



Essential School

Fundraising Guide 2020



Give as you Live®

SCHOOL FUNDRAISING 2020

Your Essential School Fundraising Guide!

Thousands of pounds are raised every year via Give as you Live for schools across the UK to help fund their projects - from building development and new text books to much needed new equipment.

Give as you Live provide 4 simple products to help maximise your fundraising, they are:



Give as you Live®
Online

We turn a percentage of every penny spent online by the school's supporters into a donation for the charity.



Give as you Live®
Donate

We provide everything you need for your supporters to make one-off or monthly repeat donations and to set up fundraising pages to collect sponsorship donations from their friends and family.

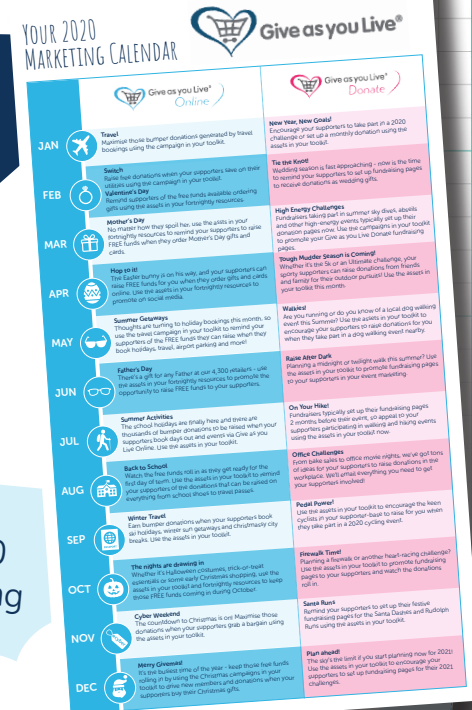


Give as you Live®
Instore

We turn a percentage of every penny spent by the school's supporters in supermarkets and high street stores into a donation for the charity when they use an Instore card.



Our original product – supporters can raise free donations for the school when they use our search engine.



This fundraising guide is an overview of all the 2020 marketing support you will receive when you register your school with Give as you Live.



2020 School Fundraising Guide

MARKETING TOOLKIT

Promote Give as you Live Online to your supporters and raise even more!

Your marketing toolkit is where you can locate all the free marketing resources to help make promoting to your teachers and parents quick and easy. See what some of our schools say about the assets available:

"All funds raised by the Friends support this school for children with complex needs, in buying items not provided by the education authority. Give as you Live Online is a very convenient way to raise funds for the school when shopping online"

Friends of Chapel Green

"Give as you Live Online is a really good way for people to help School-Home Support get disadvantaged children into school and ready to learn without having to go out of their way or spend any extra money. We've really benefited from Give as you Live's friendly support, their easy-to-use marketing materials, and the chance to be their featured charity – thank you!"

School-Home Support

"Give as you Live Online is really easy to use as a shopper and the team provide lots of support for promotion online to your constituents. We've raised over £2,500 from Give as you Live; it's a great way to get more people interested in the work your charity does and to help them understand that their support, no matter how small, can make a difference."

University of Liverpool



The generic campaign will help introduce Give as you Live Online to your supporters!

SEASONAL CAMPAIGNS

Keep your supporters engaged with seasonal campaigns

Our 2020 Seasonal Campaigns will help you turn your school supporters into Give as you Live Online shoppers. Using a variety of campaigns will encourage your new supporters and those who have already signed up to continue raising funds throughout the year, simply by shopping online.

This year we'll be providing a wide range of campaigns, including:

- Travel
- Father's Day
- Valentine's Day
- Outdoor sports
- Mother's Day
- Easter
- Back-to-School
- Halloween
- Christmas
- Cyber Weekend



Each campaign includes email footers, animated social media posts, newsletter banners and posters.

TRAVEL CAMPAIGNS

Travel bookings can raise huge funds for your school!

Holidays, flights and travel are one of the best ways for you to secure large donation amounts from a single purchase, so by promoting travel bookings through Give as you Live Online you could double your fundraising target for 2020.

We've added a brand new marketing campaign for 2020 travel to the toolkit. It's ready to download now.



Email footers, animated social media posts, newsletter banners and posters are all available.

BUSINESS SUPPLIES

Business purchases can mean funds for your school!

From buying printer ink and office equipment to booking hotels and train tickets, it's easy to cash-in on your day-to-day office spend, or that of your corporate partners and local businesses.

Simply share your join page link with your partners and encourage them to raise free funds for your school.

Simply visit your marketing toolkit to start sharing.



Register your charity with Give as you Live by visiting: give.as/schools or simply call 0800 883 8450 for more information.

2020 MARKETING CALENDAR

Plan your marketing activities throughout the year!

It's one thing having all this lovely marketing collateral, but it's another knowing when to use it. So, we've put together a full-year marketing calendar to help you make the most of your Give as you Live Online campaigns.

Don't forget your target poster!













We've also included a handy target poster on the calendar to display in your workplace.



YOUR 2020 MARKETING CALENDAR



Give as you Live®

		Give as you Live® Online	Give as you Live® Donate
JAN		Travel Maximise those bumper donations generated by travel bookings using the campaign in your toolkit.	New Year, New Goals! Encourage your supporters to take part in a 2020 challenge or set up a monthly donation using the assets in your toolkit.
FEB		Switch Raise free donations when your supporters save on their utilities using the campaign in your toolkit.	Tie the Knot! Wedding season is fast approaching - now is the time to remind your supporters to set up fundraising pages to receive donations as wedding gifts.
MAR		Valentine's Day Remind supporters of the free funds available ordering gifts using the assets in your fortnightly resources.	High Energy Challenges Fundraisers taking part in summer sky dives, abseils and other high-energy events typically set up their donation pages now. Use the campaigns in your toolkit to promote your Give as you Live Donate fundraising pages.
APR		Mother's Day No matter how they spoil her, use the assets in your fortnightly resources to remind your supporters to raise FREE funds when they order Mother's Day gifts and cards.	Tough Mudder Season is Coming! Whether it's the 5k or an Ultimate challenge, your sporty supporters can raise donations from friends and family for their outdoor pursuits! Use the assets in your toolkit this month.
MAY		Hop to it! The Easter bunny is on his way, and your supporters can raise FREE funds for you when they order gifts and cards online. Use the assets in your fortnightly resources to promote on social media.	Walkies! Are you running or do you know of a local dog walking event this Summer? Use the assets in your toolkit to encourage your supporters to raise donations for you when they take part in a dog walking event nearby.
JUN		Summer Getaways Thoughts are turning to holiday bookings this month, so use the travel campaign in your toolkit to remind your supporters of the FREE funds they can raise when they book holidays, travel, airport parking and more!	Raise After Dark Planning a midnight or twilight walk this summer? Use the assets in your toolkit to promote fundraising pages to your supporters in your event marketing.
JUL		Father's Day There's a gift for any Father at our 4,300 retailers - use the assets in your fortnightly resources to promote the opportunity to raise FREE funds to your supporters.	On Your Hike! Fundraisers typically set up their fundraising pages 2 months before their event, so appeal to your supporters participating in walking and hiking events using the assets in your toolkit now.
AUG		Summer Activities The school holidays are finally here and there are thousands of bumper donations to be raised when your supporters book days out and events via Give as you Live Online. Use the assets in your toolkit.	Office Challenges From bake sales to office movie nights, we've got tons of ideas for your supporters to raise donations in the workplace. We'll email everything you need to get your supporters involved!
SEP		Back to School Watch the free funds roll in as they get ready for the first day of term. Use the assets in your toolkit to remind your supporters of the donations that can be raised on everything from school shoes to travel passes.	Pedal Power! Use the assets in your toolkit to encourage the keen cyclists in your supporter-base to raise for you when they take part in a 2020 cycling event.
OCT		Winter Travel Earn bumper donations when your supporters book ski holidays, winter sun getaways and christmas city breaks. Use the assets in your toolkit.	Firewalk Time! Planning a firewalk or another heart-racing challenge? Use the assets in your toolkit to promote fundraising pages to your supporters and watch the donations roll in.
NOV		The nights are drawing in Whether it's Halloween costumes, trick-or-treat essentials or some early Christmas shopping, use the assets in your toolkit and fortnightly resources to keep those FREE funds coming in during October.	Santa Runs Remind your supporters to set up their festive fundraising pages for the Santa Dashes and Rudolph Runs using the assets in your toolkit.
DEC		Cyber Weekend The countdown to Christmas is on! Maximise those donations when your supporters grab a bargain using the assets in your toolkit.	Plan ahead! The sky's the limit if you start planning now for 2021! Use the assets in your toolkit to encourage your supporters to set up fundraising pages for their 2021 challenges.

FORTNIGHTLY RESOURCES

Free content, every other Monday!

You can register to receive ready-to-use social media posts straight to your inbox once a fortnight.

We include animated graphics for Facebook, Twitter and Instagram as well as suggested posts.

We'll include key shopping dates and events, along with competitions for your supporters.



SWITCH

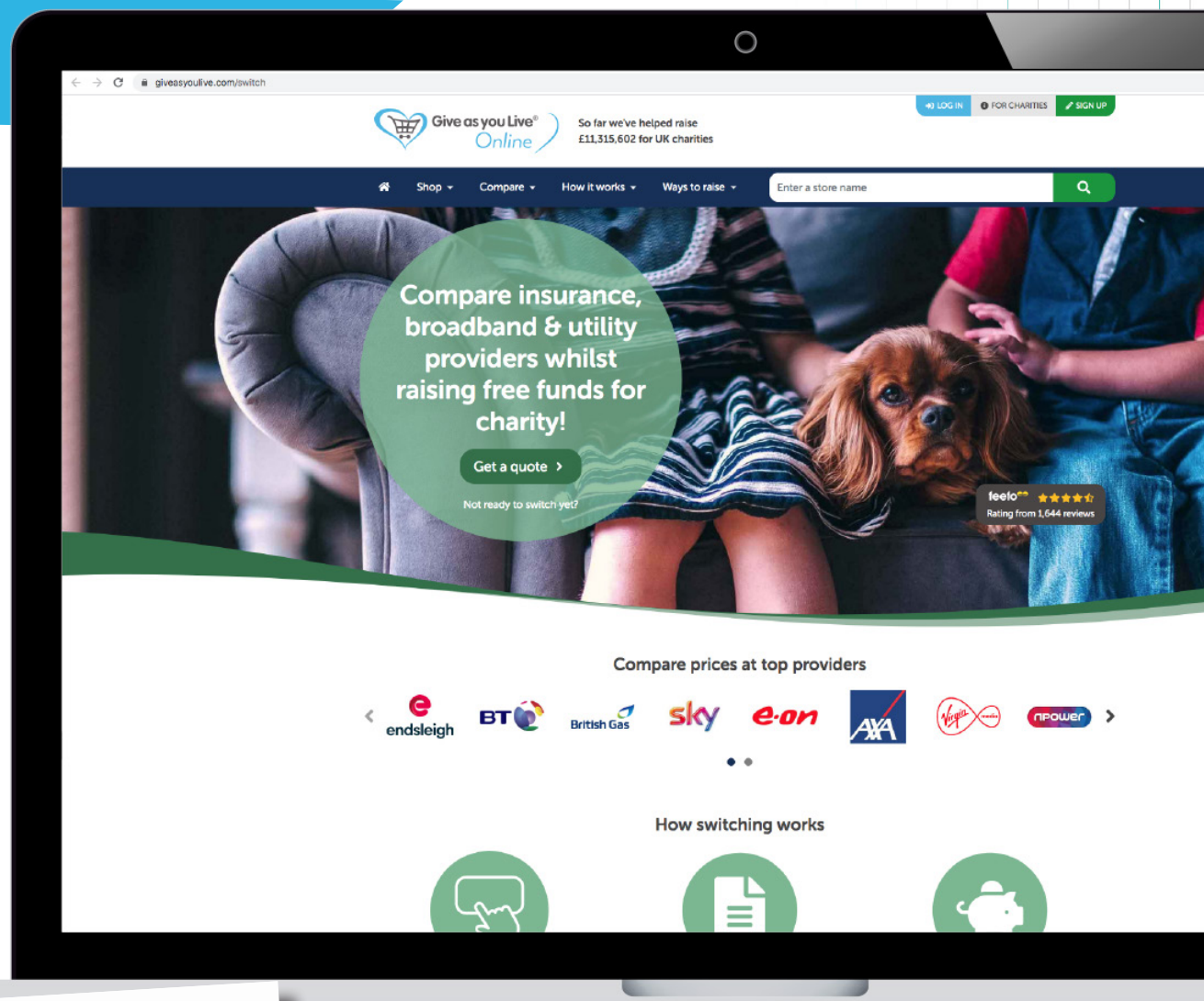
Our switch service allows your supporters to...

Our Switch service allows your supporters to get saving - saving on their energy bills whilst raising free funds for your school.

With travel, car, home, pet, bike and van insurance all available, your supporters could raise up to £17 for your school in just one switch!

Not only can your supporters get a great deal on their energy suppliers but we have a range of speciality insurances providing free donations for just getting a quote.

Here at Give as you Live Online we've got all the tools you need to help your supporters put more of their hardearned cash back in their pockets, all while raising free funds for you!





2020 School Fundraising Guide

FUNDRAISING PAGES

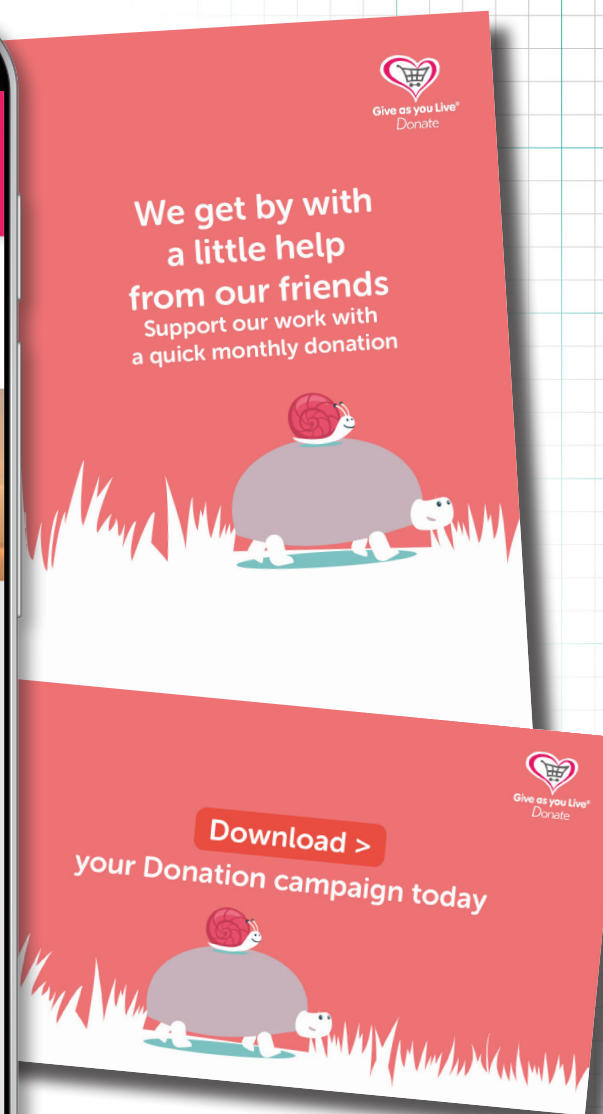
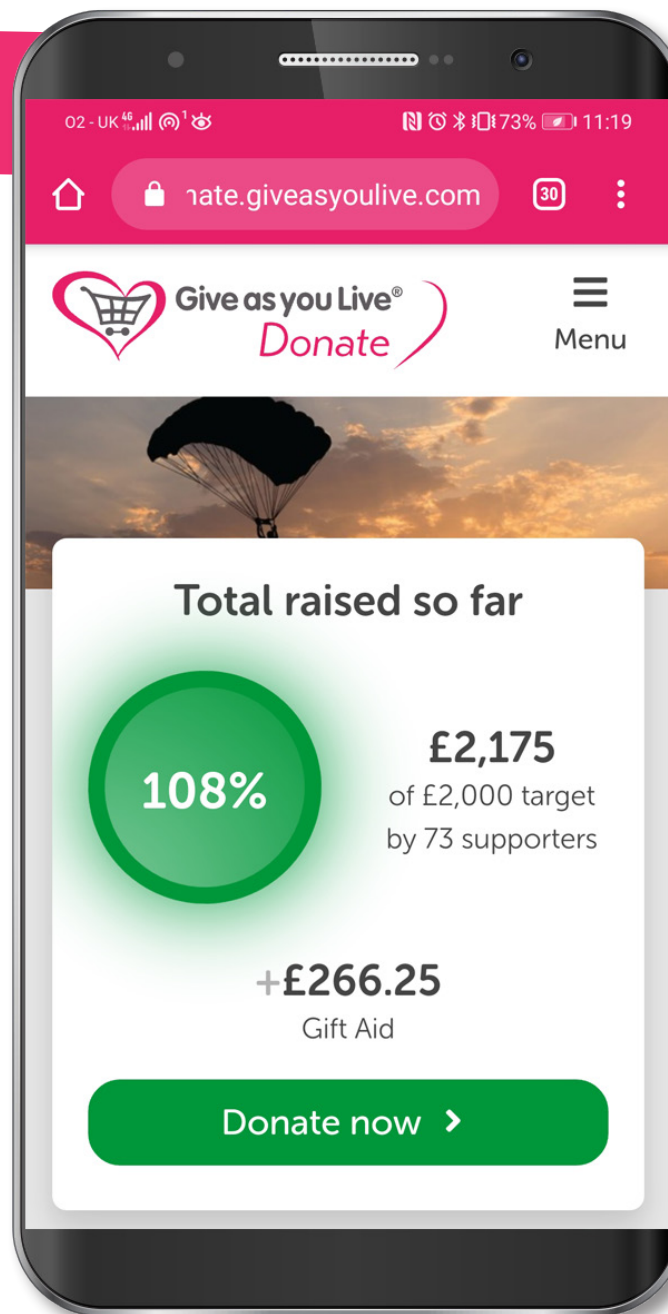
Fundraise for your school with our fundraising pages!

Our Give as you Live Donate fundraising pages allow your supporters to collect sponsorship donations when completing challenges and events.

Whether they are taking part in a headshave, bake sale, quiz night or skydive, your supporters can set up one of our fundraising pages and collect their sponsorship money securely via our site, to be paid to the school directly by Give as you Live Donate.

Our fundraising pages are FREE to set up and are fully customisable so your supporters can add images, update their story, and share via social.

Plus, your supporters can also add any free funds they raise when shopping via Give as you Live Online to their fundraising totals!



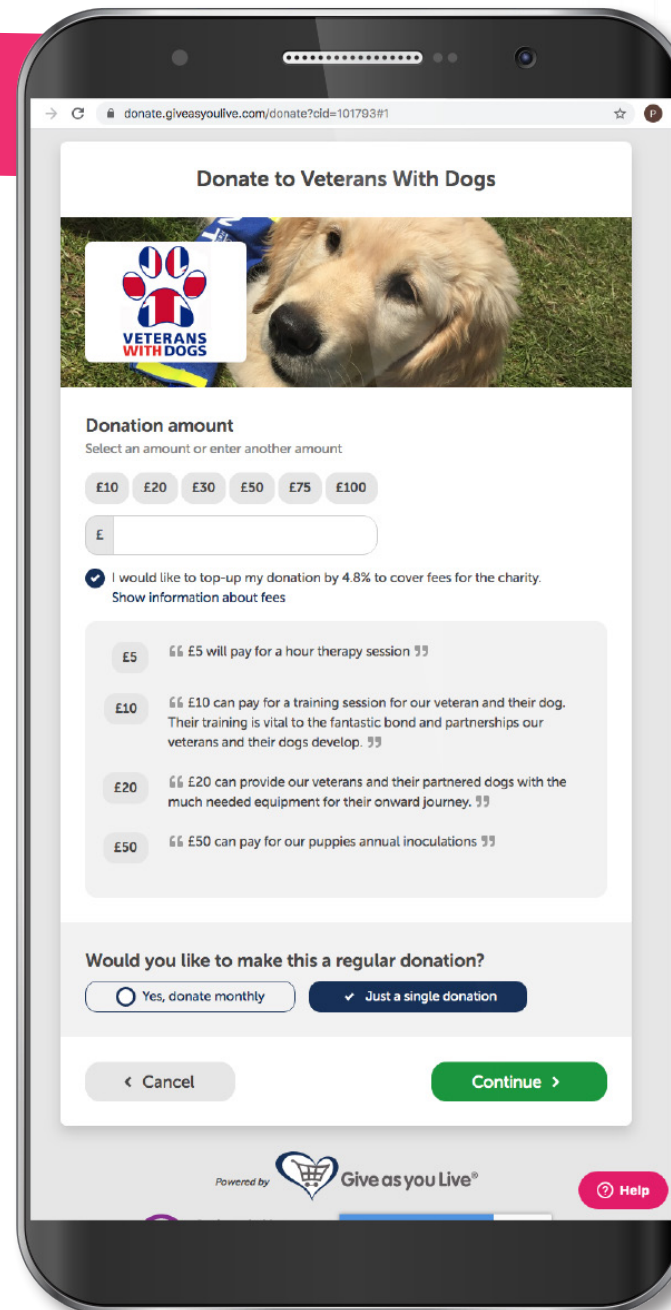
Promote the Give as you Live Donate fundraising pages with social media posts, newsletter banners and posters - all available in your marketing toolkit.

COLLECT DONATIONS

Collect one-off and monthly repeat donations.

Generate a bespoke Donate Button from the marketing toolkit, add to your website, and start collecting direct donations.

Your supporters can choose to donate a one-off amount, or set up a monthly repeat donation on the date of their choice. They can also choose to cover the low fees to ensure you receive more of the donation, and we'll handle the Gift Aid so you don't have to!

The smartphone screen shows a donation page for 'Veterans With Dogs'. The page includes a header with the charity's logo and a photo of a golden retriever. Below this is a 'Donation amount' section with pre-set buttons for £10, £20, £30, £50, £75, and £100, along with a custom amount input field. A checkbox is selected for 'I would like to top-up my donation by 4.8% to cover fees for the charity.' Below this, there are four donation tiers with descriptions of what the money can be used for: £5 for a therapy session, £10 for a training session, £20 for equipment, and £50 for annual inoculations. At the bottom, there is a section for 'Would you like to make this a regular donation?' with options for 'Yes, donate monthly' and 'Just a single donation'. The page concludes with 'Cancel' and 'Continue' buttons, and a footer with the 'Give as you Live' logo and a 'Help' button.

Generate a bespoke Donate Button from the marketing toolkit, add to your website, and start collecting direct donations.



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GROCERY CARDS

Raise free funds when you do your weekly shop in-store!

Our reloadable grocery store cards are sent in the post and can be used in-store as a payment method at the till for all supermarket shopping.

Every time members top up their grocery cards they'll raise up to 3% of their top-up value for your school.

Perfect for:

- Raising regular free funds for the school
- Budgeting your weekly grocery spend
- Picking up weekly essentials whilst on the go

All the assets are available to download in your toolkit.



GIFT & GIVE AS YOU LIVE CARDS

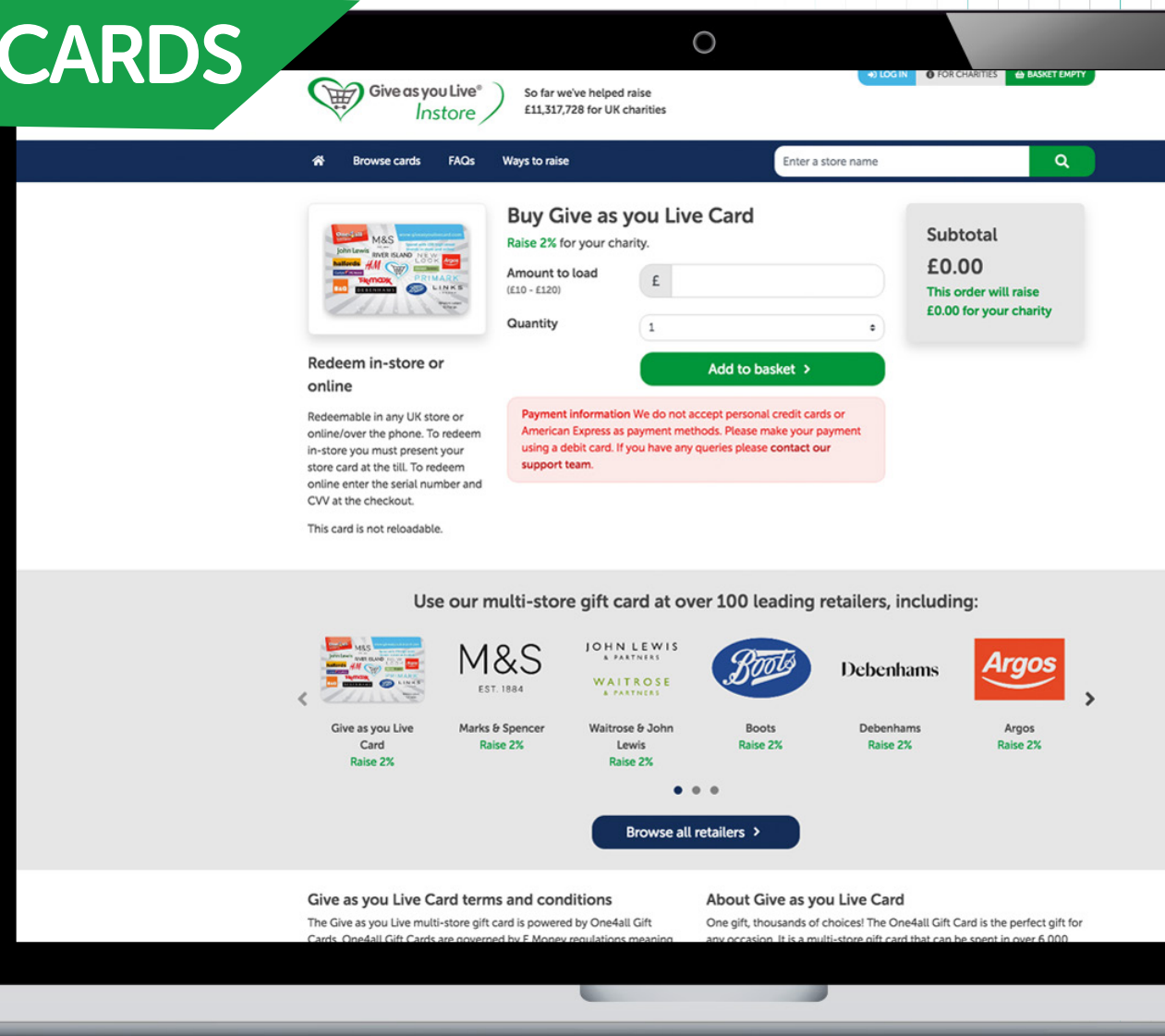
Raise free funds when you shop with over 100 stores!

Through Give as you Live Online your supporters can choose from a wide range of gift cards to use in-store and online, all while raising funds for your school.

Perfect for:

- Gifting
- Using in-store or online
- Raising free funds for school

Our very own Give as you Live gift card





Give as you Live®

WE'RE HERE TO HELP!

All the marketing campaigns we make available to you have been designed to help you engage with your supporters, regardless of their online shopping habits or the channels through which you communicate with them.

We are confident they will increase the amount of funds you can raise using Give as you Live products.

You can download the marketing campaigns at any time via your bespoke toolkit. Plus, don't forget to register to receive our fortnightly social resources – an email sent every other Monday with additional marketing content for you.

To register your charity please visit give.as/schools or call a member of our charity team on **0800 883 8450** to discuss your Give as you Live fundraising opportunities.

CHARITY FUNDRAISING GUIDE 2020



Give as you Live®
Online



Give as you Live®
Donate



Give as you Live®
Instore