

AMOS TRUST FUNDRAISING PACK





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THANK YOU FOR FUNDRAISING FOR AMOS TRUST

ABOUT THIS PACK

We've produced this fundraising pack to help and support you with your fundraising efforts. We hope you find it useful. If you need any help, simply email katie@amostrust.org

FRONT COVER

Bake Off: Pudding clubs and bake sales — make your fundraiser taste sweet.

WE DO HOPE



**AMOS ROAD CLUB
NOT WIND, NOR RAIN CAN STOP THEM...
APPARENTLY.**



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“RUNNING THE LONDON MARATHON WAS ONE OF THE BEST DAYS OF MY LIFE. TRAINING FOR A MARATHON IS TOUGH, BUT HAVING FOLKS SPONSOR YOU DOES MAKE YOU PUT ON YOUR TRAINERS AND GET OUT THERE — LEFT FOOT, RIGHT FOOT: THE BODY WILL FOLLOW. I LOVED EVERY SECOND AND AMOS WAS A HUGE SUPPORT.”

**TARA WIGLEY WHO RAISED £5,000
FOR OUR WORK IN PALESTINE**

WE DO HOPE

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[AMOS TRUST.ORG/SUPPORT-US](https://amostrust.org/support-us)



AMOS TRUST

FUNDRAISING PACK

ABOUT AMOS TRUST

At the core of Amos Trust's work are the individuals who support us. For over 30 years our work has been made possible by you. Large or small, your donation and fundraising efforts make a real difference.

Our partners in PALESTINE, SOUTH AFRICA, NICARAGUA, BURUNDI, INDIA, TANZANIA and beyond, are developing creative and effective local solutions to global issues of injustice.

We believe that another world is possible, a world where justice flows, the silenced are heard and no one is forgotten. We work to challenge injustice, restore rights and create hope. Collaboration is at the heart of everything we do.

To read more about our partners, please visit our website at amostrust.org



AMOS TRUST

FUNDRAISING PACK

EVENT IDEAS

Your event can be big or small, as simple or as complicated as you want to make it. The important thing is to do something you enjoy and feel excited about — here are some starters.

DO SOMETHING TASTY

Host a meal: you may want to theme this to link with the region you are talking about. For example, a Diwali Dinner for [Karunalaya](#), or a Palestinian meal to raise funds for [Al Ahli Hospital](#) in Gaza.

DO SOMETHING FUN

Hold a quiz, a cocktail or wine tasting evening, an auction, a bingo night, a party or cabaret.

DO SOMETHING AT WORK

Have a dress-down day — or maybe even a dress-up day! Or what about a Bake-Off for [New Generation Burundi](#)?



AMOS TRUST

FUNDRAISING PACK

DO SOMETHING ACTIVE

Join in an event that is already happening — a local fun run, half marathon, bungee jump, or swim etc. You can often pay to enter and then raise funds for a charity of your choice. See what is happening in your area and encourage others to join you.

Maybe you are climbing Kilimanjaro, cycling with Amos Road Club, or taking a walking holiday? You could use these challenges to talk about climate justice whilst getting sponsored.

Take a look at our diary page at amostrust.org/diary to see if we are holding an event that you could get involved in as part of your own fundraising efforts — for example, the Royal Parks Half Marathon or even the London Marathon.

DO SOMETHING ENTERTAINING

Organise a concert or talent show, host a film night and charge for popcorn and refreshments and spend a few minutes talking about Amos Trust or show one of our short films before or after the main film.



AMOS TRUST

FUNDRAISING PACK

DO SOMETHING IN CHURCH

You might want to hold a service using Amos Trust resources which katie@amostrust.org can supply? We may also be able to provide a speaker for your event.

DO SOMETHING WITH FRIENDS

Get your friends and family involved with your event; promotion, catering, setting up etc — that way you will have much more fun.

DON'T REINVENT THE WHEEL

If your university, church, school or workplace already hold a discussion group, film or quiz night, coffee morning, harvest supper or Christmas concert, ask if they could hold one for Amos or give you a slot at their event to talk about the issues.



AMOS TRUST

FUNDRAISING PACK

“I PREPARED A PALESTINIAN MEAL AND INVITED A MIX OF FRIENDS, SOME OF WHOM HADN’T HEARD ME SPEAK OF PALESTINE BEFORE. THEY LOVED THE PALESTINIAN FOOD AND FOCUS – IT GAVE PURPOSE TO A VERY ENJOYABLE EVENING AND RAISED OVER £200!”

MARGARET FILER WHO RAISED MONEY FOR WOMEN 4 WOMEN

WE DO HOPE

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AMOS TRUST

FUNDRAISING PACK

ORGANISING YOUR FUNDRAISING EVENT

PLANNING

Whatever event you're planning — a film night, a party, a sponsored event, a coffee morning, an event in church or at work, a bungee jump, a quiz or a talent show — planning well in advance is key.

Set the date, time, venue and a target to aim for e.g. getting two new committed givers, a fundraising target, people attending, people signing up to the Amos newsletter etc.

PROMOTION

Publicise your event as early as possible. A 'Save The Date' email can give breathing space as you plan publicity.

Use every means possible: posters, newsletters, Facebook, Twitter, Instagram and the local press. We can supply you with images, logos and help with text — just contact katie@amostrust.org



AMOS TRUST

FUNDRAISING PACK

RESOURCES

We can send you resources about our campaigns and our partners' work as well as gift aid envelopes — [just email us for more details](#).

MAKING YOUR MONEY GO FURTHER

Remember to ask your supporters to Gift Aid donations (if they are UK tax payers), by completing their details on the Amos Trust Gift Aid envelopes and we can claim 25p Gift Aid from the government for every £1 donated.

IF YOU ARE ORGANISING A PUBLIC EVENT

Please remember you are personally responsible for ensuring that your event is run safely, organising any necessary public event licences and insurance, and ensuring that you meet the health and safety requirements of your venue.



AMOS TRUST

FUNDRAISING PACK

SPONSORSHIP

TARGETS

Set a sponsorship target and create a fundraising plan. Be ambitious. Think about how you are going to achieve your target — purely through sponsorship or also an event? [See some event ideas on page 7.](#)

GO ONLINE

If you have not already done so, set up your JustGiving fundraising page and/or a Facebook fundraiser. [See page 21](#) for the relevant web pages with links on how to do this and why it's a good idea.

MATCH FUNDING

If you work for a large organisation, it's worth asking if they offer match funding, or any other support for fundraising activities by employees.

KEEP AT IT

Raising a large amount of money through sponsorship won't happen overnight — persistence will pay off. Keep reminding your family, friends and colleagues about what you are doing; the more passionate you are, the more they'll be interested.



AMOS TRUST

FUNDRAISING PACK

LOCAL MEDIA

Approach the local media to tell them what you're up to. Local papers and radio stations will be interested in human-interest pieces. This doesn't necessarily equate to more donations, but you may well grab the attention of someone who can help, or attract support you weren't expecting.

STICK WITH TRADITION

Don't forget traditional resources — it's amazing what people will stop and look at. Use community resources to tell people what you're doing... a notice in your local shop or church newsletter.

Use the sponsorship form at the end of this pack, or maybe even a collection pot in your local shop or at work.

GO THE EXTRA MILE

Give people more for their money — promise to do something extra if you reach a certain amount with your fundraising; wear a wig or fancy-dress to run in or to shave off your beard.



AMOS TRUST

FUNDRAISING PACK

LESS IS MORE

Asking lots of people for small donations will be more effective than asking a few for a lot. For example, asking management if your 1,000-employee office complex can have a dress-down Friday for £1 per-person will raise more than a round-robin email request.

GET SOCIAL

Before your sponsored event — get on social media. Take your friends and family along for the journey — let them feel the highs and lows. Get them excited!

Training going well? TWEET IT.

Fundraising going well? FACEBOOK IT.

Received your Amos running top? INSTAGRAM IT.

Make potential sponsors feel part of the journey, and if you include your fundraising link on your posts, you're much more likely to get donations.



AMOS TRUST

FUNDRAISING PACK

STAY IN TOUCH

During the event — it's all about keeping people informed. Nominate a friend to lead on this whilst you're busy taking part. Let people know how you are getting on by text, email, a Facebook post etc. Ask someone to share these if that works best. Keep linking to the fundraising page where possible.

SAY THANK YOU

After you have run, climbed, cycled etc, don't forget to thank your family, friends and colleagues for all of their support and let them know how the event went. Share photos and let them know how much you raised and that their sponsorship makes a real difference.



AMOS TRUST

FUNDRAISING PACK

“CLIMBING KILIMANJARO HAD BEEN ON MY BUCKET LIST FOR A LONG TIME. THE CLIMB WAS A GREAT EXPERIENCE AND ASKING FOR SPONSORSHIP GAVE THE OPPORTUNITY TO TALK ABOUT AMOS. THE TEAM THERE WERE REALLY ENCOURAGING AND HELPED WITH FUNDRAISING. I FELT THAT MY EFFORTS WERE APPRECIATED AND THAT THE MONEY DONATED WOULD MAKE A REAL DIFFERENCE.”

NEIL IRVINE WHO RAISED £1,500
FOR CHEKA SANA IN TANZANIA

WE DO HOPE



AMOS TRUST

FUNDRAISING PACK

FREQUENTLY ASKED QUESTIONS

Here are some tips for dealing with the donations that your supporters will want to give you. We've laid these out in the form of the questions we most frequently get asked by our fundraisers. Do get in touch if you have any questions that aren't covered.

WHY SHOULD I SET UP A JUSTGIVING PAGE FOR MY FUNDRAISING?

- It helps you and us to easily keep track of your fundraising total.
- You can personalise your 'ask' to your supporters.
- You can link your fundraising page to a campaign and/or event we have created in the Amos Trust area of JustGiving, giving you access to the information and pictures we have already uploaded.
- Your donors can be sure that the funds they give will be allocated to your fundraising total and the area of our work you are fundraising for.



AMOS TRUST

FUNDRAISING PACK

- JustGiving has recently stopped charges meaning all funds raised are passed on to charities like us.
- JustGiving make a weekly payment to Amos Trust so your fundraising reaches us quickly and securely. JustGiving claim the Gift Aid due on donations on our behalf.
- Our database is linked to Justgiving, reducing the amount of manual processing we have to do.

Visit [JustGiving](#) to see how to set up your own page.

WHAT ABOUT LINKING TO SOCIAL MEDIA?

You can link your JustGiving page to Facebook and other social media and/or set up a fundraising page on your Facebook timeline.

Read about how to [link your JustGiving page to your social media accounts here](#) and [here about how to set up a Facebook fundraiser](#).



AMOS TRUST

FUNDRAISING PACK

I'M ORGANISING AN EVENT — HOW IS IT BEST TO COLLECT DONATIONS?

- It always works best to help people make donations while they are at an event rather than relying on people to remember to do it afterwards.
- If your event venue has internet access or you can use a device with 3G or 4G, ask people to donate directly to your JustGiving page or Facebook fundraiser page using their credit or debit cards.
- We still accept cheques — these should be payable to 'AMOS TRUST'.
- Ask donors to fill out a Gift Aid envelope if they are a UK taxpayer. Make sure they include all of the details requested in the Gift Aid declaration or we can't claim the Gift Aid.
- Put the cheque inside the Gift Aid envelope and send them to the Amos Trust office. Our address is: St Clement's, 1 St Clement's Court, London EC4N 7HB
- Send an email to katie@amostrust.org telling us what to expect in the post and what the funds are for.



AMOS TRUST

FUNDRAISING PACK

WHAT IF PEOPLE GIVE ME CASH?

- Ask them to put the cash in a Gift Aid envelope, write the donation amount on the envelope in the space provided and fill out the Gift Aid declaration if they are a UK taxpayer.
- Make sure they include all of the details requested on the Gift Aid declaration or we can't claim it.
- Empty the envelopes of cash after the event, making sure each envelope has the donation amount written on it and it is correct.
- Count the cash and either send us a personal cheque or make a payment into our bank account ([please see page 26](#)) for the total cash you have raised. PLEASE DON'T SEND CASH IN THE POST.
- Send us the empty envelopes so we can claim the Gift Aid.
- Send an email to katie@amostrust.org telling us what to expect in the post and what the funds are for.



AMOS TRUST

FUNDRAISING PACK

I'M ASKING PEOPLE TO SIGN UP TO BECOME REGULAR GIVERS — HOW DO I DO THIS?

- If you have internet access, get people to sign up for regular giving [via the Amos Trust website](#).
- Find the relevant page on our website for the campaign or partner you want people to support regularly — do this before your event so you can easily find it when you are with your supporters.
- Ask people to click 'make a regular donation' and fill in the form that is generated.
- If you don't have internet access, [you will find a blank standing order form here](#). Download and print some off before your event.
- Ask people to fill them in fully and add the area of our work they want the funds to support.
- Post the completed forms to the Amos Trust office.
- Send an email to katie@amostrust.org telling us what to expect in the post.



AMOS TRUST

FUNDRAISING PACK

I WANT TO GIVE PEOPLE THE CHANCE TO SIGN UP FOR AMOS TRUST EMAILS — HOW CAN I DO THIS?

- If you have internet access, simply visit amostrust.org/sign-up and ask your supporters to fill in the relevant form(s).
- Ask us to send you some Amos 'Stay in touch' postcards for your supporters to complete.
- Once they are filled in, post them back to the Amos office.
- Send an email to katie@amostrust.org telling us what to expect in the post.
- Our Gift Aid envelopes have a small section for your supporters to tell us their contact preferences.

I NEED AN 'OLD FASHIONED' SPONSORSHIP FORM — DO YOU HAVE ONE I CAN USE?

Yes we do, [you can find it on page 27](#) of this pack. [Please see page 22](#) for how to deal with cash and cheques.



AMOS TRUST

FUNDRAISING PACK

“WE DECIDED TO ORGANISE A REGULAR GIN & NIBBLES EVENING FOR AMOS’ WORK IN GAZA. WE ALTERNATE BETWEEN OUR TWO HOMES AND ASK FOR A DONATION TOWARDS THE REFRESHMENTS, WITH PROFITS GOING TO AMOS TRUST.”

CAROLINE BONE AND SARAH ROSE WHO
RAISED MONEY FOR WOMEN 4 WOMEN

WE DO HOPE



AMOS ROAD CLUB
SOMETIMES, SOLIDARITY BEGINS ON A BIKE

WE DO HOPE

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