



# Fundraising with The Scouts

**Making the most of your fundraising  
and hitting targets!**

# Inspiration from top Fundraisers

## Meet Rob and Poly and how they raised £100k



An extraordinary world first challenge.

Two ordinary but massively inspiring guys Rob and Poldy have taken on an extraordinary challenge, Arch to Arctic to raise £100k for The Scouts. They left marble arch on 15<sup>th</sup> June and currently are still on-going (30<sup>th</sup> August). The mission was to get from London to Svalbard, an island in the Arctic, by human power alone.

They ran three marathons from London to Dover; swam 21 miles across the English Channel, taking one of them up to 17 hours due to stormy weather.

They cycled over 2,000 miles from Calais to Tromsø, in Norway; and finally rowed 700 miles across the Arctic Seas to Longyearbyen, on the island of Svalbard. During this row, there were days that set them back hours and they ended up rowing in circles which shows the determination of these two guys. They had a rare glimpse of a Greenland shark tailing them for a while too. It circled a couple of times and then went right under the boat - and was even bigger than Lady Susan!

[http://www.arch2arctic.com/wp-content/uploads/2017/02/Animate-map-copy.mp4?\\_=1](http://www.arch2arctic.com/wp-content/uploads/2017/02/Animate-map-copy.mp4?_=1)



Since they met at University, they had many discussions about taking on an extreme expedition. Through a mutual love of adventure travel, and a desire to test our limits, we're driven by the idea of helping young people start their own journeys. They shared an ambition to help them explore the outdoors and gain the skills for life.



Rob and Poldy wanted to break away from the daily grind and experience something completely different and raise as much money as possible for the charity that have helped them gain the skills to complete this challenge.

Their expedition is in aid of the Scouts, helping over 450,000 young people across the UK enjoy fun and adventure while developing skills for life. Through an inspiring programme of 200 different activities, girls and boys get the opportunity to develop the confidence, resilience, team-building and leadership skills they need to succeed.

They raised the money through their networks, holding events in workplaces, sharing their challenges so that it was picked up and highlighted online. By reaching media they had a couple of TV and radio slots and they even held their own fundraising events.

They are extremely inspiring to anyone and show how anyone can achieve what they put their mind to. They are a few days off from completing this challenge and have overcome some very difficult days whilst rowing near the Arctic Circle. This story of what their challenge is one to tell to the world and is really overwhelming and joyful to tell. If you would like more information on how they set about and developed their plan please get in touch at

[fundraising@scouts.org.uk](mailto:fundraising@scouts.org.uk)

# Set up your fundraising page



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## Here is GoFundMe's guide to creating an online campaign

- ❖ Go to [www.gofundme.com](http://www.gofundme.com) and click **Start A GoFundMe**. Get an adult's permission, then fill in your name and email address to create an account.
- ❖ Once you have an account you're ready to get started! The next page you reach will ask you about your fundraising goal.
- ❖ Think of a title for your fundraiser. You want something short and snappy that grabs people's attention and explains clearly what you're raising money for.
- ❖ Fill in the section **who are you raising money for?** With your chosen cause or charity. If you know the sort of cause you want to raise money for, but not yet the specific charity, select that you're raising money for 'Myself or someone else'.
- ❖ Add your postcode to show that you're in the UK.
- ❖ Choose your category, so that your fundraising page gets put in the right place on the GoFundMe website.
- ❖ Click to say you're fundraising as a team, and ask an adult to read the terms and conditions with you before accepting them.
- ❖ Add a photo to show what you're raising money for - take a photo of your team to show who you are and what you're doing. Or, even better, you could make a short video to explain the cause you care about and how the money you want to raise would help. See our tips on filming with your smartphone in the fundraising pack.
- ❖ Tell your story. This is where you have more space to describe the issue you want to help solve. Say a bit about who you are, exactly what you're raising funds for, and how the money you want to raise will be used.
- ❖ Now that your fundraiser is up and running, you can share it with your family and friends! Connect your Facebook to share it with your friends, send emails to your family, and take a photo of your GoFundMe page to share on Instagram or Snapchat.

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**The most important thing in this highly competitive world is action, and you just need to take matters in your hand, create your own possibilities, and be proactive. Whether it is your career or personal life, get going; take charge; make it happen; be proactive!**

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# Promoting your fundraising

Once you know what your Fundraising for and your goal is set, next step is to set up your page and start promoting it.

**It's so important to make sure you can maximise your fundraising—you can do this by making sure you are promoting your efforts.**



**There are all sorts of ways that you can promote your activities;**

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- ❖ **Tell your story!** Make sure your story resonates with who you're asking for support from. Think about including why you've chose this charity, what it means to you and any personal experiences that can show what the money will help achieve. We've including some key information about the scouts towards the end of this guide.
- ❖ **Shamelessly share it online with your network, use Facebook, linked in, twitter, Instagram** – whatever channels you use, in this day and age the key areas to promote your efforts are online. Make sure you are continuously sharing your training efforts and steps you are taking to achieve your goals. The more you share the more visibility you will have online. Just remember not everyone sees the 3 post a week you put up so keep sharing!

Let your colleagues, family and friends know what you're doing so they are aware and when it comes round to asking for support it will be less of an ask.

- ❖ **Share key reasons why you're supporting** what you are and why you're doing the challenge. Think about what you're raising money for and any tangible examples of what good work the charity is doing that you can explain.
- ❖ **Look for support from local businesses and your workplace.** In your local area there will be lots of shops and businesses that are willing to support local initiatives and fundraising and will be more than happy to be involved all you have to do is ask.
- ❖ **Matched funding.** Where do you work? Do they have a matched funding scheme? You would be surprised how many workplaces are running these now but sometimes aren't as obvious so again do ask if it's something they would consider in supporting.

# Get Creative

## Here are just a few ideas to get you started:

- ❖ **Dinner Parties** are easy to host at home, just get a group of friends decide on a theme and ask for donations, make sure to get creative it with it and maybe pick a theme!
- ❖ **Race Nights** get everyone something to get excited about, get everyone to put on their best gear and head out for a good race day and can enjoy a little flutter.
- ❖ **Head shaves and leg waxes** to organise in your local pub, these are events that humiliate people who are participating but if you need to hit your target then these you must consider.
- ❖ **Quiz nights** are a key event that are straightforward to make the big bucks, everyone loves to share what they know!
- ❖ **Brew & Bake** - whether you'd like to brew up a coffee morning or a cake sale, we have inspirational ideas to help you get started.
- ❖ **Gala Dinner** - a great way to raise money, have a fantastic event and do something. You might need a couple of friends to help organise this type of event but if you have them then make sure you utilise them!
- ❖ **Music Night** - Dad Bands, choirs, pub gigs or even a garden party. Contact us for tips to host a fabulous eventing
- ❖ **Afternoon tea's** are a simple but delightfully eloquent way to hold an event and very easy to organise. If you live local to Gilwell Park then do let us know and we'd be happy to host you in our whitehouse for a fundraiser! Contact us for more details



# Why raise money for the Scouts

**Our vision for 2023.** By 2023 we will have prepared more young people with skills for life, supported by amazing leaders who deliver an inspiring programme

## We want to...

...grow. We believe Scouts changes lives so we want to give every young person in the UK the opportunity to join.

...become more inclusive Everyone, regardless of their background, should be able to participate in Scouts.

...be more youth shaped Every young person should be shaping their experience and developing their leadership potential.

...impact our communities Through social action, Scouts makes a difference not just to the individual but to whole communities.

## Why is scouting needed today?

We are equipped to meet the needs of young people and society...

...across divided communities Scouts brings people together. We offer shared experiences and a place to meet those of different backgrounds, promoting mutual understanding and building friendships.



...in a time of uncertainty Scouts helps young people develop the values, self-belief and belief in others that will help them become confident, active citizens. We offer a place to belong, skills to succeed and are optimistic about the future.

...when there is a lack of community engagement Scouts gives young people opportunities to improve the lives of those around them, taking positive social action in their local, national and international communities.

...in an age of increased competition Scouts develops skills for life; the character, practical and employability skills that young people will carry with them into adulthood, helping them to succeed.

**Without continued support we wouldn't be able to achieve our goals and make improves the futures of young people by continueng to deliver skills for life.**

# Young people you're helping

**Harry felt like the outsider until he found his place in Scouting. That's where he learnt the skills to succeed.**

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Harry joined the Scouts as a Beaver. Having grown up with Cerebral Palsy, Harry's muscular co-ordination was restricted which meant he needed to wear leg braces when he was younger. Harry felt like an outsider at school and struggled to fit in with other children whose natural curiosity would lead them to point and ask questions about Harry's condition.

**Even though he was never bullied, Harry felt exposed and different – he naturally retreated inwards and suffered a lot of confidence issues.**

The Scouts changed everything for Harry. It offered him a close knit community where people knew him well and considered his needs as part of a team. Instead of standing on the side-lines, Harry learnt to do things he never thought possible, like: hiking, climbing and canoeing.

When the time came, Harry's leader encouraged him to go for World Scout Jamboree selection. During the selection Harry faced a tricky balance beam that he knew would be a challenge due to his condition. Thankfully, the person ahead of him in the race came back and gave him a shoulder to lean on as he crossed the obstacle.



It was these little acts of Scouting kindness and support over years that gave Harry the confidence to go to Japan for the 23rd World Scout Jamboree. Harry has since worked in a Scout Adventure's Centre, volunteered with his local group, and moved to Lincoln for university. Now at University, Harry joined the kayaking society. **'I remember the first time I got in a kayak and just kept spinning round in circles. I was convinced I couldn't do it but the leaders encouraged me to keep going.'**

Nearly half a million young people are involved in Scouting enjoying opportunities to make friends, experience adventure, and learn new skills.

With 55,000 young people waiting to be a part of the movement, Scouting will be on the Christmas list of lots of children this year. We're working hard to accommodate them by starting new groups in areas of deprivation and running sessions to support recruitment.

# What donations achieve

We've come so far thanks to your support. All fundraising contributions help us go so much more.

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As a movement, we have grown for the last 13 years. We want to continue that positive trend, bringing skills for life to more young people across the UK. We believe it's a priority to reflect the diversity of our communities and want to grow to reach the people who would need Scouting most.

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**£10 – Could give one young person like Harry their first kayaking experience.**

**£50 – Could facilitate a Scouting taster session in a deprived area, encouraging new communities to start Scouting and teach young people skills for life.**

**£250 – Could be used to deliver a recruitment session to struggling groups, helping them give more young people and volunteers the experience of Scouting.**

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## Contact Us

If we can support you in setting up your page, getting creative and developing your ideas then get in touch with us!  
[fundraising@acouts.org.uk](mailto:fundraising@acouts.org.uk)