



Fundraising Guidance for participants

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1 Introduction

The information in this guide has been collated from Project Africa participants and various sources of fundraising information and guidance online. To raise the funding required for the trip, participants will need to use a variety of fundraising methods – working independently and with others to achieve their target. Alongside this guide the Project Africa team have collated a compendium of fundraising ideas which can be found on the Project Africa website. [Malawi 2024 – Berkshire Scouts](#)

Fundraising is an important part of the Project Africa experience and even if you have the means to meet the full cost of the trip we would encourage you to actively participate in fundraising activities. You will develop skills for life by doing this.

Raising money will require dedication, creativity, and perseverance. Stay focused on your goals, adapt to challenges, and keep the excitement alive throughout your fundraising campaign. We think it will be a lot of fun!

This guide will be updated with new information and tips over time. If you have a great fundraising idea, you would like to share, then please contact the Project Africa Team africa2024@berkshirescouts.org.uk and we'll add it to the compendium of fundraising ideas on the website.

2 General guidance and tips

Whatever you are doing to raise funds, we think you'll find the following tips to be helpful in maximising the effectiveness of any fundraising activity.

1. Have a story – this is perhaps the most important tip. You need to be able to explain to people your story, why you are going to Malawi, what you will be doing whilst there and what you hope to accomplish. You should make this personal, engaging and authentic. Whether you are apprehensive or excited about the expedition (or both) include this in your story. Use information that is already available on the website to help.
2. Use photos to help show what the project is to get your story across – Project Africa already has photos from previous expeditions and more are available from the reconnaissance trip.
3. Use card readers if you are collecting donations or payments – a lot of people don't carry cash anymore and experience has shown that using a card reader can increase takings by as much as a third. Contact your Group Treasurer to enquire about card readers, many Groups already have them and may be willing to let you borrow them.

4. Wear your necker/polo shirt/uniform when fundraising – Scouting is a worldwide movement and instantly recognisable to most. The uniform, in particular the Scout necker, provides immediate legitimacy to your fundraising activity.
5. Follow the Scout Law in your fundraising endeavours – it goes without saying that for many fundraising activities you will be interacting with members of the public. Following the Scout Law will ensure you make a good impression.
6. Try to minimise upfront costs – seek donations or sponsorship from local businesses or contacts for the resources you need for your fundraising activity, eg: if you are doing a BBQ see if a local supermarket will donate some of the food.
7. Think carefully about perishable items when selling – you don't want to spend money on produce that spoils and delivers no revenue.
8. Working in teams will be more effective and fun – lots of the fundraising ideas will work well individually or in teams. Working in teams can be a lot of fun and supporting each other will help everyone to reach their target.
9. Tackle it in stages – you don't need to raise all the money in one go. Why not break your funding target down into intermediate goals, eg: focus on raising the money for the next staged payment and so on.
10. Utilise multiple fundraising strategies – don't rely on a single fundraising method. Explore a combination of approaches.
11. Engage your local community – organise events and activities that involve your local community, such as charity walks, car washes, bake sales, or talent shows. Partner with local businesses, schools, or organizations to maximise your reach and impact.
12. Involve your Scout Group and District – encourage active involvement from your Scout Group, including other sections within your Group. Many Scout Groups will be happy to give donations in return for you running some sectional activities. Get them excited about your adventure, encourage them to complete the Project Africa Challenge Badge [Global Awareness Programme – Berkshire Scouts](#)
13. Maintain transparency and accountability – keep accurate records of all funds raised and expenses incurred. Regularly update your donors and supporters on the progress of your fundraising journey.
14. For further information check out The Scout Association fundraising guidance page [Fundraising Support | Scouts](#)

3 Getting Started

This section is a good place to start your fundraising journey and should be useful to all participants.

3.1 Setting up a funding page on a website

A good entry point for fundraising is simply to ask people in your, and your family's, social network to provide a small donation towards your trip. This method can be really effective. You may be surprised just how generous people can be even if you don't know them directly!

As a starting point you should consider setting up a funding page on a well-known fundraising website. We suggest [GoFundMe](#) or [JustGiving](#). This will enable you to tell your story, easily accept donations and track your progress against your target.

Here's some specific guidance when setting up your funding page:

1. Clearly define your purpose – clearly explain the purpose of the expedition and why it is important for the Scouts to go to Malawi. Highlight the educational, cultural, and personal growth opportunities it offers. You can find some general wording that you can use for this on the Project Africa website, but feel free to adapt it.
2. Set a realistic fundraising goal – the Project Africa team will advise on the estimated costs for the expedition (£3,750). Set a reasonable fundraising goal that covers these expenses and provides a buffer for unexpected costs.
3. Create a compelling story – share a personal and heartfelt story about your involvement with the Scouts, your passion for the expedition, and the impact you hope to make in Malawi. Connect emotionally with potential donors to inspire their support.
4. Use engaging visuals – include high-quality photos and videos that showcase the Scouts' previous activities, their preparation for the expedition, and the potential impact they can have in Malawi. Visuals help bring your story to life and make it more engaging for donors. The Project Africa team have some images that you can use to bring your story to life, check the Project Africa website for these.
5. Offer different donation levels – create different donation tiers that correspond to specific expenses or benefits. For example, you could offer a 'Bronze', 'Silver', and 'Gold' donation level, with each level providing different perks or recognition to donors.
6. Share your page widely – utilise social media platforms, email, and personal networks to spread the word about your fundraiser. Encourage friends, family, fellow Scouts, and local community members to share your page with their networks as well.
7. Leverage storytelling in updates – keep your supporters engaged by providing regular updates on your progress, challenges, and achievements. Use storytelling to make your supporters feel like they are part of the journey and highlight the positive impact they are making.

8. Express gratitude – show your appreciation by thanking your donors publicly and personally. Send personalised messages or emails to express your gratitude for their support. Consider creating a separate section on your funding page to recognize your top donors.
9. Provide accountability – after the expedition, share a report detailing how the funds were used and the outcomes achieved. Demonstrating transparency and accountability will encourage trust and future support from donors.
10. Consider using a QR code to direct people to your funding page this can be useful when talking to people about the project as a quick way of signposting them to your page. It can also be incorporated into other individual fundraising activities too.

3.2 Letter writing

Writing letters to organisations asking them to support you on your expedition is relatively quick and simple way of raising some money. Some suggestions on who to write to are:

- your Scout Group and District. This may not be applicable to your Scout Group or District, but a significant number of Groups and Districts do make financial provision to support members wishing to go on overseas expeditions. The rules on eligibility will vary between Groups and Districts, so reach out to your Group leaders and District representatives to find out what support they can provide.
- local Lions and Rotary Clubs – local charitable clubs may be able to provide funding to support you. Definitely worth asking the question.
- your school.
- village or local partnership associations.
- parent or guardian's employers. Some employers have a match donation scheme, whereby they will match pound for pound what you raise up to a maximum level.

Template letters can be found on the Project Africa website from which you can customise and create your own letters.

3.3 Further help

There are lots of people that attended previous events like this one and will be willing to share what worked well for them. Ask around your local Scout Group or District, and if you're stuck contact the Project Africa team and we'll try and point you in the right direction.

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