

Essential  
**School**  
Fundraising  
Guide 2017



Give as you Live<sup>®</sup>

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

# School Fundraising in 2017

## 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 to new text books and much needed new equipment.

Give as you Live can turn 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 2017 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, adding them into letters to parents, on the school website, in 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.



**2017 Marketing Calendar**  
 Increase your revenue in 2017!

**Give as you Live®**  
 Contact the charity team on 0800 883 8450

**Charity competitions...**

- Share for a chance to **WIN £500!**  
 Be in with a chance of winning £500 simply by sharing our **Summer/Winter Travel campaign** alongside the seasonal campaigns throughout Q1.
- Get new shoppers to **WIN £500!**  
 Be in with a chance of winning £500 simply by sharing our **Home & Garden campaign** and gaining the most new shoppers alongside the seasonal campaigns throughout Q2.
- Raise more funds to **WIN £500!**  
 Be in with a chance of winning £500 simply by sharing our **Back to School campaign** and raising even more funds alongside the seasonal campaigns throughout Q3.
- Raise up to an **extra £3,000!**  
 Share our **Christmas campaign** throughout September and November to be in with a chance of being our Charity of the Month and raising up to an extra £3,000 this December!

<b>January</b> <b>Give as you Switch</b> Save money on insurance and utilities policies.	<b>February</b> <b>Valentine's Gifts</b> Spread the love this Valentine's Day!	<b>March</b> <b>Treats for Mum</b> Spoil your Mum this Mother's Day!
<b>April</b> <b>Easter Goodies</b> Hunt for the perfect egg this Easter!	<b>May</b> <b>Home &amp; Garden</b> Spring clean and update your decor this May!	<b>June</b> <b>Gifts for Dad</b> Treat your Dad this Father's Day!
<b>July</b> <b>Summer Entertainment</b> Keep the family busy this summer!	<b>August</b> <b>Back to School</b> Get organised ready for term time in September!	<b>September</b> <b>Give as you Live</b> Spread the word about Give as you Live.
<b>October</b> <b>Halloween Essentials</b> Don't miss out on spooky deals this October!	<b>November &amp; December</b> <b>The countdown to Christmas is on!</b>	

Encourage your supporters to raise **FREE FUNDS** for your charity when they shop online via Give as you Live!



























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# Case study

## Friends of Bishop Gilpin School raise over £4,000 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 £4,000!

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



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# Marketing toolkit

## Promote Give as you Live to your supporters and raise even more!

The range of Give as you Live marketing materials within your bespoke toolkit will help you promote your fundraising efforts effectively to your supporters. See what some of our charities say about the assets available:

*'The bespoke emails and social media messages are great. The team at Give As You Live could not have been more helpful in supplying us with dedicated collateral which always helps our supporters recognise the benefit of signing up!'*

**Helen Usher, Born Free**

*'We love the branded banners and artwork that Give as you Live have provided so have made use of this on social media, our website and in our newsletter.'*

**Rose Finnigan, Global's Make Some Noise**

*'The weekly tweets and posts are fantastic, easy to just copy and paste when we're super busy.'*

**Ana Exton, Wiltshire Air Ambulance**

Raise **FREE** funds for us every time you shop online!



Give as you Live®  
Raise **FREE** funds for us every time you shop online!

Shop at 4,000+ stores

M&S, Booking.com, John Lewis, Argos, DEBENHAMS, ebay, HOUSE OF FRASER, amazon.co.uk

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Give as you Live®

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



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# Seasonal campaigns

## Keep your supporters engaged with seasonal campaigns

Our 2017 Seasonal Campaigns will help you turn your school supporters into Give as you Live shoppers. Using a variety of campaigns will encourage your supporters who have already signed up to continue raising funds, simply by shopping online.

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

- Valentine's Day
- Mother's Day
- Easter
- Home & Garden
- Father's Day
- Summer Entertainment
- Back to School
- Halloween
- Christmas

Each campaign includes email footers, social media posts, newsletter banners, posters and HTML emails to send to your supporters!



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# 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 amounts from a single purchase, so by promoting travel bookings through Give as you Live you could double your fundraising target for 2017.

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 emails to send to supporters are all available!



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# Business campaigns

## Repeat business purchases can mean repeat 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.

There's also an internal business campaign that you can share within your organisation to encourage all staff members to sign up and raise funds for your school with their online purchases.

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



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# 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.

Each quarter you'll also have the opportunity to raise up to £500 with our new monthly charity competitions!



**2017 Marketing Calendar**  
 Increase your revenue in 2017!  
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 Contact the charity team on 0800 883 8450

**Q1 Increase your revenue in 2017!**

# get organized

**Charity competition...**  
 Share for a chance to WIN £500!  
 Be in with a chance of winning £500 simply by sharing our summer/winter travel campaign alongside the monthly campaigns throughout Q1. [Download campaign >](#)

**Weekly resources**  
 Sign up to receive our weekly resources that include ready to use images, social media posts and competitions! [Sign up now >](#)

**Give as you Switch**  
 Promote Give as you Switch to your supporters and encourage them to switch their insurance, it could raise up to £17.50 for your charity! [Download campaign >](#)

**Set your 2017 target**  
 How much would you like to raise in 2017? Use your target poster in your toolkit to set your 2017 Give as you Live fundraising target. [Download poster >](#)

**Personalised cards**  
 Direct your supporters to our personalised cards website to help them find the perfect card for their loved one and raise money for you! [Download campaign >](#)

**Valentine's Day campaign**  
 Remember to download your Valentine's Day campaign and start spreading the love this February. [Download campaign >](#)

**Get social**  
 Promote Give as you Live to your followers with our ready-to-use images and posts. [Download banners >](#)

**Mother's Day campaign!**  
 Download and promote your Mother's Day campaign and share with your supporters so they raise whilst buying treats for mum. [Download campaign >](#)

**Need office supplies?**  
 Buy your charity's office or event supplies such as stationery, printer ink and business travel to raise even more free funds for your charity. [Shop & raise >](#)

**It's nearly payday!**  
 Post a message to your social media channels with the link for supporters to sign up to Give as you Live, and send a reminder email out to your team. [Download posts >](#)

Encourage your supporters to raise **FREE FUNDS** for your charity when they shop online via Give as you Live!

[Expedia](#) [Etsy](#) [DEBENHAMS](#) [red letter](#) [Interflora](#) [Waitrose](#) [ebay](#) [next](#) [amazon.co.uk](#) [HOUSE OF FRASER](#) [M&S](#) [John Lewis](#)

Contact the charity team on **0800 883 8450** [@giveasyoulive](#) [/giveasyoulive](#) Email: [charities@giveasyoulive.com](mailto:charities@giveasyoulive.com) Toolkit: [resources.giveasyoulive.com](http://resources.giveasyoulive.com)

 Give as you Live®

**Chance to WIN £500!**  
 of winning £500 simply  
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 onside the seasonal campaigns

**nds to WIN £500!**  
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**extra £3,000!**  
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as you Live!

[Toys R Us](#) [red letter](#)

[stminute.com](#) [Viking](#)

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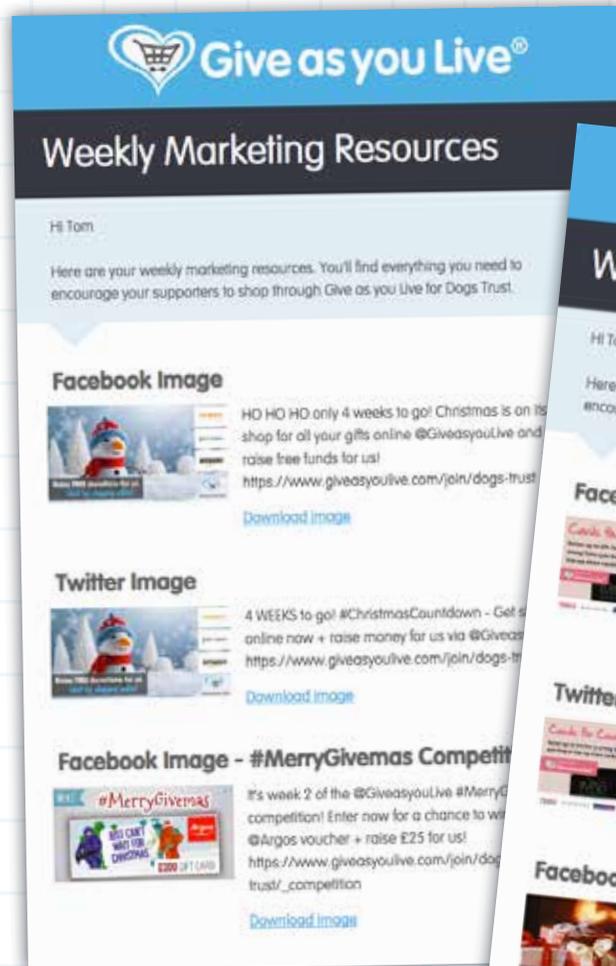
# Weekly resources

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

Each week we send out a weekly resources email with pre-created content for you to utilise.

There are images for Facebook and Twitter, tweets and emails to forward on. 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.



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# Give as you Switch!

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

Give as you Switch allows your supporters to get a great deal on their insurance policies whilst raising free funds for your school.

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

Your supporters can also get a great deal on their energy suppliers saving them money and earning you free funds.

All Give as you Live insurance policies are provided by Quotezone, 100% independent UK insurance comparison.



 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

 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 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

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# Personalised cards

## Unique personalised greetings cards for every occasion!

Give as you Live provide a unique personalised greetings cards service allowing your supporters to create the perfect card for any occasion.

Ordering just one card will raise £1 for your school and even better cards are available in batch orders so your supporters can raise up to £25 per order!

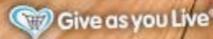
There are plenty of designs for both kids birthdays and adult birthdays along with seasonal events throughout the year.



Raise **FREE** funds for us when you order...

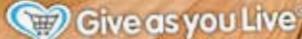
From **£4.25** inc P&P

## Personalised greetings cards!

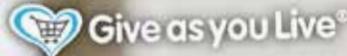
 Give as you Live®

Raise **FREE** funds for us when you order...

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# Cards for Causes

## In-store and online reloadable shopping cards for popular stores.

Our exclusive members-only scheme allows your supporters to choose from a wide range of shopping cards for popular stores including Marks and Spencer, Debenhams, Boots and Tesco whilst raising free funds for your school.

Every time members top-up their stores cards they'll raise up to 6% of their top-up value for your school.

The reloadable cards are perfect for those weekly shopping orders, or individual cards for high value one-off purchases.

All the assets are available to download in your toolkit.



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# Sponsorship pages

## Fundraise for your school with our sponsorship pages!

Our Everyclick sponsorship 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



The image shows two overlapping screenshots of fundraising pages. The top one is for 'Help My Village in Nepal' with a target of £25,000.00 and £7,160.10 raised (29%). The bottom one is for 'GSC New Beginnings Phase 1' with a target of £75,000.00 and £12,589.50 raised (17%). Both pages feature 'Raise as you shop' and 'Create fundraising page' buttons, and an 'About my fundraising' section.

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!

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# 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.

Our service is FREE for all UK registered charities with no setup costs or monthly subscription fees involved. Working seamlessly across all devices allowing your supporters to donate from anywhere.

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**

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# Print management

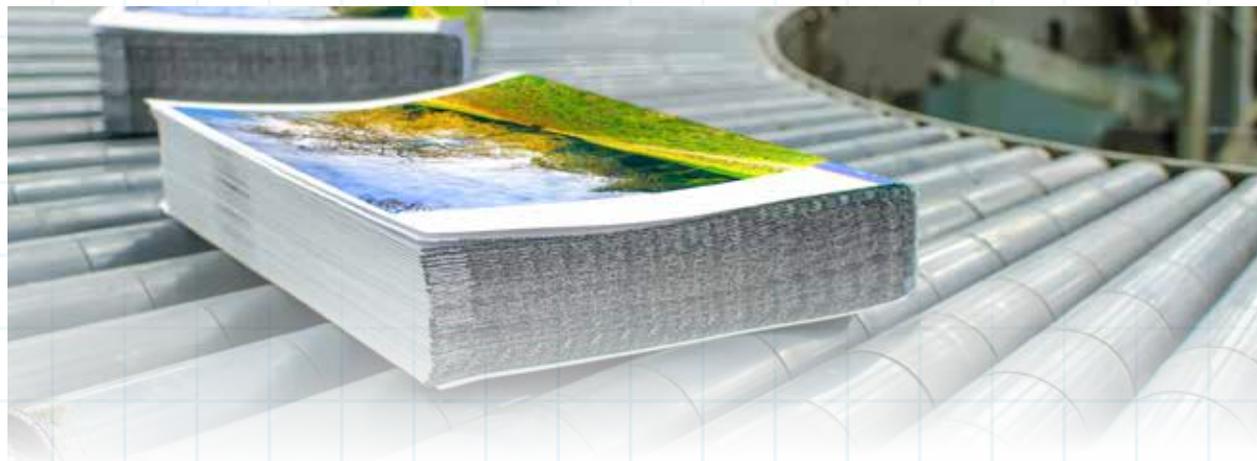
## Printing monthly newsletters? We could help you save money!

At Give as you Live we want to also help reduce costs for the schools we work with. Our print management service can save up to 20% on their printing costs.

As printed marketing materials remain an important, effective way to communicate with supporters, we're delighted that this service makes printed communications more affordable for schools.

We have secured some of the best printing and mailing rates in the UK and we are able to print a wide range of products including newsletters, direct mail and beyond, while guaranteeing excellent service and fast turnaround. We can also offer an affordable design service if required.

To find out more about the savings you could be making email: [printing@giveasyoulive.com](mailto:printing@giveasyoulive.com)



### Print

The best rates on any kind of printed product



### Paper

Our service offers a 10% discount on orders



### Postage

We guarantee some of the best rates in the UK

# 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 through Give as you Live.

You can download the marketing campaigns at any time via your bespoke toolkit. Plus, watch out for the weekly resources – an email sent every Monday with additional marketing content for you.

**To register your charity please visit [give.as/schools](http://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<sup>®</sup>**

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