



PURSUIT  
INTERNATIONAL



PERSONAL  
RELATIONSHIPS  
TRANSFORMING  
AN UNJUST  
WORLD

PURSUIT CHAMPIONS  
FUNDRAISING PACK

# PURSUIT CHAMPIONS



## WE'RE SO GLAD TO HAVE YOU AS PART OF THE PURSUIT COMMUNITY

It's heroes like you that make our work possible and we're so excited that you've chosen to explore becoming a Pursuit Champion.

We believe the answer to poverty is personal, and so our vision is to see personal relationships transform an unjust world. Ultimately, the best work happens when we chose to invest our hearts, see the people behind the problem and take it on as our problem too.

Transforming our supporters' lives is just as important to us as helping young people through our RAMP project. Our hope is to establish a community where both our supporters and our young people feel a sense of ownership and belonging at Pursuit, and know that they have a crucial and valuable part to play.

**To be a champion is to say a great big "YES" to this idea; to jump in and actively join the Pursuit.**



# FUNDRAISE YOUR OWN WAY

WE'RE ALL ABOUT YOU,  
AND ENABLING YOU  
TO FUNDRAISE YOUR  
OWN WAY. WE'RE  
OPEN TO ANY AND  
ALL OF YOUR WEIRD  
AND WONDERFUL,  
BOLD AND BEAUTIFUL  
FUNDRAISING IDEAS.

However, if you don't know where to start, we've put together just a few ideas and resources to help you along the way. You'll find inspiration, help for planning your activity, suggestions for promoting it and support on how to donate - everything you need to make your fundraising a huge success.



# TOP TIPS FROM TEAM PURSUIT

# 1

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## SHARE YOUR STORY

This may seem like a simple one, but stories

are powerful because every one is different. You may not have been to a place like India, but you may have felt you could do something to help from hearing a friend's story. Share how you got involved. Why do you care? Don't just put on an event; share your story about why you are fundraising and inspire others.

# 2

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## GET CONNECTED

Convince your friends to take part and raise money

with you. Not only does it make it way more fun, getting your mates involved encourages others to think about their influence and impact on the world.

# 3

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## HAVE A TARGET

Think about a fundraising target that's challenging

but right for you. Most events raise about 40% more when they have a public target. Aim high and tell everyone what you're hoping to achieve.

# 4

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## BE CREATIVE AND HAVE FUN

Think of something fun and creative to get

people excited and interested in your fundraising. Bake sales and quiz nights are classics, sure, but the more unusual the event, the more likely you are to catch people's attention. Use your imagination!

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# 5

## TELL EVERYONE

Post online and share with friends who might be

interested. Don't be shy about telling the people you know; a personal invitation makes people feel important and that they're a part of your journey. Use all the communication tools at your disposal - face-to-face, social media posts, email, whatsapp messages - do everything you can to help spread the word. Let us know too - we'd love to pass it on.

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# 7

## IT'S NOT (ALWAYS) ABOUT THE MONEY, MONEY, MONEY

At Pursuit, we rely on both prayerful and financial support. We recognise that everyone is on a journey. Some folks may wish to sign up to commit to pray or receive our online communications before committing to give - and that's great! Like we said, everyone's story is different and helping people start theirs - no matter what that looks like - is exciting.

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# 6

## CAMERA AT THE READY

Sharing pictures is a great way to record your

journey, keep friends updated and generate interest in your fundraising. Share photos of your fundraising post-event too, and make sure you tag @pursuitint.

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# 8

## MAXIMISE YOUR GIVING

Encourage people to gift aid where they can, and

use our sponsor form or our giving form - making sure people read, fill out and sign the important bits. You'll also find us on JustGiving, so you can fundraise for us online at **[justgiving.com](https://www.justgiving.com)**

Download a sponsor form from **[pursuitinternational.org/fundraise](https://pursuitinternational.org/fundraise)** It has all the info on how to make your sponsors go further with Gift Aid.



# 9

## IT'S NOT OVER, 'TIL IT'S OVER

We've found that many donations come in after an event or fundraising effort, so make sure you update people on how it went. Let them know how you did and that there's still a chance to give or find out more.

# 10

## THANK EVERYONE

Whatever you do to fundraise for Pursuit, pass on our thanks to everyone involved. Whether someone came alongside you to help with your event, or they turned up and donated, or they just shared your Facebook post about it – the only way we're going to do this is if we do it together. Make sure everyone you meet gets a whopping, great THANK YOU.

# SPONSORED CHALLENGES

PEOPLE LOVE A TRIER.  
GET SPONSORED WHILST  
PUSHING YOURSELF TO  
THE LIMIT OR DOING  
SOMETHING COMPLETELY  
OUT OF YOUR COMFORT  
ZONE – IT'S YOUR  
TIME TO TAKE ON A  
PERSONAL CHALLENGE.

## NO PAIN, NO GAIN

There's a reason the ice bucket challenge went viral - doing something a bit uncomfortable shows people how serious you are about your cause. Go for a dip in the sea on boxing day, or get the hairiest bloke you know to get waxed. Anything to make anyone watching say, "Wow, that guy deserves a fiver."





## PUSH YOURSELF

From the outrageous to the impossible, raise money and awareness doing a challenge of your choice. If you're the athletic type (or especially if you're not) run a half-marathon or do a sponsored swim. Go as long as you can without speaking, jump the length of the channel on a spacehopper, try and break a world record. Anything that might be considered a feat of endurance is always impressive, particularly if you video your efforts and share as you go.

## SLUM SLEEPOUT

Raise money whilst raising awareness. For many in India, and other developing countries, poor accommodation and sanitation are a reality. Experience what it's like by creating your own slum from limited resources and spend a night in it. Get people to sponsor you, and invite them to come visit so they can see the slum sleepout in action.

DOWNLOAD A SPONSOR FORM AND OTHER RESOURCES AT [PURSUITINTERNATIONAL.ORG/FUNDBRAISE](http://PURSUITINTERNATIONAL.ORG/FUNDBRAISE)



## CHAMPION STORY STEVE

STEVE JOINED THE PURSUIT A FEW YEARS BACK AFTER VISITING INDIA.

His passion to help the young people in our RAMP programme led him and his family to put on a quiz night to raise funds and awareness for Pursuit International. He raised over £200 and helped us make some great new friends.

Thanks Steve for being such a legend!

# GET CRAFTY

LOVE TO KNIT, STICK AND PAINT? YOU CAN RIDE THAT HOBBY HORSE STRAIGHT TO THE BANK...

## MAKE IT

Whether you make your own cards, candles, coasters or beauty products, get on Pinterest, get making and sell your handmade lovelies for Pursuit.

## CRAFT WORKSHOP

Charge friends and colleagues to learn a new skill. Give knitting a go, learn origami, try your hand at pottery... You could set up a lunchtime activity at work, a regular community club or just one spectacular, crafty weekend!

## UPCYCLE

Upcycle your unwanted belongings and create thrifty new gifts and crafts to sell. Turn old t-shirts into pillows, jazz up a picture frame... there's tonnes of ideas to turn unwanted items into something new. If you're a dab hand with a glue gun or love a bit of upholstery, you could auction off your talents to fix up projects for the highest bidder.



# LIFE EVENTS

**TIRED OF THE NOVELTY  
MUG FOR YOUR  
BIRTHDAY OR STUCK  
FOR A MEANINGFUL  
WEDDING FAVOUR IDEA?  
MAKE A SPECIAL  
OCCASION EVEN MORE  
SPECIAL BY DOING  
SOMETHING WITH IT  
THAT MATTERS...**

## **BIRTHDAY GIFTS**

Donate your birthday by encouraging friends to give to Pursuit instead of splashing out on a gift. Or you could put on a birthday party where you charge an entrance fee and tell your guests about the work we do.

## **GIVE US YOUR FAVOUR**

If you're that cool kind of couple that is looking for a thoughtful wedding favour idea on your special day, look no further. Donate your favour budget to Pursuit, and put a little card on each place setting explaining where the money has gone. This has the added bonus of spreading the word about Pursuit, and you could even finish it off with a little spice pack and our Pursuit recipe card...

## **LEAVE A LEGACY**

It's not necessarily something we like to talk about it, but you can still help vulnerable young people to change their circumstances by leaving a lasting gift to Pursuit in your will. Whatever the value, you will be continuing to support young people in becoming independent, self-sufficient adults - which is the gift that keeps on giving.

Contact us if you'd like more information about leaving a legacy gift.



# TEAM WORK MAKES THE DREAM WORK

GET YOUR OFFICE,  
TEAM, SCHOOL CLASS  
OR FAMILY INVOLVED.  
DO GOOD, RAISE  
MONEY AND BUILD  
A TEAM

## FANCY DRESS DAY

Come to work or school in costume and collect donations to take part. Get everyone involved!

## ROUNDING UP

Offer customers the opportunity to 'round-up' their orders to the nearest £1, and donate the profits to Pursuit.

## OFFICE SWEEPSTAKE

Sporting or silly, ask for donations per bet and arrange a prize for the winner.



## BAKE OFF

The office bake sale, but RAMPed up a gear. Make it a competition with prizes for the winner, and then sell the cakes afterwards.

## ECO FINE

Your household or office could commit to an eco fine. Every time someone does something that is not eco-friendly (leaving the lights/computer on, leaving the taps running, printing unnecessary emails, not recycling) they have to put money in the jar, which they can donate at the end of the month, year or whenever. It doesn't have to be an eco fine - the jar could be used to curb any bad cultural habits. What a bonus.



## CHAMPION STORY ROS & MARTIN



*Just Acts  
November 2015*

WHEN THEIR DAUGHTER, CHLOE, JOINED TEAM PURSUIT AND TOLD MARTIN AND ROS ALL ABOUT THE RAMP PROJECT, THEY DECIDED TO MAKE IT A FAMILY AFFAIR.

They put on a gig, giving their eldest, Satch, a chance to perform with his band, and raised funds for some much-needed laptops for our RAMP young people. Satch then went on to put on another showcase with the BIMM Academy, selling tickets for Pursuit, and raised another £300.

Martin and Ros, you rock!

# EVENTS

**SHINDIGS BIG AND SMALL – THERE ARE LOADS OF WAYS TO RAISE FUNDS WHILST HAVING A GREAT TIME**

## QUIZ NIGHT

Take on the role of quizmaster and charge a fee per person or team. Throw in a few more chances to win big (guess how many sweets in the jar, anyone?) and you're on to a real winner of an evening.

## DINNER PARTY

Throw a sophisticated soiree or curry evening, charge for food and invite local businesses to donate prizes – who doesn't love a good raffle?

## CAKE SALE

A good old-fashioned cake sale should never be underestimated. Set up at work, church or your kid's school (with permission, of course) and sell your baked goods for Pursuit. If you're no Mary Berry, why not wheel out some bacon butties?

## KARAOKE OR OPEN MIC NIGHT

Who's got the X Factor? Find out by putting on a talent or open mic evening and ask for donations per entry.

## PAMPER SESSION

Everyone loves a good treat. Give an afternoon of foot massages and facials, or offer to do someone's hair and makeup before a big night out.



# GIVE WHILE YOU LIVE

NOT ALL FUNDRAISING  
NEEDS TO BE A BIG  
THING. YOU CAN  
MAKE A DIFFERENCE  
JUST BEING, WELL, YOU

Here are a few tips and tricks to help you raise money for Pursuit with minimum effort and at no extra cost...

## CLICK AND RAISE:

Raise money for Pursuit every time you search the web.

**[everyclick.com](http://everyclick.com)**

## SHOP AND FUNDRAISE:

Yes, you can actually earn money whilst you shop. Pursuit International is signed up to The Giving Machine, so create an account and a percentage of your shop gets donated to Pursuit. Sign up and remember to click everytime you shop online.

**[thegivingmachine.co.uk](http://thegivingmachine.co.uk)**

# SHOW US THE MONEY

HOW TO PAY IN YOUR  
FUNDRAISING

## JUSTGIVING

All donations sent through JustGiving come directly to us, so there's no fuss with chasing money – sorted.

## POST IT

Include your completed 'I'm in' forms, cheque, and any sponsorship forms with gift aid information. Please do not send cash.

Pursuit International  
Flat 6 Mulberry Court  
Goring-By-Sea  
West Sussex  
BN12 4PF

## EMAIL US

Send us a message and we can help you find the best way to send us your funds:  
**[contact@pursuitinternational.org.uk](mailto:contact@pursuitinternational.org.uk)**

# BECOME A CHAMPION

WE KNOW YOU HAVE  
WHAT IT TAKES TO  
MAKE A DIFFERENCE

This booklet is full of ideas and tips to get you started, but feel free to get those creative juices pumping and come up with ideas all of your own.

For more information and resources to help you become the stuff of champions, visit:

[PURSUITINTERNATIONAL.ORG/  
FUNDRAISE](https://pursuitinternational.org/fundraise)

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