A decorative graphic on the left side of the page consists of numerous colorful pencils (pink, yellow, blue, orange, green, purple, etc.) arranged in a dense, overlapping, and slightly curved pattern, pointing towards the right.

# Essential School Fundraising Guide 2019



**Give as you Live®**

# School Fundraising in 2019

## Your Essential School Fundraising Guide!

Thousands of pounds are raised every year via Give as you Live for schools across the UK to help fund their projects - from building development and new text books to much needed new equipment.

Give as you Live turns a percentage of every penny spent online by teachers, parents and friends of the school in to free funds for the school.

This fundraising guide is an overview of all the 2019 marketing materials you will receive when you register your school with Give as you Live - emails, letters to parents, posters and more.

You should use our marketing materials to promote Give as you Live to teachers and parents. We suggest putting posters around the school, sending letters to parents, adding banners to the school website and the PTA newsletter and sending out flyers in book bags.

Register your school with Give as you Live by visiting: [give.as/schools](http://give.as/schools) or simply call **0800 883 8450** for more information.



**MARKETING CALENDAR 2019** Increase your fundraising income in 2019 with Give as you Live!

**JANUARY** Travel: Book your summer and winter getaways!

**FEBRUARY** Valentine's Gifts: Spread the love this Valentine's Day!

**MARCH** Treats for Mum: Spoil your Mum this Mother's Day!

**APRIL** Easter Goodies: Hunt for the perfect egg this Easter!

**MAY** In-Store Cards: Spread the word about raising whilst shopping for groceries

**JUNE** Gifts for Dad: Treat your Dad this Father's Day!

**JULY** Outdoor Sporting: Keep the family busy this summer!

**AUGUST** Back to School: Get organised ready for term time in September!

**SEPTEMBER** One4All card: Treat your friends and family to the perfect gift

**OCTOBER** Halloween Essentials: Don't miss out on spooky deals this October!

**NOVEMBER & DECEMBER** The countdown to Christmas is on! Black Friday - Cyber Monday - Giving Tuesday

**MAXIMISE OUR MESSAGING**

**INSTAGRAM**  
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**TWITTER**  
If you're not using twitter to take part in awareness hashtags yet, you should be! Whether it's specific hours in your local community to raise awareness (such as #WorcestershireHour) or days related to the work of your charity, tweeting using these hashtags will help you reach new audiences and increase the awareness of your work.

Shop at over 4,200+ stores

Logos: ebay, B&Q, wayfair, Borden, Argos, NEW LOOK, CHOCOLAT, next, red letter, M&S, TESCO, WAITROSE, amazon.co.uk, TOPSHOP, Interflora, STAPLES, viking, PANDORA, Etsy, Thomas Cook, Groupon, Domino's, lastminute.com, mothercare, photobank

# Case Study

## Friends of Bishop Gilpin School raise over £5,000 with Give as you Live!

Friends of Bishop Gilpin School have used Give as you Live for over three years and have raised an incredible £5,000!

Charity representative Jo Whelan tells us why she loves Give as you Live.

### Do you think other charities would benefit from fundraising through Give as you Live?

'Absolutely, I think it is a great idea for school PTAs as they have a ready-made fundraising community. All parents want to help improve their child's experience at school and the facilities that they have.

Give as you Live offers our supporters a great way to raise money for us at no extra cost to them, so I am sure other charities could benefit from this too.

I love the ease of internet shopping so I use the Give as you Live app everywhere I can... buying clothes online, my weekly food shop, booking flights, basically all the time.'



Pupils enjoy various activities made possible by Give as you Live fundraising





# Marketing Toolkit

## Promote Give as you Live to your teachers & parents and raise even more!

Your marketing toolkit is where you can locate all the free marketing resources to help make promoting to your teachers and parents quick and easy. See what some of our schools say about the assets available.

### Friends of Chapel Green say:

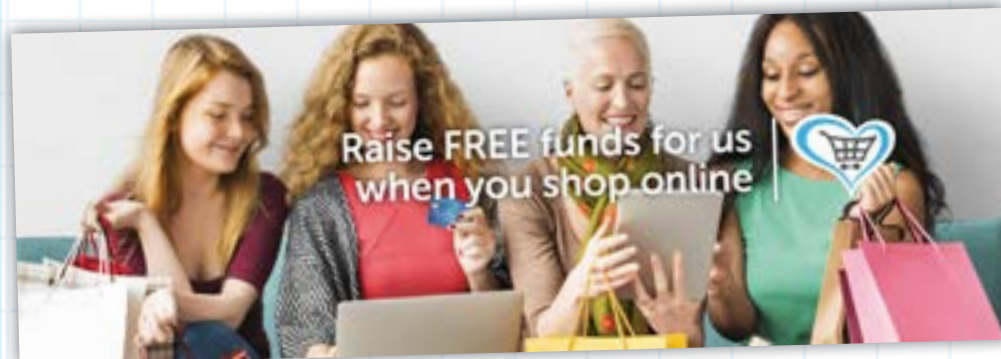
"All funds raised by the Friends support this school for children with complex needs, in buying items not provided by the education authority. Give as you Live is a very convenient way to raise funds for the school when shopping online"

### School-Home Support say:

"Give as you Live is a really good way for people to help School-Home Support get disadvantaged children into school and ready to learn without having to go out of their way or spend any extra money. We've really benefited from Give as you Live's friendly support, their easy-to-use marketing materials, and the chance to be their featured charity – thank you! "

### University of Liverpool say:

"Give as you Live is really easy to use as a shopper and the team provide lots of support for promotion online to your constituents. We've raised over £2,500 from Give as you Live; it's a great way to get more people interested in the work your charity does and to help them understand that their support, no matter how small, can make a difference."



The generic Give as you Live campaign will help introduce Give as you Live to your supporters!



# Seasonal Campaigns

## Keep your supporters engaged with seasonal campaigns

Our 2019 Seasonal Campaigns will help you turn your school supporters into Give as you Live shoppers. Using a variety of campaigns will encourage your new supporters and those who have already signed up to continue raising funds throughout the year, simply by shopping online.

This year we've got a fantastic range of campaigns to download including:

- Travel
- Valentine's Day
- Mother's Day
- Easter
- Grocery cards
- Christmas
- Father's Day
- Outdoor sports
- Give as you Live card
- Back-to-School
- Halloween

Each campaign includes email footers, social media posts, newsletter banners and posters.





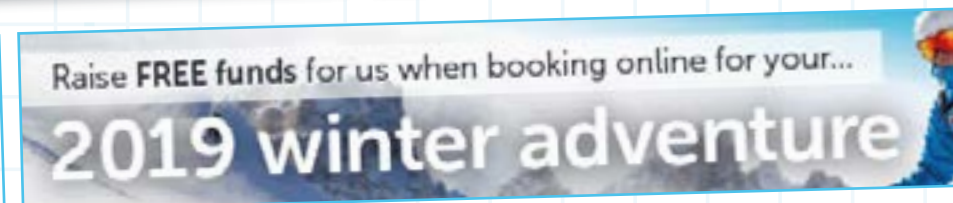
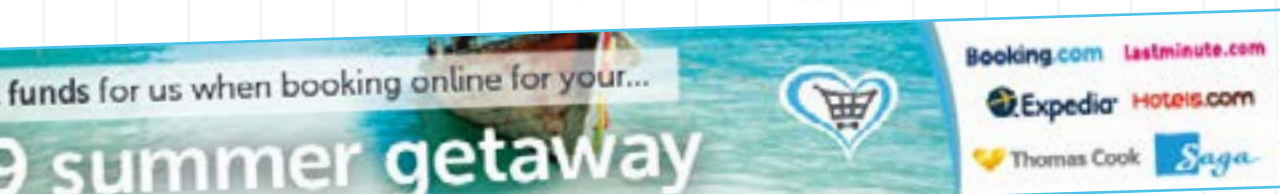
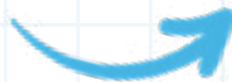
# Travel Campaigns

## Travel bookings can raise huge funds for your school!

Holidays, flights and travel are one of the best ways for you to secure large donation amounts from a single purchase, so by promoting travel bookings through Give as you Live you could double your fundraising target for 2019.

There are various marketing assets for both summer and winter travel within the toolkit ready to download.

Email footers, social media posts, newsletter banners and posters to send to supporters are all available!



**Register Now!**

at [give.as/schools](https://give.as/schools)  
or call **0800 883 8450**  
for more information

# Business Supplies

## Business purchases can mean funds for your school!

From buying printer ink and office equipment to booking hotels and train tickets, it's easy to cash-in on your day-to-day office spend, or that of your corporate partners and local businesses.

Simply share the business campaign with your partners and encourage them to raise free funds for your school.

Simply visit your marketing toolkit to start sharing.

Promote the business campaign with social media posts, newsletter banners and posters - all available in your marketing toolkit





# Campaign Calendars

## Plan your marketing activities throughout the year!

It's one thing having all this lovely marketing collateral, but it's another knowing when to use it. So, we've put together helpful quarterly marketing calendars to help you make the most of your Give as you Live campaigns.

We'll send you detailed calendars every quarter with suggested marketing activities so you can plan your monthly communications.



**Q1 CALENDAR 2019 LETS GET ORGANISED!** Increase your fundraising with Give as you Live!

**JANUARY**

- Set your 2019 target**  
Use your target poster in your toolkit to set your 2019 Give as you Live fundraising target.  
[Download poster >](#)
- Travel Campaign**  
Promote the summer/winter travel campaign to your supporters and encourage them to book their travel this January.  
[Download campaign >](#)
- Get social**  
Download essential social media guide to see top tips for promoting on social.  
[Download guide >](#)

**FEBRUARY**

- Valentine's Day**  
Remember to download your Valentine's Day campaign and start spreading the love this February.  
[Download campaign >](#)
- Donation button**  
Generate a button for your website, simply pick your charity's branded colour and style. Once created, paste it straight into your website or blog and start collecting donations!  
[Create button >](#)
- Email your supporters**  
Add a Give as you Live banner into your e-newsletters, the more people that shop via Give as you Live, the more funds you'll receive!  
[Download banner >](#)

**MARCH**

- Treats for Mum!**  
Download and promote your Mother's Day campaign and share with your supporters so they raise whilst buying treats for mum.  
[Download campaign >](#)
- Competition**  
We will be running various competitions to share with your supporters throughout Q1. Look out for your social media posts in your social resources to get your supporters involved.  
[Sign up for resources >](#)
- Thank you email**  
Send a thank you email to your supporters to encourage non-shoppers to start shopping and raise funds for your charity.  
[Download email >](#)

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Family busy this summer!

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Get organised ready for term time in September!

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**Partners:** ebay, B&Q, wayfair, M&S, TESCO, Waitrose, amazon.co.uk, TOPSHOP, Interflora, STAPLES, next, red letter, viking, PANDORA, Etsy, Thomas Cook, Groupon, Domino's, lastminute.com, mothercare, photoblox, wayfair, Boden, Argos, NEW LOOK, Chocout, next, red letter, amazon.co.uk, TOPSHOP, Interflora, STAPLES, next, red letter, viking, Thomas Cook, Groupon, Domino's, lastminute.com, mothercare, photoblox.



# Social Resources

## Receive your ready to use Give as you Live social media posts!

We send out a fortnightly resources email with pre-created content for you to utilise.

There are images for Facebook, Twitter and Instagram. We've designed them to save you time and they are ready to copy and paste straight into your communication channels.

We'll include key shopping dates such as Black Friday and Cyber Monday along with competitions that are running for your supporters.



**Register Now!**

at [give.as/schools](https://give.as/schools)  
or call **0800 883 8450**  
for more information

# Give as you Switch!

## Compare great deals on insurance and services to raise big funds for your school!

Give as you Switch allows your supporters to get saving - saving on their energy bills whilst raising free funds for your school.

With travel, car, home, pet, bike and van insurance all available, your supporters could raise up to £17 for your school in just one switch!

Not only can your supporters get a great deal on their energy suppliers but we have a range of speciality insurances providing free donations for just getting a quote.

Here at Give as you Live we've got all the tools you need to help your supporters put more of their hard-earned cash back in their pockets, all while raising free funds for you!



 **Give as you Switch**

Compare quotes, get a great deal and raise **FREE funds** for us when you buy a new policy!

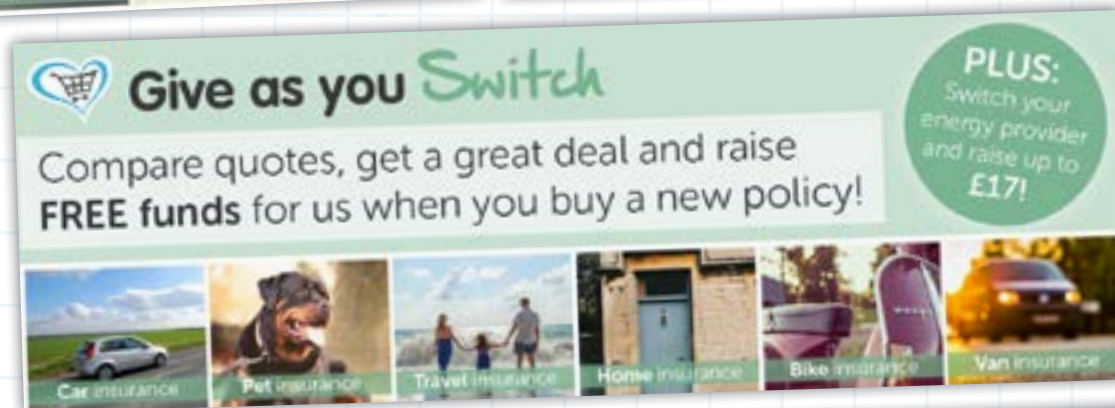
Car insurance Pet insurance Travel insurance




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Compare quotes, get a great deal and raise **FREE funds** for us when you buy a new policy!

Car insurance Pet insurance Travel insurance Home insurance

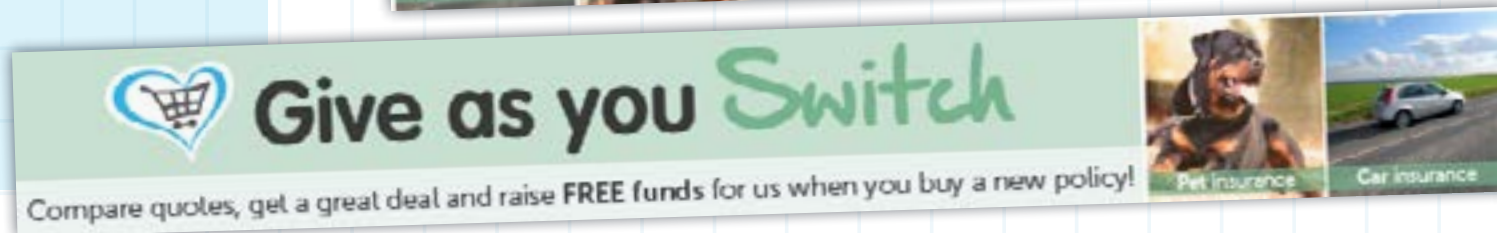



 **Give as you Switch**

Compare quotes, get a great deal and raise **FREE funds** for us when you buy a new policy!

**PLUS:** Switch your energy provider and raise up to **£17!**

Car insurance Pet insurance Travel insurance Home insurance Bike insurance Van insurance



 **Give as you Switch**

Compare quotes, get a great deal and raise **FREE funds** for us when you buy a new policy!

Pet insurance Car insurance



# Grocery Cards

## Raise free funds when you do your weekly shop in-store!

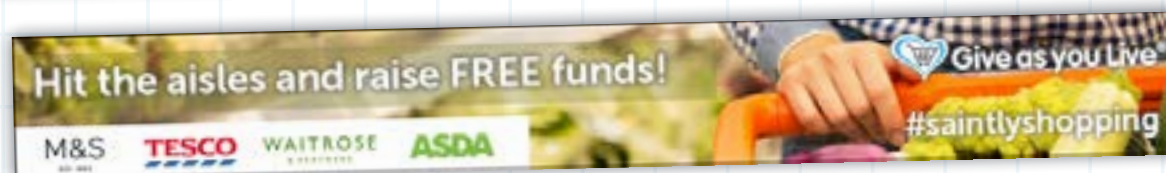
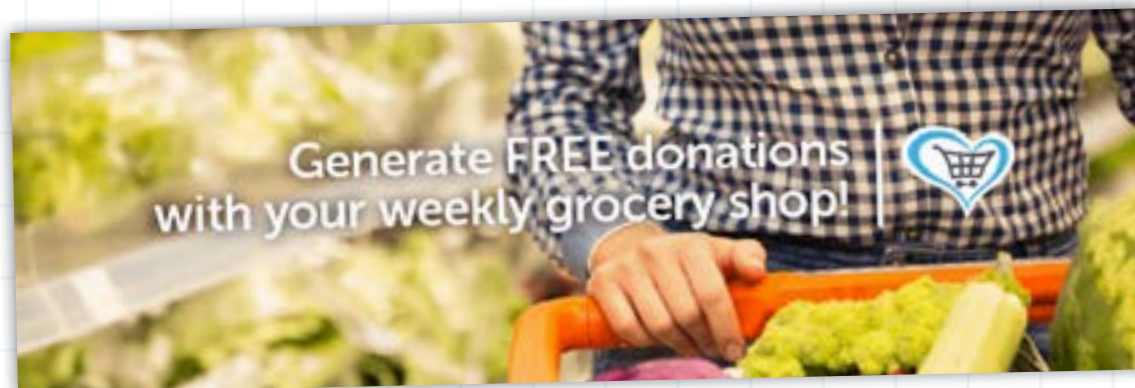
Our reloadable grocery store cards are sent in the post and can be used in-store as a payment method at the till for all supermarket shopping.

Every time members top up their grocery cards they'll raise up to 3% of their top-up value for your school.

### Perfect for:

- Raising regular free funds for the school
- Budgeting your weekly grocery spend
- Picking up weekly essentials whilst on the go

All the assets are available to download in your toolkit.



# Gift & Give as you Live Cards

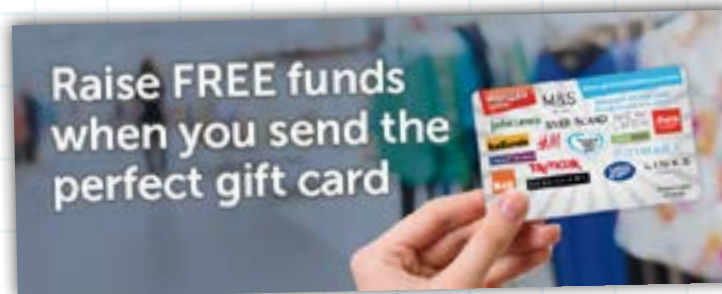
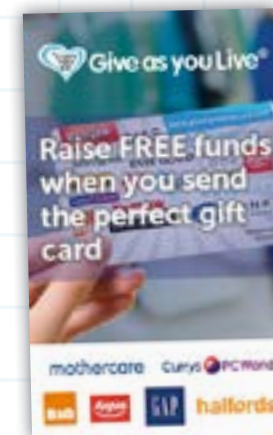
## Raise free funds when you shop with over 100 stores!

Through Give as you Live your supporters can choose from a wide range of gift cards to use in-store and online, all while raising funds for your charity.

### Perfect for:

- Gifting
- Using in-store or online
- Raising free funds for charity

Our very own Give as you Live gift card





# Fundraising Pages

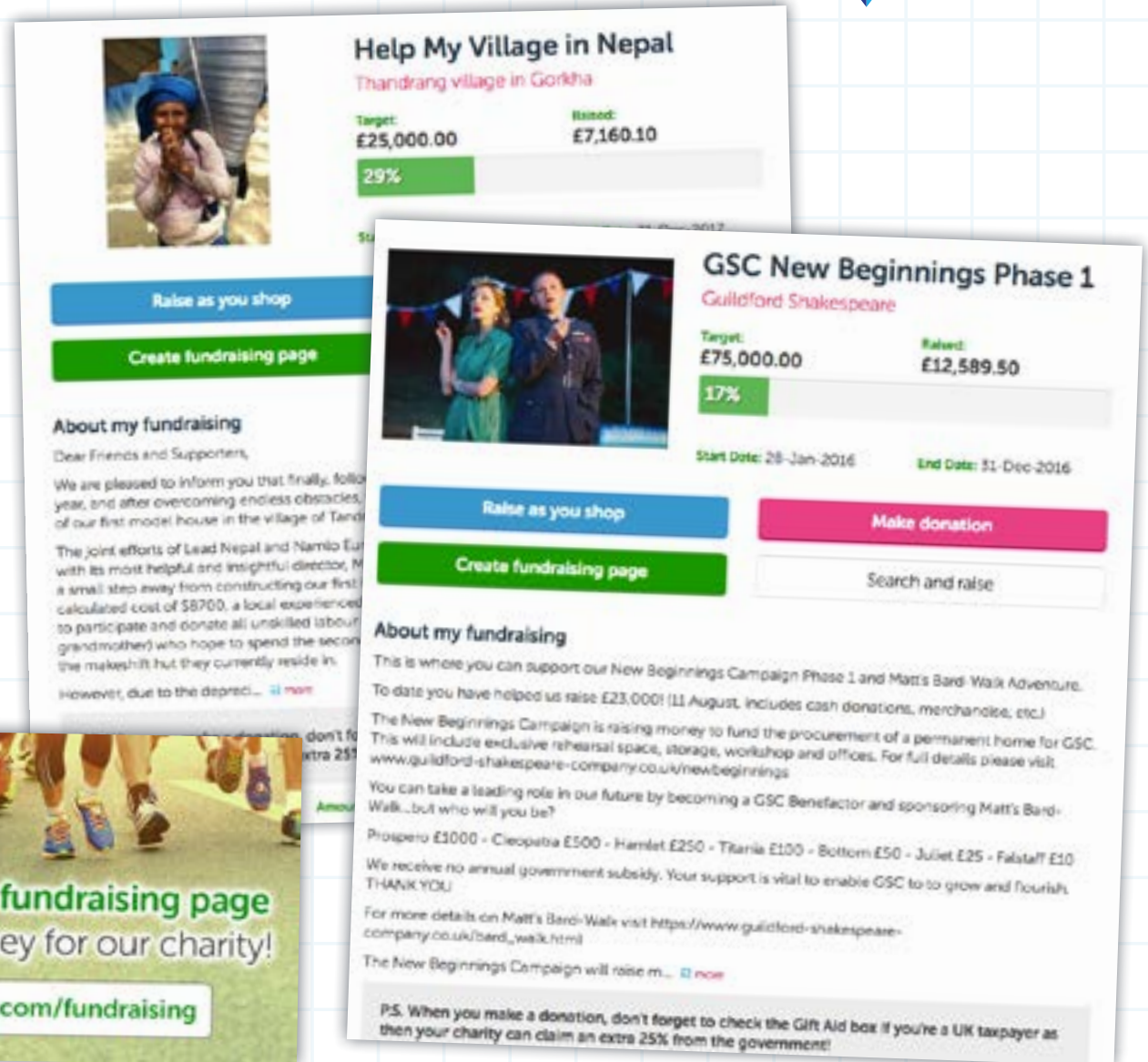
## Fundraise for your school with our fundraising pages!

Our Everyclick fundraising pages allow you to fundraise for various events that are raising funds for your school.

Whether you are raising money from a headshave, bake sale, quiz night or skydive, set up one of our fundraising pages and collect your sponsorship money securely via our site.

Our fundraising pages are FREE to set up and are fully customisable so you can add an image, a story and see who has sponsored your activity.

Promote the Everyclick fundraising pages with social media posts, newsletter banners and posters - all available in your marketing toolkit



# Collect Donations

## Our hassle-free donation portal makes it easy to collect donations!

We've made it really simple for you to collect instant donations for your school with our donations portal.

Within the toolkit you can easily generate a bespoke donation button for your website and Facebook page. You can choose the size, colour and shape of your button so it fits in with your branding.

Plus, we'll handle Gift Aid so you don't have to.

Customise your Donate Now button to fit in with your branding style. Add to your Facebook page too and collect even more!



**Donate now**





# We're here to help!

All the marketing campaigns we make available to you have been designed to help you engage with your supporters, regardless of their online shopping habits or the channels through which you communicate with them.

We are confident that they will increase both your Give as you Live shopper numbers and the amount you raise in free funds for your school.

You can download the marketing campaigns at any time via your bespoke toolkit. Plus, keep an eye out for your social resources – an email sent fortnightly on a Monday with additional marketing content for you.

**To register your charity please visit [give.as/schools](https://give.as/schools) or call a member of our charity team on 0800 883 8450 to discuss your Give as you Live fundraising opportunities.**



**Give as you Live®**

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