

DAWDLE FOR DONKEYS



THE DONKEY
SANCTUARY



THE 5 OR 10k
CHARITY
CHALLENGE

YOUR 2020 FUNDRAISING PACK

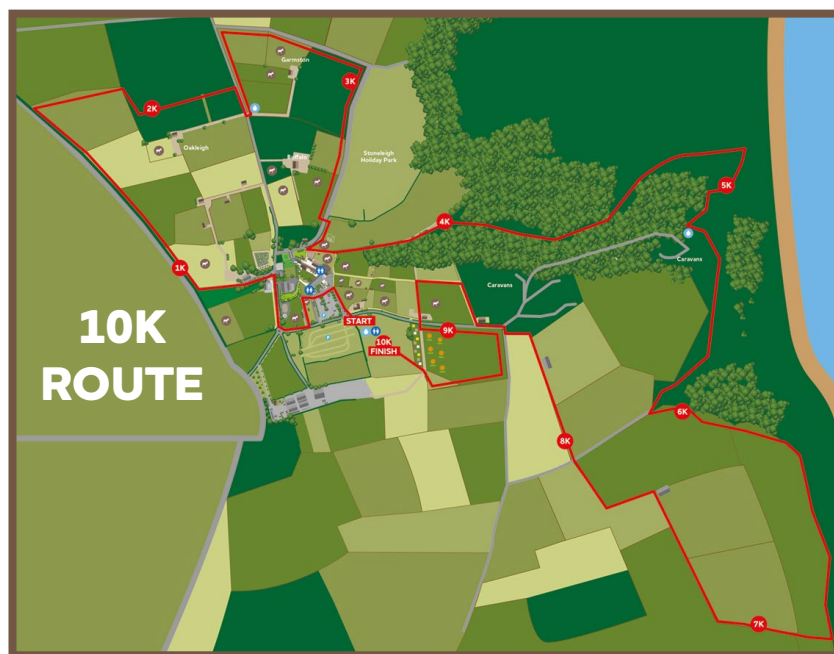
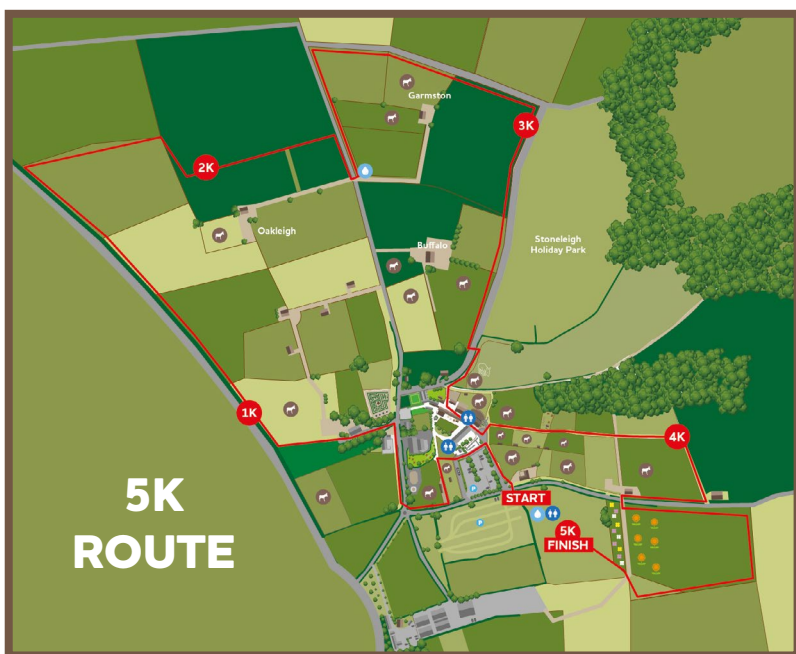


THE 5 OR 10K CHARITY CHALLENGE

Thank you for signing up to Dawdle for Donkeys!

You are helping us to raise vital funds and spread the word about the work of The Donkey Sanctuary, helping donkeys and mules around the world.

We can't thank you enough!



FUNDRAISING



Why we need you to fundraise

It might surprise you to learn that the entry fee only covers the cost of staging the Dawdle for Donkeys event. It is, in fact, your fundraising that gives us the opportunity to improve the lives of donkeys in desperate need. Every pound raised helps us to make a difference.

Alternative to fundraising

We understand that it can be difficult to ask your friends, family and colleagues for sponsorship,

and maybe you don't have the time to hold a fundraising event. If you don't want to go down this route, you can choose to pay a donation when you sign up instead. We ask for a minimum of £25 per person, which is in addition to your sign-up fee. 100% of this donation will go towards the work of the charity.

Stuck for fundraising ideas? This pack will give you all the tools you need to get you started!

SET A TARGET

Setting a target is a really effective way to get the message across

£20

Will pay one donkey's annual wormer

£45

Will fund one donkey to have annual vaccinations

£100

Can help pay for two donkeys to have annual dental checks

£200

Can help pay for the farrier for one donkey for a year

£500

Covers the cost of 100 bales of straw for feed and bedding for one donkey for a year



Sponsorship **JustGiving**

Just Giving is an online platform for fundraising.


You will receive a dedicated link to your fundraising page, which you can then email to friends, family and colleagues as well as sharing the link to your Facebook, LinkedIn or other social media platforms.

Here is how to set up a Just Giving Page:

1. Visit www.justgiving.com/campaign/dawdlefordonkeys2020 and click 'Start fundraising'.
2. Click on 'Organised Event' and 'Dawdle for Donkeys'.
3. Choose your fundraising page web address and 'Create your page'. Once your page is set up you are ready to share your link and accept donations

Facebook Fundraising Page

If Facebook is your social media platform of choice, why not set up your own Facebook fundraiser to share with all your Facebook contacts. Just follow these steps:

1. On a computer – Sign in to Facebook and click 'Fundraisers' on your left menu on the news feed page.
2. On a mobile – Sign in to Facebook and go to the  menu in the bottom right-hand corner of your screen, scroll down to the 'See More' option and select 'Fundraisers' from this menu.

3. Click 'Raise Money for a Charity' and select 'The Donkey Sanctuary'.
4. Update the title of the fundraiser to include the event name eg. 'Sam's Dawdle for Donkeys 2020'.
5. Fill in the fundraiser details and choose a cover photo.
6. Click 'Create' and you're ready to share.
7. Please let us know if you have created a Facebook Fundraising Page by emailing events@thedonkeysanctuary.org.uk.

Sponsorship Form

If you prefer to ask for sponsorship using a paper form, please visit bray.news/dawdle-sponsorship to download a pdf to print.



giftaid it Don't forget to add gift aid to your donations! For those who pay UK tax, this can increase their donation by 25%. Just make sure that everyone fills in their own address details and that the form is complete with clear writing.

SPREADING THE WORD



Work

Send out a group email to your colleagues. Mention you are doing a fundraising event in the staff newsletter or during a staff meeting and give out information on how to donate.



Friends & Family

Share your online fundraising page through social media.



TOP TIP

Share at evenings or weekends! Or share in a WhatsApp or group message.



#dawdlefordonkeys



Finally, on behalf of all the donkeys and mules who will benefit from your hard work – **thank you!**

Fundraising Ideas

- Bake Sale
- Quiz Night
- Jumble/ Car Boot Sale

- Open Garden
- Speed Dating
- Craft Afternoon

- Cocktail Evening
- Sponsored Car Wash

