

THANK YOU FOR SUPPORTING



FUNDRAISING TOOLKIT

Small Acts, Big Impact: Your **community** can change people's lives

THIS TOOLKIT

WILL GUIDE YOU IN ENGAGING YOUR
COMMUNITY TO CHANGE PEOPLE'S LIVES

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YOUR WHY

As you're planning your fundraising, think about why **you** are wanting to help Indigo Volunteers.

This is what your family and friends will most care about.

PLANNING YOUR FUNDRAISER



SET YOUR
FUNDRAISING
TARGET



PICK YOUR
TYPE



CREATE YOUR
FUNDRAISING
PAGE



INVOLVE
YOUR
COMMUNITY



1

SET YOUR FUNDRAISING TARGET

Pick a target that feels achievable to you, but don't be afraid to be ambitious :)

Think about

- *Indigo's costs VS our impact*
- *All the people in your network who could support your fundraiser*
- *Potential sources of donation matching (ie, some of your donors might have corporate matching available through work; UK donors are eligible for 20% Gift Aid)*



£52 will place one volunteer

£56 pays for the support of one charity for a month

£1 turns to £23 worth of impact



2

PICK YOUR TYPE

Your fundraiser can be more than an online funding page.

You can [organise an event or pick a theme](#) to actively engage your community.

Here are some ideas to think about:

- Can a **hobby** (like running or knitting) turn into a fundraising marathon?
- Is your **birthday** coming up? Combine it with raising donations.
- What are you **passionate** about? Think about how you can integrate your passion to an event or fundraising campaign.
- Are any of your **friends and family** also passionate about supporting refugees?

Brainstorm together to run a joint fundraiser.

You can also **keep it simple** and simply set up your fundraising page.



CREATE YOUR FUNDRAISING PAGE

Set up your fundraising page on [People's Fundraising](#)

This is our most recommended option, with no transaction fees and Gift Aid options available.

Find out how to set it up and see more options [here](#)

TIPS

- Share your story and **explain why** you believe in our work so that your supporters feel connected to you.
- Add photos to showcase Indigo's impact and your fundraiser/story
- Introduce Indigo and our impact with copy from this toolkit.
- Explain where the funds collected will go and how they will be used to make an impact (*see page 4*)
- You can link [Indigo's impact page](#) to visually show our impact.



INVOLVE YOUR COMMUNITY

SHARE
SHARE
SHARE!

WHO

Share this with your friends, family, neighbours and colleagues.

Don't be afraid to fundraise as a **group** as well, it can be a lot of fun!

Let the Indigo team know! We can also share your fundraiser.

HOW

Use the provided **templates** and copy (*see pages 10-12*)

Share **updates** on how the fundraiser is going.

Get help from the Indigo team to share stories about how the funds raised will be used to help refugees.





INVOLVE YOUR COMMUNITY

WHERE

Think about **local channels** that might want to support your campaign or where you might find people who want to help.

Share about your campaign and your fundraising page there!

These may include:

- posting on your **social** channels,
- messaging your **friends/family** who can share it with their friends/family,
- messaging your **employer/university**
- posting on local facebook and **community groups**
- contacting local groups showing **solidarity to refugees**

GOING
LOCAL
IS
KEY

HOW **INDIGO** CAN HELP YOU

PLANNING SUPPORT

Our team is very excited to help you get your fundraiser planned - from brainstorm to implementation! Send us an email or book us in for a call :)

[Book a call](#)

PROMOTION SUPPORT

Indigo has more than 20k followers across our media channels, and we're very happy to help your campaign get going by sharing about it:

- Mention @IndigoVolunteers in all your media posts
- Send us your campaign page to promote in our newsletter

Are you unsure of where to start with promoting your campaign?



PROMOTION RESOURCES



ABOUT INDIGO

Introduction

Indigo Volunteers responsibly supports refugees across the European migration route. The charity amplifies the impact of their 40+ humanitarian partners through volunteer connections, well-being support, and organisational development. In working towards this goal, they are guided by the principles of Responsible Volunteering so that everyone benefits from a sustainable and inclusive change-making environment.

Our Why

As long as there are gaps in the systems supporting displaced persons, the grassroots organisations Indigo supports are integral to the wellbeing and aid of refugees and migrants all over the world.

They work closely with grassroots organisations in Greece, Serbia, Bosnia & Herzegovina, France, Cyprus, Lebanon, Slovakia, the UK and Moldova who are:

- Filling basic aid gaps in camps
- Running community centres
- Administering mobile medical and social support
- Providing education
- Providing legal advice
- And so much more

Indigo's relationship with grassroots partners is a movement of solidarity.

OUR LOGO

Light background

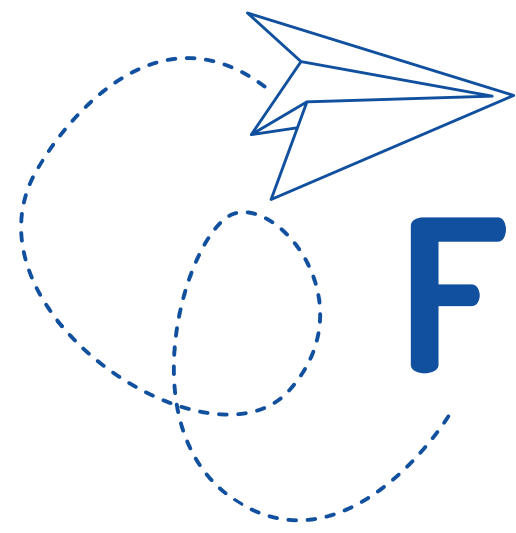


Dark background



[Download here](#)





FLYER & POSTER TEMPLATES

Campaign flyer
[Access template here](#)



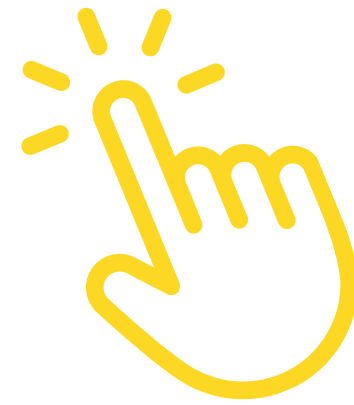
Socials story template
[Access template here](#)



Campaign cover image
[Access template here](#)



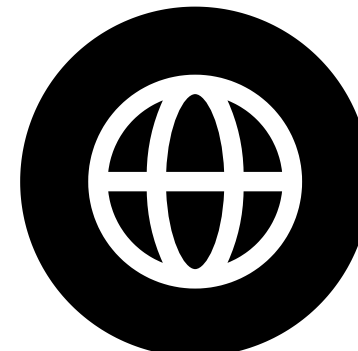
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@IndigoVolunteers

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SMALL ACTS, BIG IMPACT

www.indigovolunteers.org

