



girls worldwide say

“together we can end extreme poverty and hunger”



## World Thinking Day 2010

# Fundraising ideas

Fundraising for World Thinking Day can be great fun! Many Girl Guide and Girl Scouts plan fundraising events and we are here to give you all the support we can to make your fundraising as successful as possible!

## Fundraising tips

Here are some of our tips for a successful fundraising event:

- **The best fundraising ideas are often the simplest**  
The easier it is for people to take part the more likely they are to join in.
- **Fundraising events should be fun**  
People are more likely to work hard to raise money if they are enjoying themselves, and supporters are more likely to put their hands in their pockets if they have a smile on their face.
- **It's important to tell people exactly why you are fundraising**  
Check our 'About World Thinking Day' sheet. Tell your supporters that you are part of a worldwide organization supporting girls and young women across the globe.
- **Give yourself a target**  
Sometimes it's a good idea to have something to aim for. You could explain to your troop/unit and your supporters 'we are aiming to raise £200 so if each person manages to raise at least £10 we will reach this figure'. If you make your target realistic, everyone will feel a great sense of achievement when they reach it – and even better if they exceed it!
- **Don't forget to say thank you**  
Perhaps you could send a letter of thanks to your supporters, or put up a poster to let people know how much you raised. If you have a newsletter, you could write a description of your event with pictures to tell people about your efforts and thank everyone who took part. Why not create a simple 'Certificate of Thanks' to present to anyone who gives you a donation.

## Share your ideas to fundraise money

If you have any bright fundraising ideas for World Thinking Day 2010 which you think others might like to hear about, please use the comments section on the [Your fundraising hints and tips 2010](#) page.



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# Fundraising ideas

## Fundraising activities:

- **Make a special wish box.** Give up a treat and save the equivalent of \$1 per day, or \$1 per week, inside your wish box between 1 January and World Thinking Day. Alternatively, you can do this between World Thinking Day and the Centenary Celebration Day, 10 April.
- **Organize a talent night** or showcase with your friends. Charge a small entry fee and donate it to the World Thinking Day Fund.
- **Make some sweet treats** (with adult supervision where necessary) and sell them in your community.
- **Hold a ‘Rich world, poor world’** dinner by selling tickets which are the price of a normal dinner. Sell 80 per cent red tickets, 20 per cent green tickets and ask everyone to sit together. Give those with red tickets a small amount of plain food (such as bread or rice and soup or water) and those with green tickets a more substantial meal. This can be an effective way to demonstrate the issue because green-ticketholders feel uncomfortable eating while others don’t have as much food as them, and those eating the plain meal feel even more deprived when they see others eating a full meal. After the cost of the food has been removed, donate the rest to the World Thinking Day Fund.
- **Gather together your musical friends** and try your hand at busking – singing or playing music in public. Encourage the audience to donate by passing a hat around the crowd. Hold a raffle and give away fair trade products as prizes.
- **Organize a games tournament.** Charge a small fee for all players. Teams of children could play against teams of adults! Ask local businesses to sponsor the event.
- **Organize an exhibition** of all the ‘Quality of Life’ pictures and display them in a public place. Charge a small entry fee and ask your community to come and see the pictures.
- **Collect stories from around the world.** Hold a storytelling evening and charge an entry fee. Use the Krik? Krak! call to begin each story. You could award prizes for the best storytellers.
- **Print copies of the ‘Healthy food choices’** magazine and sell it for a small fee. Donate the proceeds to the World Thinking Day Fund.
- **Challenge local business people** to give up their luxuries and live in relative poverty for a weekend. Help them to promote the project and get sponsorship from their friends, family and other businesses.
- **Find out the daily wage** in one of our featured countries. Raise funds by doing various events such as holding a cake sale to raise the equivalent of the daily wage for each member of your group.



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# Fundraising ideas

## Extra fundraising ideas:

- **Search with everyclick**

**www.everyclick.com/waggs** Is an amazing way to give to WAGGGS for free. Every time you search the web anywhere in the world via the WAGGGS page of Everyclick.com it raises money for WAGGGS. Make it your favourite search engine today and you will be raising money effortlessly.

If you want to do something to raise money for WAGGGS you can set up an 'Appeal' on Everyclick (once you have registered) and receive sponsorship online from your friends and family. There is more you can do at Everyclick.com like shop online or buy charity vouchers for your friends.

- **Subscribe to justgiving**

**www.justgiving.com/waggs** As a UK registered charity (No. 306125) WAGGGS is subscribed to Justgiving.com. This means that you can set up a fundraising page through Justgiving for no cost to you and ask people to sponsor you online. Anyone with a credit/debit card can sponsor someone via the website. Why not agree to do something fun and challenging and ask your friends to sponsor you for WAGGGS!

- **Auction on eBay and give to WAGGGS**

Anyone can sell an item on eBay and donate from 10 per cent to 100 per cent of its final sale price to WAGGGS (there is a £1 minimum donation required if the item sells) thanks to eBay for Charity, a programme administered by the registered charity **MissionFish**. Any eBay seller who has a current account in good standing can create an eBay for Charity listing. Charity listings receive additional visibility through specialised search functionality. eBay for Charity listings on average tend to sell more often with more bids and at higher final prices.

And remember you can always make a donation to WAGGGS directly by following the '**Donate to WAGGGS**' button on our homepage ([www.waggsworld.org](http://www.waggsworld.org))