain guidelines on these from your local environmental health department, and from www.food.gov.uk/safereating. A license is needed to sell alcohol at an event unless the venue already has a license. To obtain a temporary license, contact the Licensing Justice at your local Magistrates Court at least one month before the event.

Insurance

If you organise an event/activity that involves the public in any way, you will need to ensure that you have Public Liability Insurance. This can be purchased from a variety of insurance companies. However, check with the owners of your venue, as it may be covered already.

CONCLUSION

Keep going...!

Do not stop with the local papers. If you are working you could try the trade press, or your company's 'in-house' magazine. If you are a student you could approach local newspapers in the town where you are studying as well as in your home town, and do not forget your student union magazine or newspaper. Once you have put together your press release/photos/letters you should maximise their use by sending them to as many newspapers, magazines and radio stations as possible. If you are organising a particularly unusual event, contact the news team at your local TV station; they may be interested in featuring you in that light-hearted slot at the end of the news.

Before departure you will be given a free Frontier T-shirt to wear while travelling, in the field, or for meeting officials in the host country. However, if you wish to add style and credibility to your fundraising, we can send your T-shirt earlier. Simply contact the Volunteer coordinator with your name, address, and Project Code.

Hopefully, by now you will have some idea of how to plan your fundraising. It is vital that you do not rely on just one approach. Using several options will make the most of your time and particular personal skills.

Start early, begin planning now! And get your friends and relatives involved in your plans.

Get in touch with your local papers and radio station to get them to publicise your aim, feature your sponsored stunt or advertise any events you are organising. You can approach local companies to see if they are willing to donate any products too. Present yourself well; be clear about what you are doing with Frontier and why; write letters and fill in application forms carefully; always be enthusiastic, polite and friendly. Think about designing an eye-catching leaflet.

Be positive and be prepared for the rejections, unfortunately they are part and parcel of fundraising. You could even turn them into a money-making scheme; get people to sponsor you for each rejection!

Do not be afraid to contact us if you need more information to help in preparing press releases or other promotional material. We are happy to help.

Finally, let us know how you are getting on. If you have had great success with a particular fundraising method; if you have any original ideas or tips; if you have produced a good brochure; or perhaps have photos of yourself at a sponsored event -share them with us so we can pass them on to future volunteers.

And finally, **GOOD LUCK!!!**

USEFUL PUBLICATIONS AND WEBSITES

Websites:

- www.fundraising.co.uk
- www.fund-online.com – Online Fundraising Centre
- www.fund-raising.com – Lots of useful resources on fundraising
- www.fundraisingdirectory.com
- www.trustfunding.org.uk - Information on trusts which make Grants
- www.institute-of-fundraising.org.uk – Rules and regulations of fundraising
- www.funderfinder.org.uk
- www.hse.gov.uk – Government Health and Safety Advice
- www.tradingstandards.gov.uk – Trading standards advice
- <http://www.direct.gov.uk/en/DI1/Directories/Localcouncils/index.htm> - Find your local council
- www.food.gov.uk/safereating - Government information on providing safety and hygiene
- <http://www.lifelonglearning.co.uk> - Career Development Loans

Publications:

- **Fundraising for Dummies** by Katherine Murray
- **The Complete Fundraising Handbook** by Nina Botting
- **Tried and Tested Ideas: for Local Fundraising Events** by Sarah Passingham
- **The Complete Guide to Fundraising** by P.F. Sterrett
- **The Complete Fundraising Handbook** by Nina Botting
- **Successful Fund Raising: A Complete Handbook for Volunteers and Professionals** by Joan Flanagan