

TIPS AND TRICKS TO SUCCEED IN YOUR FUNDRAISING

OXFAM FRANCE EVENTS



PLANNING YOUR FUNDRAISING

AGREE ON A FUNDRAISING TARGET

As with the physical training, your fundraising efforts will be all the more effective if you agree on an action plan. Set realistic targets and keep track of your progress. Find out the minimum amount you have to raise for Oxfam.

As a reminder, here are the minimum fundraising targets to start the trails:

- **Trailwalker** : 1500€ per team, that is 375€ per person.

SHARE YOUR FUNDRAISING TARGET

- Between you and your supporters: No matter the size of your group, make the most of your supporters, they are there for you! All together, by engaging your respective networks, you can reach many people.
- Decide which tactics you want to use: for example, you can raise €500 by planning for an event (a solidarity evening, a movie night) and €300 individually by engaging your respective networks.

ORGANISE YOUR CALENDAR

We suggest you plan different options, to stay in control so you can adapt your strategy to change accordingly.

BRAINSTORM

Think big about your fundraising ideas. Put your heads together with your team and supporters, and feel free to express all your ideas and use all the tools at your disposal.

START EARLY

The sooner you plan your fundraising the more time you get to reach your goal. Meet together as soon as you register. Start your fundraising efforts by making a personal donation to your team. Some people will be encouraged to participate in your personal adventure by visiting your team space.

DON'T BE DISCOURAGED

It's not unusual for fundraising to grow fast and then stagnate. Although your fundraising may not yield results for a few weeks, keep your network informed and be active.



ROOM FOR ACTION

1. YOUR FUNDRAISING PAGE

After subscribing, you will create your fundraising space online. Your relatives, friends and supporters can directly make a donation simply with their credit card.

This space is your best instrument for fundraising. Customize your team space as much as possible. You can:



Upload photos of your team.



Add news on your team (training, fundraising event...).



See the progress of your fundraising.



Send emails to your relatives and keep in touch with them.



Become inspired by other teams by watching how they fundraise.



Thank each donator.

Each contributor can leave their name and messages of encouragement. Inspire your supporters, explain how their support is important to you, and explain how the funds will be used.



LES TY ZEFS



1 540 €

collectés sur 1 500 €



projet
terminé



23
contributeurs

Je soutiens cette collecte

Équipe complète

Partager cette page de collecte



2. ASK YOUR RELATIVES

First think of how you will approach your prospective supporters: a call, a cup of coffee, an email? Your relatives know you, explain the challenge to them in a simple way, with your own words.

WRITE AN EMAIL

Email is the easiest, quickest and the most direct tool for reaching your network. You can customize it according to your recipient. Organize your contacts by different groups for family, friends, colleagues and former fellow students, for example. Send them all different emails speaking in a straightforward way about the project.

You don't need to write too much, simply say that you need their help to launch into a unforgettable adventure.

NB : In your emails, consider including the Url of your teamspace, your Facebook and Twitter pages or any video presentations. You can upload one of our banners of signatures for your emails.

THE CIRCLES TECHNIQUE

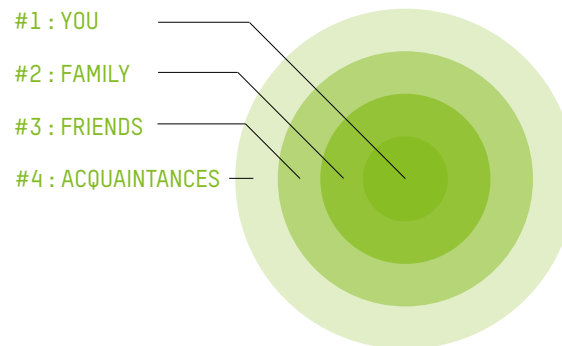
This method is all about contacting the right people at the right time. We suggest that you proceed in the following way:

#1 > You: Make the first donation yourself, to show that you really believe in the project. This donation will also be a guide for future donors so don't make it too low if you don't want to get only small donations. While every donation counts, it is better for your fundraising to larger donations in order to reach your target more easily. For your information, the average Trailwalker donation is about €60.

#2 > The family circle: After having made the first donation, focus on your family. They trust you and your project, and will easily help you. It is a fine way to make a good start and spur a snowball effect.

#3 > Close friends: once the fundraising has started, it easier to receive donations. This is the right moment to contact your friends with a message that could be amusing, provocative or moving, according to their different personalities. Once again, the more personalized (even individualized) the message will be, the more efficient. This could be worth spending a little time on.

#4 > Acquaintances and professional circles: Try to focus on these groups when you are close to reaching your target. It is easier to collect when you already have a fundraising page in progress. You can even use the well-known format: « We are only €200 short, if each one of you gives €10, we will reach our target! » Remember that everybody wants to be the one to actually reach the target.



3. HOST AN EVENT

Dare! Try to identify something original to get everybody's attention. Fundraising events are fantastic because you can make them as easy or complex as you wish: for example, a guessing game or a wine party.

These events effectively complete your fundraising and mobilize public support.

BUILD A BUDGET AND STICK TO IT

Keeping in mind a budget will help you to stay organized and focused. It will also ensure that your event stays profitable. Make a realistic list of all your expenses and the expected revenue.

To reduce your expenses, you can ask local businesses to sponsor your event by giving you what you need to host your event (a place to host it, food and drinks, a prize for a raffle etc.)

GOODIES

You can raise money by selling goodies: lighters, T-shirts, badges etc. with the name of your team on them.

A FEW IDEAS FOR YOUR FUNDRAISING EVENT

Dare or not? Auction your crazy challenges! Shaving your head, growing a beard, kissing a stranger in the street, do the Wintertrail dressed up as Superman... Challenge your friends to get the most donations for unforgettable memories.

Sell cakes: we all know it works! Bake a few cakes and sell pieces to your colleagues. With a donation box right next to the cakes, it's easy for everyone. Also ask your friends to bake, it's an easy way for them to support you! You can do it regularly, for example, bake sale at the office every Friday.

Jumble sales: Put all clothes, shoes and accessories you don't need anymore together, put a price tag on them, and enjoy a nice evening with your friends, talking about clothes and antique furniture and of course, raising funds for your challenge! Also consider using eBay and Leboncoin to sell your clothes and other items.

YOU NEED SPECIFIC ADVICE?

Contact us directly: +33(0)1 56 98 24 46
or by email to: evenements@oxfamfrance.org

Party for a good cause: Organise a party to raise money and support Oxfam in a bar or at home. Make people buy a ticket for the admission or for drinks. Organise a raffle with gifts.

Be innovative around calendar events and profit from key dates to sell your own creations. Think about flowers and chocolate for St Valentine's Day, hearing the thrush for the first of May, carrot cakes over Christmas or eggs for Easter. Candlemas and kings cake are also good excuses to reunite your friends and your colleagues.

4. REQUEST YOUR COMPANY

A lot of teams ask to be sponsored by companies. In return for a donation on your fundraising page or a cash donation, you can agree to carry company colours during your fundraising events or during the weekends of the Oxfam trails.

[Refer to the tool #6 available at the end of this guide].

5. ASK LOCAL MEDIA

Contact your local media and tell them about your adventure. It is a great way to expand your fundraising appeal and to promote your fundraising event, and also a fantastic opportunity to inform people about the work of Oxfam. Media outlets can be invited to feature your team or an event you organize.

[Refer to the tool #5 "guide of local media" available at the end of this guide].

6. USE SOCIAL MEDIA

If you have a Facebook, Twitter or Instagram account, don't hesitate to use them. They are the best tools to circulate your message and invite supporters to visit your fundraising page. Join the Wintertrail or Trailwalker community on Facebook and Twitter and stay in touch!



facebook.com/oxfamtrailwalkerfrance



[@marcheavecxfam](https://twitter.com/marcheavecxfam)



[@marchezavecxfam](https://www.instagram.com/marchezavecxfam)

7. INFORM AND THANK YOUR DONORS

Informing those who have financially supported you is very important. Your donors are interested in your project: share with them your training and fundraising stories. Give them anecdotes about your team.

You can do this in a fun way, for example by offering titbits such as team profiles for each €200 earned.

Share your news on your fundraising page, on social media, or by email.

8. THANK YOUR DONORS

Remember to directly thank your supporters once they have contributed, and keep them informed after the event with testimonies, pictures and videos!

DISPOSABLE TOOLS

These tools are available on the event's website along with the guide : oxfamtrailwalker.fr



PRESENTATION OF OXFAM FRANCE



PRESENTATION OF OXFAM FRANCE EVENTS



POSTERS, FLYERS, BROCHURE...



MANAGING DONATIONS



HANDBOOK OF LOCAL MEDIA



CONTENT DEDICATED TO COMPANIES

OXFAM, AN INTERNATIONAL NGO SERVING THE MOST VULNERABLE PEOPLE

Oxfam is an international confederation of **20 organizations** working together with partners and local communities in more than **90 countries**.

One person in three in the world lives in poverty. Oxfam is determined to change that statistic by mobilizing the power of people against poverty.

25

There are more than **25 million** direct recipients

€1B

More than **€1Billion** of international budget

10 000

10 000 employees around the world

ACT ON CAUSES AND CONSEQUENCES OF POVERTY

OUR MODES OF ACTION



EMERGENCIES

Provide a **rapid and adapted response** in case of humanitarian emergencies : water, feed rations, latrines for everyone in distress.



DEVELOPMENT SUPPORT

Support **long term projects**, in partnership with **local communities**, to allow people to make respect their fundamental rights.



LEAD ACTIONS OF CITIZEN POWER

Against industrial and financial lobbies and pressure the politicians to **get just laws and lasting changes** to support the **greatest number of people**: our expert reports, petitions, street actions and citizen mobilisation.

YOUR DONATION IN ACTION

EMERGENCY

Oxfam is well known for its human expertise, particularly in the WASH domain (Water Sanitation and Hygiene).

Among its actions, Oxfam intervened in the Philippines. In the first year of our response, we have reached over 868,000 survivors in Leyte, Samar, and Cebu with both urgent and long-term support. Since November 2013, Oxfam has invested \$42 million (of a \$65 million three-year plan) to help with clean water supplies, community latrines, water pumps, cash vouchers for food and home repairs, and fishing boat replacement and repairs.

DEVELOPMENT SUPPORT

Around the globe, we work to find practical, innovative ways for people to lift themselves out of poverty and thrive. By supporting schools, to helping farmers sell their crops for a fair price, to improving access for people with HIV/AIDS to healthcare - our long-term development projects are transforming lives.

For example, Oxfam is working to tackle the root causes of poverty in Zimbabwe. This means we are also working to reduce marginalisation and helping Zimbabweans enjoy their rights so that they can lead a dignified life. Our work recognises the importance of a collective responsibility and is part of a broad process which supports and sustains citizen empowerment and national development.

LEAD ACTIONS OF COUNTER POWER

We campaign to change what keep people locked in poverty. While we work to alleviate the symptoms of poverty, we also campaign to tackle the causes of it. We campaign side-by-side with our supporters to challenge those who would abuse or mismanage their own power, and campaign to change bad policies and practices.

ALLER PLUS LOIN

- Oxfam Website: www.oxfamfrance.org
- Presentation video of Oxfam France: « [Comment nous luttons contre la pauvreté](#) »
- Upload « [L'Essentiel 2017-2018](#) » of Oxfam France

CHARTER COMMITTEE



Oxfam is a member of the charter committee, an organization for agreement and control of association and foundation calling in people's generosity.

More information: www.comitecharte.org



OXFAM FRANCE EVENTS

Oxfam France believes that by working closely together, we will enhance our collective impact and thus contribute to a fairer world without poverty. This is the guiding principle behind organizing team and solidarity events.

The Oxfam Trailwalker is the greatest sporting team charity challenge in the world, in which teams of four people walk 100 km within 30 hours, raising money and enjoying an extraordinary human adventure. This great event first took place in 1981 in Honk Kong; since then, thousands of walkers have collectively walked the equivalent of 100 world tours and have collected \$70 million for Oxfam.

Beyond actual events, this is the way to experience some unforgettable human adventures.

“ These events are organised with the sportive and cultural Association of the AFD, with the financial support of the Communication Department who saw a way to assert the common values of the AFD and of Oxfam on the terrain of solidarity and struggle against poverty ”

Tanguy Denieul
Piloting and Financial Strategy of AFD

OXFAM TRAILWALKER

A UNIQUE CONCEPT

Raise €1,500 then walk 100 km in teams of four people (without relay) within 30 hours.

AMAZING TERRITORIES

The Natural regional parc of the Morvan in Bourgogne.
Dieppe: from coast to countryside

2018 KEY FIGURES

- 876 walkers
- 663 supporters
- 178 volunteers
- 4827 donators
- 347 543€ raised

www.oxfamtrailwalker.fr

EXAMPLES OF COMMUNICATION DOCUMENTS

Trailwalker poster 2018



All communication documents are available on events websites:

www.oxfamtrailwalker.fr

Wintertrail customizable flyer 2017



NOUS AVONS BESOIN DE VOUS !

Les 20 & 21 mai 2017, nous participons à la huitième édition d'un défi sportif et solidaire unique au monde : le Trailwalker Oxfam.

Qu'est-ce que c'est ?

C'est l'aventure de 4 personnes qui ont décidé de relever un challenge sportif et humain extraordinaire, parcourir 100 kilomètres en moins de 30 heures par équipe de 4 et sans relais, dans le magnifique Parc naturel régional du Morvan en Bourgogne.

L'objectif ? Construire un monde plus juste pour tous. Nous nous sommes en effet engagé-e-s à collecter au moins 1 500€ de dons au profit de l'association Oxfam France qui mène chaque jour un combat contre les injustices et la pauvreté, depuis plus de 25 ans.

Pour en savoir plus et soutenir notre équipe dans cette aventure, visitez notre page d'équipe sur www.oxfamtrailwalker.fr

Merci d'avance, nous avons besoin de vous !

NOM DE L'ÉQUIPE :

Avallion
...passionnément...

Nièvre
CONSEIL DÉPARTEMENTAL

Yonne
CONSEIL DÉPARTEMENTAL

RÉGION BOURGOGNE
FRANCHE-COMTE

Parc
naturel
régional
Morvan

HOW TO RECEIVE DONATIONS?

You have 4 options to receive your donations. Here is how you can deal with these donations depending on their nature.



DONATIONS BY CREDIT CARD

Donations by credit card must be made directly on your Team Fundraising Page. This procedure is the simplest, because you don't have anything to do; it is completely automated and 100% secure.

Your fundraising progress bar will be instantaneously updated, and the donor will receive a French tax receipt by e-mail.



DONATIONS BY BANK TRANSFER OR BY CHEQUE

Donation by bank transfer and by cheque must be made directly on your team fundraising page. Once the donation has been made on the fundraising page, you should download a document with the procedure and the IBAN to make this bank transfer or to send the check.

Be careful, the cheque must be payable to Oxfam France. **Your fundraising progress bar will be instantaneously updated, and the donor will receive a French tax receipt by e-mail at the start of the following year.** If your donor requires it before, please send us an email to:

dons@oxfamfrance.org



DONATIONS IN CASH

Oxfam France will not accept cash remittances under any circumstances. If you raise cash money during your events, put the money in your own bank account and donate on your Team Fundraising Page with your credit card. It is the easiest, quickest and most secure way of proceeding.



DONATIONS BY COMPANIES

Company donations are tax deductible. It depends of your country tax law.

These donations can be made directly online on the fundraising page, by credit card, cheque or bank transfer.



LOCAL MEDIA GUIDE

The media can be a real asset in your adventure. Publicising your fundraising events offers the chance to reach national as well as local media organisations.

Contacting journalists and asking them to feature the subject may encourage readers and listeners to support your project, or even to create their own teams!

At each stage of this guide, don't hesitate to contact Marion if you need some help: mcosperec@oxfamfrance.org

#1: IDENTIFY THE MEDIA YOU WANT TO CONTACT

The first step consists of identifying the local newspaper with the largest circulation,; it's often this one that your entourage reads.

If a local radio is also well established, why not offer them a small presentation about the event and team.

You can also contact national newspapers (read a copy first to see if the publication is suitable). You might also want to consider monthly journals.

Call the editorial staff to get the contact details of the home or editorial correspondent.

You will find contact details in the newsletter pages or on radio websites.

Consider consulting your town hall website as local media are sometimes identified here.

When a regional newspaper offers several local editions, as is the case at the moment for Ouest France for example, make sure to contact the persons in charge of the local edition rather than the regional headquarters.

#2: WRITE YOUR MESSAGE

A message by email can be your first contact with an individual journalist or the editorial desk.

It must give clear information about yourself, as well as a specific idea for the article (or interview in the case of a radio station).

An example is available below.

#3: SEND YOUR MESSAGE TO THE RIGHT PERSON

If you get several contacts, take the time to send a individual email for everyone. It takes 15 minutes more but it will allow to your receivers to pay more attention to your message.

#4: MAKE FOLLOW UP CALLS TO MEDIA BY PHONE

Once you have sent your message, it's important to call back the journalist(s) by phone a few days later, as a reminder.

Suggest that they feature your event, if they have not already completed an article about your team.

SAMPLE MESSAGE

Hi,

Dear reader/listener of (name of the media) in (name of the city), I am getting in touch with you about a group event in which I will participate with 3 others (inhabitants of the city or of the region) next May. We will walk 100 km in less than 30 hours to support Oxfam.

This event, Oxfam Trailwalker, is one of the most important team sporting challenge in the world, have a look: oxfamtrailwalker.fr

This is our individual team page:
<http://events.oxfamfrance.org/projects/teamname>

The subject may interest you and we hope the event will reach (name of inhabitants of the place, as "Marseillais" or "Sartheois") to alert them about this project.

OR

Furthermore, we are organizing an event (detail of the event) to raise funds for Oxfam next Saturday, Republique Place at xxx, I hope you will be interested in this subject ?

Don't hesitate to get in touch if you want more information.
Yours Sincerely

[Name]
[Mobile phone number]

#5: PREPARING FOR AN INTERVIEW WITH A JOURNALIST

Before meeting or being interviewed by a journalist, it's important to prepare your interview. Some examples of regular questions are:

- What's Oxfam Trailwalker ?
- Who is Oxfam? What does Oxfam do?
- How did you discover the event?
- For what reason did you sign up?
- How did you become a team?
- How will you collect 1,500€ of funds ?
- How do you train? At which pace?
- For which company do you work? (Is your team formed of work colleagues?)
- Who are your supporters? What do they plan during Trailwalker weekend?

Prepare one or two human interest stories to tell during the interview. Journalists are fond of little stories that can be used as a catchy headline!

Bear in mind that for this kind of subject, the regional daily press journalists want to highlight the local perspective, as much as the human aspect. So don't hesitate to present appropriate details which show your team in the best possible light

Also consider taking a photograph of your entire team (with a good camera and not with your mobile phone) which journalists may use for their articles.

#6: RELATIONS WITH THE MEDIA THE DAY OF YOUR EVENT

On the day of your event, invite journalists to become familiar with the project and/or a brochure of the Wntertrail/ Trailwalker. An interview may be short and limited to a few lines; remember that the interview must get a clear message across!

The journalist is not here to frame you. Prepare a few short phrases raising the essential issues you want to convey:

"Oxfam Trailwalker is a unique event, which allows participants to surpass themselves collectively for a good cause! We seek to fundraise for Oxfam France, to motivate others, and to raise awareness of oranisational events".

"This weekend will be very filled ! At every step, our supporters will be there to welcome us and to encourage us. A few activities will be planned all along the walk, for participants and supporters".

1,500 euros can seem like a lot, but if the project is well-prepared, enthusiasm counts for a lot. Campaigns carried out by Oxfam France over the past 30 years have spurred us on".

"An example of a Oxfam France campaign? In 2015, while France hosted the UN climate conference (COP21), Oxfam - together with other NGOs - represented the voice of the year's most vulnerable women, those most impacted by climate change. Our mobilization to ensure climate change adaptation funding of the poorest countries saw 1,3 million people expressing support around the world, and helped to support some important victories: France, which had already pledged 1 billion dollars over three years, agreed to finance the Green Climate Fund, committing to 2 billion euros by 2020. This Fund is above all intended to aid the poorest countries and those most exposed to the consequences of climate change".

And don't forget to mention the website address of your fundraising page!

If no journalists feature the event, don't panic! Above all, don't give up or think they are not interested, they may well have been dealing with a deadline. Don't hesitate to send a reminder email or call in order to suggest an interview later.

#7: AFTER THE EVENT

Upon your return, don't hesitate to get in touch with the journalists who didn't feature your team, and send one or two photographs by email (in low definition, so as not to fill their mailbox !)

Ask if you can follow up, by example inserting some phrases about your experience and commenting on the pictures.

Lastly, don't hesitate to inform Oxfam France of your success by forwarding a copy of articles to Marion by mail or email to mcosperec@oxfamfrance.org

TO GET YOUR COMPANY INVOLVED

UNIQUE FEDERATIVE EVENTS

Oxfam Trailwalker is an original opportunity to gather employees around a uniting cause. By initiating the recruitment of teams or participants to fundraising, companies commit in a group dynamic which strengthens team spirit in an innovative and exciting way.

Collaborators will stay involved and be proud to jointly take-up a sporting challenge in support of Oxfam, one of the biggest international non-governmental organisations in the world.

TEAM-BUILDING

Upstream, during and after the event, a company can:

- **Communicate about dynamism and involvement of its employees**
- **Develop team spirit, motivation and cohesion**
- **Show its support of a specific cause**

D-Day brings memorable interactions with all current employees, walkers and supporters. It rewards months of team work by an extraordinary human adventure, which will remain in the spirits of everyone forever.

HOW TO COMMIT YOUR COMPANY?

1. RELAY INFORMATION

The preparation of the event offers an important opportunity with regard to internal communication. A company can relay information in several ways: e-mails, intranet session, stands, etc. It can also prepare promotional tools in the form of a **company kit**:

- A2 and A3 posters of the event
- Flyers and customized documents
- Online tools : email invitations, banners, video, pdf presentation, etc.

We will help you to lead new projects in your company, and to encourage those already in existence.

2. SUPPORT TEAMS

Your company can bear the registration fee; participate in fundraising; or match those donations which may give it a tax advantage **(in France)**:

- **For individuals:** tax reduction of 66%
- **For companies:** tax reduction up to 60% of payments amounts by a maximum of 0.5% of revenues.

During the weekend of the event, your company can also take care of travel costs and any customized equipment. It can also make available other equipment such as vehicles.

3. BECOME A PARTNER

If your company wishes to go further and become associated to Oxfam NGO through events, it's possible to become a partner. Oxfam Trailwalker is a unique opportunity to commit to a fairer world, gather employees around a common cause and promote the brand image of your company.

For more information, please contact **Marie-Estelle Rigord**:



+33 (0)1 85 34 17 69



merigord@oxfamfrance.org

THE FOLLOWING HAVE PARTICIPATED TO OXFAM EVENTS:

French Development Agency, APRR, Architecture firm Correia, consulting firm Des Enjeux et des Hommes, Consulting firm Utopies, CAP GEMINI, Courtepaille, Crédit Coopératif, Ecocert, EDF, Ekimétriks, Enercoop, L'ENVOL, France 24, Gecina, Google, Greenflex, Kurt Salomon, Mazars, Meerschaert, MSK Eyewear, Orange, La Poste, PROVA, Sémaphores, Sodexo, TSL Outdoor, Withings...

**HUMAN ADVENTURES
WHICH HELP MILLION OF
PEOPLE TO CHANGE THEIR LIVES,
INCLUDING YOU.**



A QUESTION ABOUT FUNDRAISING?
CONTACT US DIRECTLY AT: **+33(0)1 56 98 24 46**
OR BY EMAIL AT **EVENEMENTS@OXFAMFRANCE.ORG**



OXFAM
France