

School Fundraising in 2019

Your Essential School Fundraising Guide!

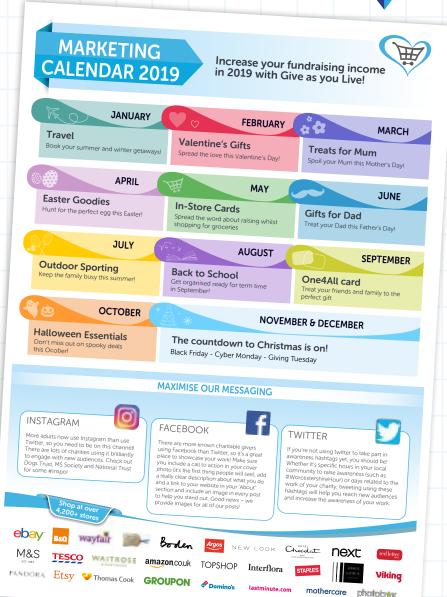
Thousands of pounds are raised every year via Give as you Live for schools across the UK to help fund their projects - from building development and new text books to much needed new equipment.

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 or simply call 0800 883 8450 for more information.



Register Now!

at give.as/schools or call 0800 883 8450 for more information

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



Register Now!

at give.as/schools or call 0800 883 8450 for more information

time you shop online

next

amazon

Expedia'

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 vou! "

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."



Register Now!

at give.as/schools or call 0800 883 8450 for more information

0505

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 Dav · Outdoor sports · Give as you Live card · Back-to-School Halloween
- Each campaign includes email footers, social media posts, newsletter banners and posters.



Register Now!

at give.as/schools or call 0800 883 8450 for more information

RADLEY

Etsy Interflora HSAMUEL Interflora photobax Sobunches SELFRIDGES AND PANDORA L'OCCITANE photobax

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!

funds for us when booking online for your ...

9 summer getaway

Register Now!

at give.as/schools or call 0800 883 8450 for more information





Booking.com Lastminute.com

Expedia Hotels.com

V Thomas Cook Saga



Raise FREE funds for us when booking online for your...

2019 winter adventure

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

Raise FREE funds for us when shopping online for your...

Viking

ebay

Raise FREE funds for us when

shopping online for your...

Business

supplies

printed com ?

Viking Booking com amazon.couk

Raise FREE funds for us when shopping online for your...

euraffice

amazoncouk

🐨 Give as you Live

Booking.com

printed com

Register Now!

at give.as/schools or call 0800 883 8450 for more information

Business supplie

printed com anasoncoul vistoprint Give as you

💓 Give as you Live®

viking

amazon.couk

printed.com Booking.com

Raise FREE funds for us when

shopping online for your ...

Viking Booking.com euraffice

ebay

Business supplies

Vistoprint'

Business supplies

Register Now! Give as you Live® Essential School Fundraising Guide at give.as/schools or call 0800 883 8450 for more information **Campaign Calendars** MARKETING Plan your marketing activities Increase your fundraising income ALENDAR 2019 in 2019 with Give as you Live! throughout the year! E Q1 CALENDAR 2019 Increase your fundraising JANUARY with Give as you Live! FEBRUARY å **Q** LETS GET ORGANISED! It's one thing having all this lovely MARCH vel Valentine's Gifts marketing collateral, but it's another your summer and winter getaways! **Treats for Mum** Spread the love this Valentine's Day! Spoil your Mum this Mother's Day! (f)(g Get social knowing when to use it. So, we've put Travel Campaign Set your 2019 target APRIL JANUARY MAY together helpful quarterly marketing JUNF er Goodies you Live fundraising target. In-Store Cards calendars to help you make the most the perfect egg this Easter! Gifts for Dad Spread the word about raising whilst Download guide > Download campaign > Treat your Dad this Father's Day! shopping for groceries Download poster > of your Give as you Live campaigns. JULY Email your supporters AUGUST Donation button SEPTEMBER Valentine's Day Add a Give as you Live banner into oor Sporting Generate a button for your website, Remember to download your your e-newsletters, the more Back to School We'll send you detailed calendars simply pick your charity's branded colour Valentine's Day campaign and start spreading the love this February. people that shop via Give as you amily busy this One4All card Get organised ready for term time and style. Once created, paste it straight Live, the more funds you'll receive into your website or blog and start in Septemberl Treat your friends and family to the every guarter with suggested perfect aift collecting donations! OCTOBER marketing activities so you can plan NOVEMBER & DECEMBER Thank you email your monthly communications. een Essentials The countdown to Christmas is on! Competition Treats for Mum! ut on spooky deals Send a thank you email to your We will be running various competitions Black Friday - Cyber Monday - Giving Tuesday to share with your supporters throughout supporters to encourage Download and promote your non-shoppers to start shopping Mother's Day campaign and share Q1. Look out for your social media posts and raise funds for your charity. with your supporters so they raise in your social resources to get your whilst buying treats for mum. supporters involved. n up for resources > 📈 Dowi MAXIMISE OUR MESSAGING O MAXIMISE OUR MESSAGING FACEBOOK TWITTER stagram than use There are more known charitable givers ed to be on this channel! f ising Facebook than Twitter, so it's a great f you're not using twitter to take part in using Facebook than Twitter, so it's a great place to showcase your work! Make sure you include a call to action in your cover photo it's the first thing people will seel, add a really clear description about what you do and a link to your website in your 'About' section and incan image in every post to helm vou stand nut. Good news – we rities using it brilliantly 0 TWITTER v audiences. Check out ntags yet, you should be FACEBOOK Whether it's specific hours in your local INSTAGRAM tiety and National Trus There are more known charitable givers using Facebook than Twitter, so it's a great place book course your work Make sure phono (it's the first thing people will see), add phono (it's the first thing people will see), add and a link to your website in your 'About and a link to your website in your 'About section and include an image in every post help your add not. If you're not using twitter to take part in ommunity to raise awareness (such a awareness hashtags yet, you should be! Whether it's specific hours in your local #WorcestershireHour) or days related to the More adults now use Instagram than use Twitter, so you need to be on this channel! /ork of your charity, tweeting using these munity to raise awareness (such a hashtags will help you reach new audiences There are lots of charities using it brilliantly to engage with new audiences. Check out Dogs Trust, MS Society and National Trust for some #inspo! hireHour) or days related to the o help you stand out. Good news – v and increase the awareness of your work provide images for all of our posts! work of your charity, tweeting using these hashtags will help you reach new audiences and increase the awareness of your work. to help you stand out. Good news - we provide images for all of our posts! wayfair Boden Argos NEW LOOK Chosen DEXL WAITLOSE amazon.co.uk TOPSHOP Interflora with the Boden and NEW LOOK Chocolat. NEXT ebav Thomas Cook GROUPON Domino's WAITEDII amazon.couk TOPSHOP Interflora lastminute.com mothercare photobers TESCO ELSY STATE Cook GROUPON & Domino's mothercare lastminute.com

Social Resources

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

We send out a fortnightly resources email with precreated 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.



Top Tip

Do you see your autual charrelo ku surjate anu debyti your dedicated succenters¹ We not exact out to your active efficiency out and used as a new way to generate ophilas, dranking them for entit they've raised. You could take your supporters the names (and polytumment or prail addressed) from the Supporter Renders (to your Charly Asime panel.



Convertion: to petiling fill in 2019 Raise RRC: Luries for on support our work when you buy your trainest, gen unsur, equipment and much more form your formarite retailer pOrrespondure: >Traini/www.simesryourlos.com/(orrV) um_assuravitaricinarity.cocasum_media.mumbat.

Signed up to di-Greasyoul, ve built not completed your profile yef? It takes 2 minut you'r ywer a tomus 1985, 50p ter un 'r Hegel/Iwwe gwranycume cennstambore



Travel campaign Depytomore, your supporters can take for

conditions when they basis their getaway the law as you user (coversed) your town carry oday to value over more in 2009





Tips for social media su To help go 2015 of to a fabricul fund we've put together former tog has on no promote One as you Over to prior materi



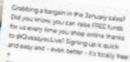
To your reports and our payments to you, picket your means advect a

If you need any further assistance, pointe get in idual?.



Register Now!

at **give.as/schools** or call **0800 883 8450** for more information



Hope://www.givestyou/we.com/on/tapic? utm_source=Grit_CharingGocielautm_ma dum=Fast



Cosmicae image >

Grabbing a bargain in the January takes? Did you know, you can raise (TREE funds for sit every time you programme thanks

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 hardearned 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

Give as you Switch

Compare quotes, get a great deal and raise

FREE funds for us when you buy a new policy!

Register Now!

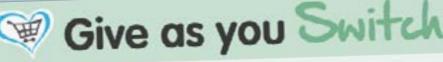
at **give.as/schools** or call **0800 883 8450** for more information



Give as you Switch

Compare quotes, get a great deal and raise FREE funds for us when you buy a new policy! Switch your energy provider and raise up to E17!







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

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. TESCO Siliceand M&S Shopping Card Shopping Card alsing Guide at give.as/schools or call 0800 883 8450 for more information

Register Now!



Register Now!

at **give.as/schools** or call **0800 883 8450** for more information

🗊 Give as you Live

Raise FREE fund

when you send

the perfect gift

mothercare curve@rcmane

GAD.

card

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



Treat your friends and

family to the perfect gift

Register Now!

at give.as/schools or call 0800 883 8450 for more information



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, guiz 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



Raise as you shop

Create fundraising page

About my fundraising

Dear Friends and Supporters,

We are pleased to inform you that finally year, and after overcoming endless obsta of our first model house in the village of

The joint efforts of Lead Nepal and Namb with its most helpful and insightful directs a small step away from constructing our calculated cost of \$8700, a local experie to participate and donate all unskilled lab grandmother) who hope to spend the se the makeshift but they currently reside in

However, due to the depreci _ iil me



and raise money for our charity!

everyclick.com/fundraising

25,000.00	£7,160.10		
29%			
		GSC New Be	ginnings Phase 1
		Target: £75,000.00	E12,589.50
	and the second	Start Date: 28-Jan-2016	End Data: 51-Dec-2016
Rais	e as you shop		Make donation
Create	undraising page	9	learch and raise
About my funde	aising		
This is where you ca	n support our New Begi	nnings Campaign Phase 1 av	id Mattis Bardi Walk Adventure.
and a second second	Ped no Mile 1523,0001 []	August, includes cash dow	sticture manufacture and
This will include excl www.guildford-shake	Campagn is raising mo sive rehearsal space, a speare-company co.uk	ney to fund the procurement orage, workshop and offices /newbearrrings	t of a permanent home for GSC . For full details please visit
You can take a leadin Walkbut who will yo	g role in our future by b u be?	ecoming a GSC Benefactor a	and sponsoring Matt's Bard-
			ESO - Juliet E25 - Falstal? E10
We receive no annual	government subsidy. Ye	our support is vital to evalue	ESC to to grow and flourish.
THE REAL PROPERTY OF			ourse to so grow and hourish.

THANK YOU For more details on Matt's Bard-Walk visit https://www.guildtoid-shakespeare-

company.co.uk/bard_walk.html

The New Beginnings Compaign will raise m... It now

P.S. When you make a donation, don't forget to check the Gift Aid box if you're a UK taxpayer as then your charity can claim an extra 25% from the government!

Register Now!

at **give.as/schools** or call **0800 883 8450** for more information

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 or call a member of our charity team on 0800 883 8450 to discuss your Give as you Live fundraising opportunities.



Essential School Fundraising Guide 2019