The Great Primate Handshake
A Guide to Fundraising
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| If asked why you are travelling to Africa, this is what you need to say. | A look as some of the legal matters surrounding fundraising and what you’ll need to take into account. | From apple bobbing to yoga competitions, this list should help you come up with the perfect idea. | Ways in which you can accept credit or debit cards online, and what you need to look out for. | Two generic letter templates ready for download. Use this template to write to sponsors or the local press to help raise awareness of your fundraising event or action. |

**Grant & Bursaries**
Information related to available grants and educational bursaries that you may be entitled to in the United Kingdom or abroad.

**Additional Items**
Downloadable flyers and access to high resolution photographs that you may use to send to the press or in your fundraising literature.

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**Mission Statement**

“To raise awareness of primate conservation”

As a Great Primate Handshake volunteer I will benefit primate sanctuaries and primate conservation programmes by:

- **Learning why primates are endangered** so I may educate others as to the actions we can take to reverse their decline.

- **Learning new digital production skills** so I am able to produce digital media to raise awareness of primate conservation and the work of primate sanctuaries in Africa.

- **Sharing my skills, experience and knowledge** with others to benefit both local people, communities and volunteers wishing to help raise awareness of primate conservation in Africa.
Preparing Your Ideas

A Guide to Fundraising

Before you get started there are some important things to think about. It’s very important to ensure that your fundraising activities and events are both legal and run safely and in the UK certain rules apply such as collecting money on streets or hosting street performances for example.

The following information will help you to plan and run fundraising activities that meet such criteria. If fundraising outside the UK please consult your local council or government before hosting and activities that may breech the law.

What

First of all you need to decide what you want to do. Take a look at the following page for an A to Z of ideas.

Try to choose a fundraising idea that:

- Is unique, interesting or slightly different
- Possible to host without too much effort
- Will generate sufficient funds as a final outcome
- Is legal and safe

Why

Take a look at the mission statement and remember to tell everyone you meet why you are fundraising and the importance of supporting you so you may support primate sanctuaries and primate conservation programmes in the field.

A common question that you may get asked is “What does the expedition do for the environment?”. Remember that we are carbon aware and offset all of our emissions and your flight emissions for you automatically, and the benefit that our educational materials will bring to children will help to reduce our dependency on natural resources and help tomorrow’s generation promote a sustainable future.

Who

Decide on who might come to your event and then focus your ideas on your target audience. If your event is for children ensure that you have a healthy number of adults there to generate enough funds. Also try to bring enough change on the day so you don’t have to return large notes that may be donated. Try also to gain free publicity by contacting your local or national media such as local papers, television stations and radio stations. Invite local newspaper reporters to your event and make sure you put up posters at work, or in popular spots with your friends such as pubs or clubs.

When

Decide on a date for your event and ensure that it doesn’t clash with public holidays and big sporting events such as football matches. Don’t be afraid to hold evenings in the week as you may find that people are more inclined to join you and keep their weekends free, especially if your idea is interesting and a little bit different.

Importantly, try to organise your event in advance and let people know what to expect and remind them when it’s happening with updates by text message or e-mail.

Where

Decide on a venue, taking into account the numbers of people expected. Make sure you get the appropriate licenses and insurance if required and pay particular attention to health and safety requirements.

After the Fundraising Event

Bank the cash raised to your account right away. If you send us a photo with details of the event and who’s in the picture we can include this on our web site and in the next Primate Handshake newsletter. Let the local media know how much you raised so they can write a follow up article and send them additional pictures.
The following list should help you identify a fundraising idea. The more original your idea is, the more chance there is of people attending your event. You can always hold multiple events so why not pick quite a few ideas?

**An A - Z of Fundraising Ideas**

A  
Art expedition, Auction of promises, Aerobics marathon

B  
Blues night, Bike ride, Bring & Buy sale, BBQ, Bicycle treasure hunt

C  
Cake sale, Car boot, Car washing, Concert, Cooking

D  
Dancing disco, Duck race, Domino rally

E  
Eating for fun, Expedition, Egg race

F  
Football tournament, Fancy dress, Fashion show, Flower show

G  
Golf tournament, Good as new sale

H  
Hiking, House cleaning, Hairdressing

I  
Ice cream eating, Ice skating competition, Invisible auction, International food fair

J  
Jam making, Juggling, Jenga competition, Jumble sale, Jazz night, Jelly eating

K  
Karaoke, Keep-fit evening, Knit-a-thon

L  
Line dancing, Lawn mowing, Lawn mower racing, Luncheons, Left hand day

M  
Marathon, Movie night, Murder mystery, Mini olympics

N  
Nearly new sale, Name that tune, Nature trail

O  
Obstacle race, Origami competition, Old clothes day

P  
Pageant, Pub crawl, Pancake tossing, Parachute jump, Pyjama party, Plant stall

Q  
Quiz night, Quick repairs, Quit a habit

R  
Raffle, Race night, Recipe book, Rock ‘n’ roll evening, Roller-skating

S  
Swimming, Strongest man competition, Skiing, Strip night, Street party, Silent auction

T  
Tombola, Themed party, Toy fair, Treasure hunt, Ten pin bowling, Three legged race

U  
Used stamps sale, Unwanted gifts, Underwater hunt, Underware party

V  
Vehicle rally, Variety show, Volleyball competition

W  
Welly throwing competition, Wine tasting evening, Walk a dog, Waxing

X  
Xmas gifts fair

Y  
Yoga competition

Z  
Zoo excursion

**Legal Responsibilities**

If you would like to check to see that it’s legal and safe to run your fundraising event consult the following websites:

- Justgiving FAQs [http://www.justgiving.com](http://www.justgiving.com)
We've prepared a collection of web tools to enable you to accept donations online by credit or debit card.

Through the use of a special Great Primate Handshake Widget & PayPal, you will be able to accept donations online in a range of currencies and you can even host fundraising auctions on eBay too.

To highlight to friends and those around you that they are able to support you we have also designed the widget to be embedded in Facebook, MySpace or even Bebo.

You’ll be able to show your friends and work colleagues just what you are doing to support primate conservation. To get started you will first need to signup for a PayPal account. A PayPal personal account is all you need to get started. Sign up for your PayPal account at www.paypal.com. Your donations will be deposited in your bank account on a regular basis through PayPal. You may need to register a credit card to the account once you have reached over £500 in donations. Once you have created your account you will be able to use the tools that we create for you, as well as range of other third party applications such as ChipIn (www.chipin.com) to further your fundraising drive and to collect donations online.

To get started visit this page: http://www.primatehandshake.org/fundraising/fundraising_2010.htm

Raffles & Lotteries

There are lots of laws relating to raffles and lotteries. Please consult The Institute of Fundraising (www.institute-of-fundraising.org.uk) before organising such an event. If food is to be sold at a public fundraising event such as a raffle, then there are also food safety laws to which you must comply. Your local council will be able to advise you. A licence is also needed to sell alcohol at a raffle unless the venue already has a licence. To obtain a temporary licence contact the Licensing Justice at your local Magistrates Court at least one month prior to your planned event.

Street Collections

Street collections in the UK need permission from the local council but it’s easy to apply for a license. To collect on private property you must obtain permission and door-to-door collections are illegal without a licence. Consult your local government / council if not living in the UK to find out more about laws governing street collections.

Banking Transactions

If you are banking a number of small cheques (in the UK) and moving cash that you fundraised around various bank accounts you may have to pay bank transaction fees, especially when dealing with cheques. Contact your bank to see if they will waive any transactions/fees or upgrade your account so you don’t have to pay just to collect money.
Letter Templates

The letter on the following page is available to download as an editable Adobe InDesign PDF document or as a Microsoft Word (98 compatible) document.

Fields marked with closing brackets < and > should be edited and modified to your liking. Try to add to the letter but don’t make it too long as the reader may be short of time. In this letter we have asked a company for the donation of equipment and for general financial sponsorship, but you may want to ask an individual or charitable organisation for specific support so ensure you read through your letter several times and that it is directed at the right person / target as it is easy to forget to edit a certain section, revealing that the letter was once a template.

If you would like to receive a personal reply in the letter, also ensure that you change the default Handshake Productions postal address in the top right corner and ask that a reply be sent to you in the letter, confirming receipt of your letter if necessary.

Adobe InDesign .indd

Download the InDesign letter template here:
http://www.primatehandshake.org/downloads/Example_Fundraising_Letter.indd

Microsoft Word .doc

Download the Word letter template here:
http://www.primatehandshake.org/downloads/Example_Fundraising_Letter.zip

Powerpoint Presentation

We have prepared a Microsoft Powerpoint Presentation that you may download. The presentation is for use showing school children between the ages of 11+ (Key Stage 3) what the Great Primate Handshake is, and what you are doing to raise awareness of primate conservation.

In terms of fundraising, hosting presentations at your past Primary School or Secondary School can prove to be very successful. Previous volunteers have held own clothes days at schools, charging a small fee per child as a donation that is then presented to you as a gift. If a school has a great number of children then it’s a fast (and good) way of both educating and fundraising at the same time. It’s not uncommon to raise £500 - £600 in a day through this method. You may also like to host a conference or talk at a university or college and ask the local student union to run a fundraising night for you in conjunction with your talk. Modifying the presentation will allow you to add your own slides or information relevant to your needs.

Please email us to request the presentation.
Raising Awareness of Primate Conservation

Dear <Companies Name or Contact Name>,

Writing as a volunteer on the Great Primate Handshake, a not-for-profit primate conservation expedition of Africa, I would like to introduce my plans and objectives to you as a means to raising awareness of primate conservation.

The Great Primate Handshake aims to raise awareness of primate sanctuaries and conservation programmes by harnessing digital media and internet technologies to highlight and broadcast their work to both local and global audiences. This is achieved through the utilization of an overland vehicle as a mobile digital production workshop, designed to teach volunteers from around the globe a particular digital production skill so they may support the work of primate conservation organisations, initiatives and primate sanctuaries.

I have applied to volunteer on an upcoming expedition to <Expedition> so I may <What you will achieve> which will help raise awareness of primate conservation. I have written to you based on your <Companies Work> and your commitment to <Companies Commitment> in the hope that you may be able to support me.

A certain level of funding is required to cover my accommodation, food and equipment use. I am hoping that you will be able to support me through the provision of either:

A) Surplus equipment or equipment I may be able to purchase at a discounted rate.

B) Sponsorship in return for publicity in local newspapers or in the content I produce.

If you believe you may be interested in supporting me, or would like to discuss how I can support you, please do feel free to contact me.

Kind regards,

<Your Name>

<Signature>
The following grants and information may be of assistance to you.

**Local Education Authority Grants**

It is worth contacting your Local Education Authority (LEA) to enquire if a grant is available based on the educational nature of your expedition. During the expedition you have the opportunity to learn specific skills and there are grants available to support training programmes. Volunteers in the past have secured grants of between £250 - £500 towards the cost of an expedition. You may also wish to enquire about any third party organisations that promote the development of skills through training. Application or expression of interest forms are often available online, so ensure you search thoroughly for grants of this nature that may be available to you.

**Match Funding**

Many companies save pockets of money for charitable activities. By “match funding” your fundraising activities, you are asking the company to double whatever you raise on the day. Ask your employer if they have an existing scheme or if they would be prepared to set one up so you could double the amount you raise, and advertise the fact that match funding has been offered as people may be inclined to support you knowing that you can reach your goal thanks to the generous support of your employer / supporting charitable organisation.

**Educational Bursaries**

If you are in education, or at University, you may be entitled to a bursary to support you financially. There are three types of bursaries available: income, achievement and outreach. The first type (income) is based on your families actual earning so may or may not be applicable in this case. The second is based on your previous grades at A-level. If you got three A grades you are entitled to a grant of between £1000 - £1665. The last may be the most relevant, as you are entitled to an award if you are studying a priority subject. Check with your University or College to see which subjects they class as priority (usually computing or science). Also check to see if there is a bursary for training, as this could be relevant based on what you are volunteering to undertake in the field - learning new skills to help raise awareness of primate conservation.

**Sponsorship**

Volunteers in the past have managed to secure expedition equipment such as backpacks, cameras and mosquito nets by writing to companies and organisations that sell them on the high street. Due to the nature of the expedition, they are often alot more willing to support you as it is educational in nature and you will gain new skills. If you use the template letter, provided in the document, then make sure you get in touch with us first so we can check and assess if your sponsor is ethically sound, and so that may also support your case and provide you with an official letter stating that you have applied to become a volunteer and will be working to raise awareness of primate conservation in Africa.
Leaflets & Flyers

We have available a PDF leaflet that you may print and distribute to raise awareness of your fundraising event. The leaflet is generic in nature, but if you were to provide additional information next to it on a wall / post then it should catch the attention of passers by.

Please email us to request a flyer at info@primatehandshake.org

When printing the leaflets, print them at 95% of their original size and then cut off the border. If you have a borderless printer then print them as you would do a normally as they are designed to print right up to the border.

Press Photographs

If you require photographs of primates, or the Great Primate Handshake expedition in action to send to the local paper then we have a collection of press ready high resolution photographs available to download.

Free free to include your own photographs together with ours, and if you would like to request a photograph that is not in our online collection then please email info@primatehandshake.org as we are happy to assist you.

Lastly

The most important additional material when fundraising is to have fun!
If you do require any assistance or extra information then please do get in touch with us:

Email: info@primatehandshake.org
Telephone: +44 (0)15 704 23367

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