



**FUNDRAISING GUIDE**

# CONTENTS

- 3 What is The Diana Award?
- 4 A Note from Our CEO
- 5 How To Get Started
- 12 Where Do You Want To Fundraise?
- 22 How To Promote Your Fundraiser
- 26 Sending in Your Donations & Next Steps
- 27 Contact



# WHAT IS THE DIANA\_AWARD?

The Diana Award is a charity legacy to Diana, Princess of Wales' belief that young people have the power to change the world.

We aim to foster, develop and inspire positive change in the lives of young people and we are proud to have the support of TRHs The Duke of Cambridge and The Duke of Sussex.

## THE DIANA AWARD



### MENTORING

Building the resilience and character of young people



### ANTI-BULLYING

Engaging young people to change the attitudes, behaviours and culture of bullying



### THE AWARD

Awarding young role models for selflessly creating and sustaining positive change



# A NOTE FROM OUR CEO

Hello Fundraiser!

Thank you for taking the time to support The Diana Award, it is through your support that we are able to continue Diana, Princess of Wales' belief that young people have the power to change the world.

There are lots of different ideas in this pack to get you started on your fundraising journey, all of which link back to the core mission of The Diana Award: to inspire positive change.

I hope that you will be inspired on your journey and thank you once again for choosing to support us.

With very best wishes,



Tessy Ojo, CEO of The Diana Award





# HOW TO GET STARTED\_

# CHOOSE A PROGRAMME

You can choose to support one of our core programmes or fundraise for The Diana Award as a whole.

Why not tie in your fundraising activity with a seasonal event? Find plenty of ways to get inspired on the following pages!



# THE ANTI-BULLYING PROGRAMME

Supported by HRH The Duke of Cambridge, our world-famous Anti-Bullying Programme engages young people, parents and teachers to change the attitude, culture and behaviour of bullying by building skills and confidence to address different situations, both online and offline.

All of our projects have a strong peer-to-peer focus, with our trainers giving young people the skills and confidence to become Ambassadors to tackle bullying in their schools long after the training has finished. Our anti-bullying work is recognised as world-class thanks to this sustainable approach.



# THE MENTORING PROGRAMME

Mentoring is fundamental to breaking down the barriers of social mobility in the lives of vulnerable young people. Mentors play a significant role in shaping the lives of others, particularly those who are at risk. Our ambition is to make high quality mentoring available to all.

Our Mentoring Programme places a strong emphasis on social action; mentors and mentees work together to develop a campaign around a social issue that affects their community. This two pronged approach prepares the young people for their post-secondary future whilst also instilling a sense of active citizenship.





# THE AWARD PROGRAMME

Established in memory of Diana, Princess of Wales, The Diana 'Award' is the most prestigious accolade a young person aged 9-25 years can receive for their social action or humanitarian work. It is the longest running award for young people that is given to individuals and groups through a **retrospective nomination process only**.

We believe this is special: young people do not work towards our award, rather they demonstrate their suitability through their actions, without expectation of reward.

Not only does this act of recognition give young people the impetus to further their cause but it also inspires others in their community to follow suit.



# SEASONAL CAMPAIGNS TO GET INVOLVED IN

## January

### **New year, new you**

Ditch the January blues and kick start your year with a heart-warming fundraiser.

## April

### **April Fool's Day**

Turn this day of pranks into a day of positivity and spread kindness throughout your community.

## February

### **Valentine's Day**

Take a different approach to Valentine's Day and spread the love by giving back!

## May

### **Thank A Teacher Day**

Give thanks to your teachers through a sponsored event!

## March

### **National Day of Unplugging**

Run a sponsored digital blackout on March 8<sup>th</sup> and take the time to unplug.

## June

### **Wrap up the school year**

End the year in style with a fundraiser to give back to your community.



# SEASONAL CAMPAIGNS TO GET INVOLVED IN

## July

### Princess Diana's Birthday

Princess Diana's birthday is on 1<sup>st</sup> July, a perfect link for your fundraiser.

## August

### Princess Diana's Death

Commemorate Princess Diana by supporting her legacy.

## September

### Back2School

Join our signature anti-bullying campaign to ensure young people go Back2School with confidence.

## October

### National Mentoring Day

Why not tie in your Mentoring fundraiser with its signature campaign?

## November

### Anti-Bullying Week

Each year the anti-bullying community comes together to celebrate our differences. Join us!

## December

### Christmas

It is the season of giving after all, encourage your friends and family to join you in giving back.





**WHERE DO YOU  
WANT TO  
FUNDRAISE?**

# AT SCHOOL

Bring your students together to give back

Whether you're a student or teacher, running a fundraising campaign at school is a fantastic way to bring pupils together to work as a team whilst giving back to your community in a fun and meaningful way.

Volunteering for a fundraising campaign gives students the chance to develop their teamwork and leadership skills, whilst instilling a sense of active citizenship.

If you're going to be running your fundraising activity as a team we really encourage you to work together to come up with some creative ways to raise money – after all, we want you to enjoy yourselves!



# AT SCHOOL

When choosing the type of fundraising activity you wish to undertake, try to bear in mind the benefit you want to get out of it yourselves as well – do you want to do something outdoors? Run an event? Gain work experience? Knowing your own goals will help you have a much more productive experience!

Here are some ideas to get you going.

## Core Themed

- Why not host a **bake-off** with a twist? Invite your teachers to get creative in the kitchen with young people as the judges. What's more, you can even sell the goods to even more raise funds.

## The Award Themed – Showcase the Power of Young People

- Run a **film screening**, showcasing a youth-led film to inspire viewers to enact positive change in the lives of others. Charge a small fee and you'll have an evening that isn't just educational but starts a wave of change of its own too!
- If movies aren't your thing, a **debate night** might be more up your street. Invite students, families and friends to engage in a subject that affects them all – the role of young people in our society. You could even explore the role of Princess Diana in young lives today. Make sure to charge an entry fee to raise funds! Optional: make an event of it by running a food stall for guests as well.



# AT SCHOOL

## Continued

### Anti-Bullying Themed – Celebrate Difference

- Celebrate diversity with a **colour run**. Choose your distance of 1km, 3km or 5km and walk, run or jog through the rainbow to celebrate difference and your diverse school community!
- If heading outdoors is a bit of a struggle, a **sponsored digital blackout** might be more suitable. Invite your young people to see how long they can go without using technology, not only is this a great way to raise money but it's also an incredibly interesting experiment. Discover the role that technology plays in your life!

### Mentoring Themed – Discover Teamwork

- Run a **sports day with a difference** – every race must be done in teams. Charge a small fee to take part, and invite volunteers to manage a food stall to keep your athletes topped up with fuel! This is a great way for your students to discover the power of teamwork and how we can go further together.
- If you're looking to give your students an insight into the world of work, an **enterprise day** is a great way to get the ball rolling. Task your young people to work together to come up with a creative product or service to solve a common problem, thinking about how they can help society. You could even get local businesses to join in and sponsor you!



# AT WORK

## A new type of corporate challenge

Fundraising is a fantastic way for your company to give back to the local community through corporate social responsibility whilst enabling your employees to bond in a new and meaningful way.

There are countless ways for your team to give back, whether it's coming together to create a corporate challenge, volunteering their time or running a special event – whatever you choose to do, it's bound to be a lot of fun at the same time.





# AT WORK

## Work Practices

- Set up **Give As You Earn** and discover how you can enable your team to donate tax deductible funds to help us continue Princess Diana's Legacy. Find out how [here](#).
- Simple acts such as setting up a **donation bucket** on reception can make a huge impact, even more so if you run a monthly raffle for all donors. Email us at [info@diana-award.org.uk](mailto:info@diana-award.org.uk) and we'll send you all the stickers and accreditation you'll need.

## Events

- Host a **team bake-off** on Princess Diana's Birthday (1<sup>st</sup> July) and ask staff to donate a small fee for the baked goods. You could even challenge employees to bake in The Diana Award's colours!
- A **promise auction** is a great way to connect with your local community. Ask other local businesses to donate goods and services, and bring your clients and contacts together for a night of celebration and fundraising.
- There's no better way for your team to bond than with a **corporate challenge event**. From sporting activities to puzzles galore, there are plenty of different types of challenges to get involved in! We can even help you set up a challenge of your own, simply email us to find out more.



# AT WORK

Continued

## Youth Involvement

- Here at The Diana Award, we put young people front and centre. Make the ultimate move for your CSR and run a **youth takeover day!** Invite young people to join your employees in their roles for the day. Get creative and see where you can take it!
- Giving back doesn't always need to involve financial giving, you can also **volunteer** your time. The Diana Award's Mentoring Programme connects your team with students from your local community who are in need of a positive role model in their lives. Find out how you can get involved [here](#).



# AT HOME

## Effortless fundraising at home

We know how challenging it can be when you want to do something to give back but you're also running a busy life at home. Where do you find the time?

That's why we've put together plenty of ideas to help you fundraise without spending too much time or stress.

Whether you've got days, hours or just minutes to give – we've got a way for you to get involved in continuing Princess Diana's Legacy across the UK and around the world. We're delighted to have you on board!



# AT HOME

## Minutes to Give

- Speak to your employer about **Give As You Earn** and discover how you can donate tax deductible funds to help us continue Princess Diana's Legacy. You can find out how [here](#).
- Spend nothing but give endlessly with **Charitable** – an online booking app that donates to your chosen charity every time you book a restaurant table or hotel room through their platform. Learn more [here](#).
- Next birthday or Christmas replace a present from your wish list with something from The Diana Award's [online store](#). You could even ask for a Mentee or Anti-Bullying Ambassador to be **sponsored** as your gift.
- Run a Facebook Fundraiser on your birthday, asking your friends to donate to Diana's Legacy in your name. More [here](#)

- Connect up with Easy Fundraising and donate to us every time you shop online – at no extra cost to you. Find out how it works [here](#).

## Hours to Give

- Get your friends together and host your very own series of **Come Dine With Me**, or you could even turn your home into an exclusive restaurant for your friends and family for the evening and charge a cover fee per head.
- Run a **sponsored skills swap** with friends and offer up some of your talents to others in your community, for a charitable fee. A fantastic way to continue Diana's Legacy!
- Bring your community together for a **street party** and get to know your neighbours whilst giving back through food, activities and celebrations. Simply ask each guest for a donation.



# AT HOME

## Continued

### Days to Give

- There are plenty of **sporting events**, (think marathons, half marathons, Tough Mudder, etc.) and other similar challenges, throughout the year for you to get involved in. We often find that doing a sponsored event is a fantastic way to stay motivated and reach your goals.

If you're interested in learning more about joining a larger sponsored event e.g. the London Marathon please email [info@diana-award.org.uk](mailto:info@diana-award.org.uk) to find out about our marathon places.





# HOW TO PROMOTE YOUR FUNDRAISER\_

# SPREAD THE WORD

When putting your fundraiser together, it's so important to promote it and spread the message so that all the relevant people are aware of what you're doing, why it's so important and how they can get involved.

Take the time to tell the story of Diana's Legacy and how her work continues to support young people over 20 years on. You can discover the stories of the young people your work supports to use in your promotions [here](#). Use these on your fundraising page to help spread your message!



# SPREAD THE WORD

## Continued

### Social Media

- Leverage social media to tell the story of your fundraiser to your followers, be sure to tag us in your posts so we can share them!
- Suggested post: “I’m running the London Marathon for @DianaAward / @AntiBullyingPro to support young people continuing #DianasLegacy around the world. Donate now at [insert url]”

### Press Release

- It might be appropriate to reach out to local media to help you publicise your fundraiser, or industry journalists if you’re running a corporate event.
- When writing your press release stick to a simple ‘Who, What, When, Where and Why’ to explain what you’re doing.

### Connect with Local Businesses

- If your fundraiser involves local businesses donating goods or time, ask them to help promote the event as well. They may well have access to contacts and networks that you don’t.

### Network

- Your friends and family will be instrumental in spreading the message about your fundraiser, be sure to take the time to get them up to speed on what you’re doing and why and remind them that they can donate and also spread the word on their own social media channels!
- Leverage your own business and school networks, as well as your local community, to share your fundraising page with their own contacts





# SPREAD THE WORD

## Continued

### Repetition

- Don't be shy about shouting about your fundraiser far and wide! Chances are, the message won't sink in first time around so be sure to keep sharing your fundraising page – it might take a few attempts for your contacts to donate.

### Progress Updates

- Whether you're training for a sporting event or prepping for a fundraising evening, keep your supporters up to date on your progress so that they feel like they're a part of your journey!





# NEXT STEPS\_

# WRAPPING UP YOUR FUNDRAISER

## Sending in Your Donations

- If you've fundraised for us and are looking to send in your donations, please go through PayPal, [JustGiving](#) or send us an email with any more questions to [accounts@diana-award.org.uk](mailto:accounts@diana-award.org.uk). Thank you!

## Thank You

- Be sure to update your supporters on your success and thank them for all of their donations. Now it's time to relax and enjoy all your hard work!



# QUESTIONS?

Email [info@diana-award.org.uk](mailto:info@diana-award.org.uk) and  
we'll be happy to answer!





T

H A

N K

Y O U

—