THE HUMANE LEAGUE
UNITED KINGDOM



JOIN OUR IMPACT SQUAD

Your Guide to Fundraising



THANK YOU

for your thoughtful consideration of supporting The Humane League UK through fundraising. Together, we can create a world where animals are represented and spoken for in our society and we can end the abuse of animals raised for food.

We work hard to make sure every penny received from generous donors is put to good use; high impact work is important to us, and it's important for our cause. Billions of animals are farmed and killed in appalling conditions and they are counting on all of us to use our time, money, and resources effectively to change their world.

We promise to use the money you raise **#FORTHEANIMALS** to drive the maximum change possible. **THANK YOU FOR BEING PART OF OUR IMPACT SQUAD.**



VICKY BOND
MANAGING DIRECTOR

ordering LEAFLETS

£5

purchasing a CAMPAIGN WEBSITE

£17

online CAMPAIGN ADS

£25

travel to meet with food COMPANY EXECUTIVES

£60

social media AD CAMPAIGN

£120

COORDINATING A PROTEST *with travel and materials*

£300

international travel to meet a GLOBAL EXECUTIVE

£500

THERE'S NO RULE BOOK WHEN IT COMES TO FUNDRAISING. Sometimes the tried-and-tested methods work best, and other times it's something creative that does the trick. Check out these suggestions of ways to get active raising funds for the animals!

GET SPONSORED

Raising sponsorship through an online platform like Facebook or JustGiving is a tried-and-tested successful fundraising method. Generally the tougher your challenge, the more people are willing to donate!

- **JOIN AN ORGANISED EVENT.** Think tough mudder, marathon, or Santa run!
- **SET YOURSELF A PHYSICAL CHALLENGE**. 100 Press-ups, a 10k run, headstands, climbing or swimming!
- **DO SOMETHING SCARY.** Shave your head, go skydiving or face a phobia!
- **GIVE SOMETHING UP.** Get sponsored to go without, and 'sponsor' yourself each time you crack (think; swear jar!)
- **START A COMPUTER GAME CHALLENGE.** For ambitious gaming enthusiasts!
- **LIVE-STREAM YOUR FUNDRAISER!** Let people be part of your experience and set up a stream on Tiltify - particularly fun for gaming challenges.

OFFER YOUR SKILLS

All kinds of skills can be put to use raising funds for by offering those skills in return for a donation.

- **KEEN GARDENER?** Help out a not-so-green-fingered friend!
- **HANDY AROUND THE HOUSE?** Put shelves up or paint a room for a friend!
- **BUDDING PHOTOGRAPHER?** Offer a photoshoot!
- **JACK-OF-ALL-TRADES?** Offer your services as an odd jobs helper!

If you've got a skill you can teach, why not set up a small class or 1-1 tuition and charge an attendance fee?

Yoga, knitting, build-a-bird-box, Welsh language, reading tea leaves, **ANYTHING IS POSSIBLE!**



START SELLING

Selling things is a great way to fundraise, especially if you feel daunted by the idea of asking for donations! How much you can raise with this method will depend on what you sell, and where.

- **SELL ON EBAY.** Most of us have got far too much stuff! The Humane League UK is a listed charity partner on eBay so *it's easy* to donate the whole, or part of a sale directly to us through their platform.
- **ATTEND A JUMBLE SALE.** Sometimes you can get a stall very cheap or free at a local car-boot fair if you're raising funds for charities, and like selling on eBay it's a great opportunity to pass your belongings on to others who might need them more!
- **MAKE TO SELL.** Crafts, preserves and young plants go down a storm at local fetes and fairs.
- **DONATE A PORTION OF YOUR PROFITS.** If you run a business selling a product, why not commit to donating a percentage of your sales and let your customers know they're supporting The Humane League UK by shopping with you.

COORDINATE A COLLECTION

- **ORGANISE A STREET COLLECTION.** You'll need to get approval from your local council and we can provide you with a collecting tin to use and some leaflets about The Humane League UK.
- **BECOME A COLLECTION TIN GUARDIAN.** Do you know a shop, cafe or pub in your local area that might host a collection tin? We can send one to you to place with them and you just need to go back every couple of months to collect the donations and send them off to THL UK.
- **SET UP A 'SPARE CHANGE' JAR AT HOME.** Pop a jar or tin next to the front door, and when you come in you can check for small change. It's amazing how much you can collect just by popping those spare 10p and 20p coins to one side for a good cause - especially if you can encourage the whole household to join in!



HOST EVENTS

The sky really is the limit when it comes to events you can host as fundraisers!

- **ENTRY-FEE EVENTS**
  - Live music or comedy night
  - Quiz night
  - Open-air movie night
  - House party
  - Dinner or ball
  - Art exhibition
  - Bingo night
- **CHARITY AUCTION NIGHT**
  - Do you have friends or family willing to donate great prizes? Why not host a charity auction!
- **HOST A TOURNAMENT** and charge a competitor entry fee and a spectator ticket.
  - Board games? Talent contest? Track race? Sports Match? Battle of the bands?
- **VIRTUALISE YOUR EVENT**
  - Within the current climate, we ask our fundraisers to plan in-person events responsibly and in alignment with Government guidelines.
  - Why not bring people together virtually via Zoom, or other platforms?

WE'RE HERE TO HELP WITH DEVELOPING AND IMPLEMENTING IDEAS.



CELEBRATION AND MILESTONE GIVING

Celebrations, holidays and milestones can be a great time to request donations for a fund-raiser, especially for anyone who feels a little uncomfortable asking friends and family for donations in other circumstances.

Weddings, christenings, Bar Mitzvahs, Naming ceremonies, Diwali, retirement, engagement, Chinese New Year, the passing of loved ones, graduation, promotions and Eid al-Fitr are just some examples of the many times when you might choose to fundraise.



WORKPLACE FUNDRAISING

As long as your employer has 'okayed' it, your workplace can be a great place to access people who might be new to the issue of farm animals and who might be willing to donate to end their abuse.

- **BAKE SALES**
  - They double up as a great opportunity to introduce people to vegan recipes!
- **PAYROLL GIVING SCHEMES**
  - Speak to your employer about getting THL UK added on to the payroll giving scheme, then let your colleagues know about THL UK's work and how to sign up for payroll giving.
- **RAFFLE**
  - If you work somewhere with a large team, a raffle can be a great fundraiser, especially if you can get a sought-after prize donated!
- **DRESS DOWN DAY**
  - Or fancy dress day, or silly tie day, or some kind of dress-up/down day where everyone joining in pays a fixed amount towards the fundraiser.

TIME TO GET STARTED!



choose a **DAY**



pick a **VENUE**
in-person or virtual



set a **TARGET**



set up your
FUNDRAISING PAGE



let your **FRIENDS & FAMILY KNOW**



THANK YOUR DONORS *and return your donation to THL UK**

**automated if you use a giving platform*

GENERAL TIPS

MAKE IT PERSONAL

Your friends and family will likely want to donate to you. Make your fundraising page, emails, and social media posts personal. Tell people why this cause is so important to you and why you would appreciate their support. Add photos and tell stories that can help people relate to your passion for animals.

Personalise your campaign page with a profile image of yourself. If you have one with a farm animal or doing something athletic, that's great! If not, use a clear image that includes your face so that when friends and family visit your page, they can clearly see the connection to YOU.

Consider telling a story about why this issue is so important to you, what physical challenge you will be completing this year, or how you came to be involved with The Humane League UK.

Add additional photos or videos of yourself. You can film yourself talking about your campaign and asking for a donation. Hearing you ask, rather than just reading the ask, will help make the campaign feel more personal and will likely result in more donations.



SUPPORT YOURSELF

Make a donation to your own page to show everyone that you're willing to put your own money into this cause and not just ask for theirs. Making a donation to your own campaign shows people that you believe in yourself and will increase the amount of support you'll receive.

In addition to demonstrating your commitment, making a donation to your own page means that no one else has to "go first." Other people are more likely to make a donation when someone else has already made one, so be that other person and get the ball rolling with a first gift.

ASK EVERYONE TO SUPPORT YOU

Family, friends, colleagues, people you meet in the park... Most people you know are opposed to animal cruelty! So don't limit your asks. Explain that you're raising money to end the abuse of animals raised for food. People can relate to that.

Start the momentum by asking the people closest to you first. Individually ask the people in your "inner circle" to make a donation. You can ask them in person, over email, in a text... whatever is natural and authentic for your relationship.



Once you've asked your closest family and friends, consider your next closest level of friends, and then out again to colleagues or acquaintances.

Ask your closest family and friends to ask their family and friends to support you. Can your parents talk up your campaign at work? Would your best friend's animal-loving mother be willing to make a donation? Will your friend with 5,000 Facebook friends make a post for you? Maybe! You won't know if you don't ask.

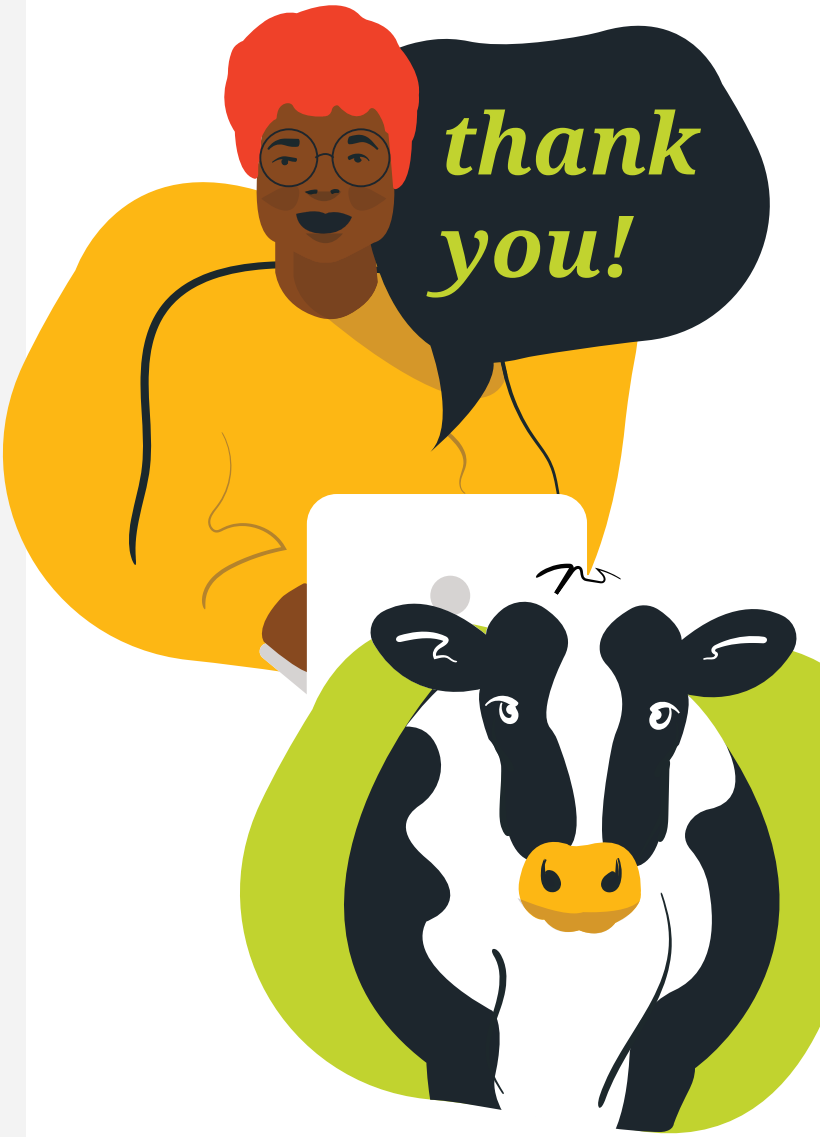
UPDATE ON YOUR PROGRESS

Keep people updated on your progress, whether you're reaching milestones in your fundraising or your training. This is also a great way to continually remind people about your campaign and inspire new donations.

Along with your JustGiving link, you can send out update emails, start a blog, or post on social media. However you decide to let people know how it's going, keep it positive and always give them the opportunity to make another (or a first) donation to support you.

SAY 'THANK YOU!'

Thank everyone who donates to your campaign. They're helping the animals! The more public you make the appreciation, the better. It makes people feel good about their gift and it could inspire others to get in on the action.



FAQS

HOW DOES GIFT AID WORK?

Gift Aid is a tax relief allowing UK charities to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer. Donations in return for tickets (raffles, auctions, events, experiences etc) or goods and services are not eligible for Gift Aid. A reminder for people to Gift Aid donations in your 'Story' is advisable. Donors will have to option to select Gift Aid if eligible (taxpayer, etc).

WHERE CAN I SEND DONATIONS?

The Humane League UK
Gemini House
136-140 Old Shoreham Road,
Brighton
BN3 7BD

Remember to include a note indicating that the donation is in support of your personal or team fundraiser so that it can be properly applied to your total.

WHAT IS THE HUMANE LEAGUE UK'S REGISTERED CHARITY NUMBER?

1177926

WHO SHOULD I CONTACT IF I HAVE A FUNDRAISING QUESTIO , WOULD LIKE SOME SUPPORT FOR MY CHALLENGE, OR WANT TO DISCUSS AN IDEA??

You can contact Klara on ***kschmidt@thehumaneleague.org.uk***

