



# Give as you Live<sup>®</sup>

Essential School Fundraising Guide

2016



# School Fundraising in 2016

Welcome to the 2016 Give as you Live Essential School Fundraising Guide.

Each year through Give as you Live, thousands of pounds is raised for schools across the UK to fund their projects - from building development to new text books and equipment.

We help facilitate this by turning a percentage of every penny spent online by teachers, parents and friends of the school to a donation straight to the PTA.

This fundraising guide is an overview of all the 2016 marketing collateral you will receive when you register your school with Give as you Live - emails, letters to parents, posters and more.

## How do I get started?

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.

You should use our marketing materials to promote Give as you Live to teachers and parents. We suggest putting posters around the school, in letters to parents, on the school website and in the PTA newsletter.





# Case study

## Friends of Bishop Gilpin School raises £2,832.30 with Give as you Live

Friends of Bishop Gilpin School have used Give as you Live for two years to support their perfect playground project – improving and creating new and exciting playgrounds for their children to enjoy when playing outside.

In 2013, the PTA smashed through their Give as you Live £1,000 target and their perfect playground became a reality.

The PTA promotes Give as you Live in:

- Fortnightly newsletter
- Quarterly letters to parents
- School website



'I really feel that Give as You Live is a simple but very effective way to help my children's school, raising money every time I shop online. It's so easy to use and it's good to know that whenever I do my weekly online grocery shop or order gifts for birthdays or Christmas, I'm getting money back for my children's primary school. It really is money for nothing!'

**Kate Oppenheim**  
Bishop Gilpin parent of three.

'Give as You Live is so easy to use. It just sits on my computer and I watch the total I am raising for my school steadily growing – with no effort from me!'

**Katie Preston**  
Parent governor at Bishop Gilpin

'It really is money for nothing: so simple to install and use. A very clever, innovative fund raising tool. Genius!'

**Jo Whelan**  
FOBG GAYL Coordinator and mother of 3.

*"It's so easy to use"*

*"It really is money for nothing"*

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



# Marketing toolkit

Range of promotional items from A5 flyers, A6 information cards, banners and Facebook posts.

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# Travel 2016

Holidays, flights and travel are one of the simplest, quickest ways for you to secure large donations from a single purchase, so by promoting travel bookings through Give as you Live you could double your donations total for 2016.

All these materials are available in your marketing toolkit.



**Support us**  
when you travel in 2016  
**Just by shopping online**





# Marketing Campaigns

We are bringing you bigger and better marketing materials throughout 2016, with leading Seasonal Campaigns to help you turn your supporters into shoppers. Alongside these are Mini Campaigns which can be used throughout the year, including Travel, Switch & Save and many more!

Using a variety of Give as you Live campaigns will also encourage your supporters who have already signed up to continue raising funds, just by shopping online.

- Get Fit
- Valentine's
- Mother's Day
- Easter
- Summer Wardrobe
- Father's Day
- School's Out
- Back to School
- Winter Wardrobe
- Halloween
- Christmas

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**Get fit & raise money in 2016**

WeightWatchers match.com

SPORTS DIRECT.com Argos

Just by shopping online at Giveasyoulive.com



**Get fit & raise money in 2016**

Just by shopping online at Giveasyoulive.com



**Support us & Spread a little Love!**

Just by shopping online at Giveasyoulive.com



**Support us this Mother's Day**

Just by shopping online at Giveasyoulive.com



**Support us this Easter Weekend**

Just by shopping online at Giveasyoulive.com



**Support us when shopping for Summer clothes**

Just by shopping online at Giveasyoulive.com



**Support us when shopping for Father's Day**

Just by shopping online at Giveasyoulive.com



**Support us when shopping for School's out specials**

Just by shopping online at Giveasyoulive.com



**Support us when shopping for Back to School stuff**

Just by shopping online at Giveasyoulive.com



**Support us when shopping for Winter stuff**

Just by shopping online at Giveasyoulive.com



**Support us when shopping for Halloween gifts**

Just by shopping online at Giveasyoulive.com



**Support us when planning all your Christmas ideas**

Just by shopping online at Giveasyoulive.com



**Support us when Shopping for Christmas gifts**

Just by shopping online at Giveasyoulive.com



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# 2016 Campaign Calendars

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

You can download your 12 month marketing calendar by visiting: [give.as/2016](http://give.as/2016)

We will also send you detailed calendars every month with suggested marketing activities so you can plan your weekly communications.





# Weekly Resources

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.



Facebook images

**Sign up now!**

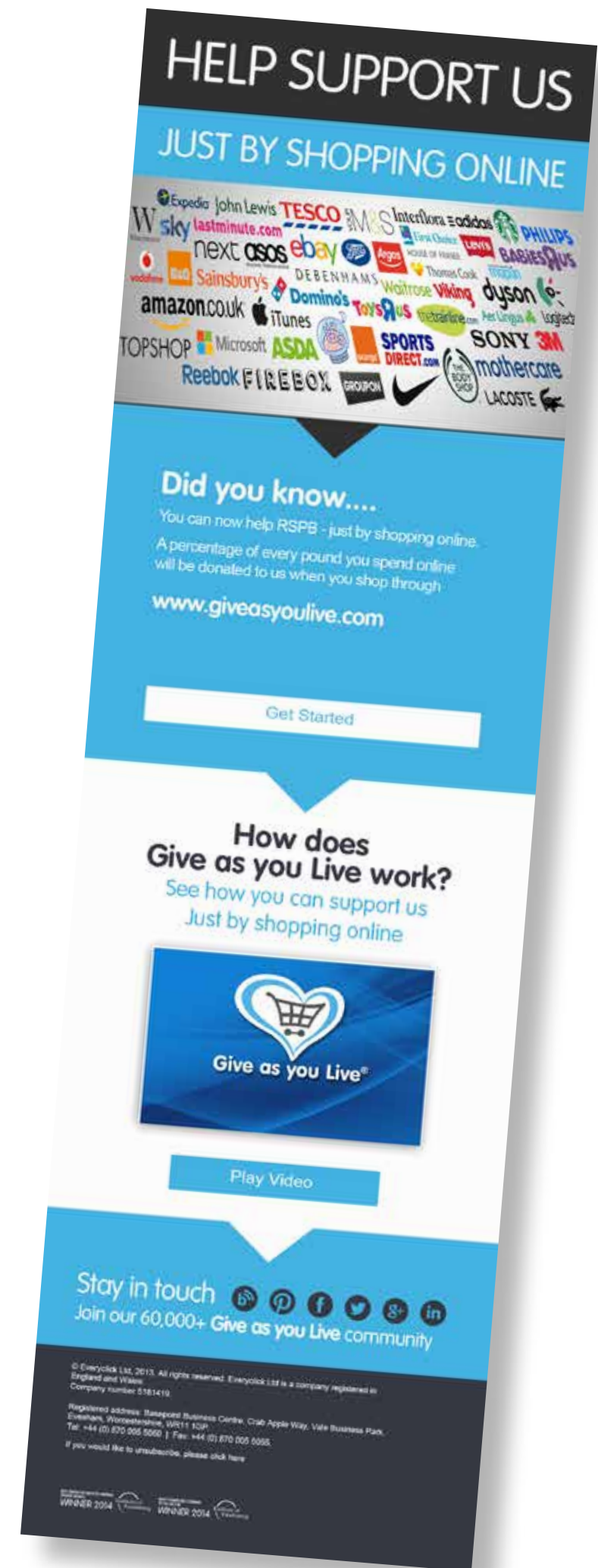
[weeklyresources  
@giveasyoulive.com](https://www.giveasyoulive.com)

You can raise a free donation for us when you shop online at over 4,000 retailers!  
Find out more [@giveasyoulive](https://www.giveasyoulive.com/join/rspb)  
<https://www.giveasyoulive.com/join/rspb>

School uniform from F&F from just £1.50 + shop via [@giveasyoulive](https://www.giveasyoulive.com) & raise a free donation for us!  
<https://www.giveasyoulive.com/join/rspb>

Has #GBBO got you inspired to bake? Shop bakeware [@LakelandUK](https://www.giveasyoulive.com) via [@giveasyoulive](https://www.giveasyoulive.com) & raise a free donation for us!  
<https://www.giveasyoulive.com/join/rspb>

Example tweets



Email



# Print management

At Give as you Live we want to raise money and reduce costs for the charities we work with. Our print management service saves charities 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 charities.

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)

**Find out more!**

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





# Corporate business

It's easy to raise huge donations from your day-to-day office spend, or that of your corporate partners and local businesses.

From buying printer ink and equipment to booking hotels and train tickets, you can shop at over 4,000 retailers via Give as you Live and raise a free donation for your charity.

We have created a campaign that you can use to promote Give as you Live to your corporate partners and local businesses to help the charity encourage them to raise more funds for your charity.

Just visit your marketing toolkit to start sharing.





# Give a Gift

We're delighted to be partnered with Give a Gift to help turn £1 billion of wasted gift cards into donations for your charity.

**Don't let them squirrel it away, tell your supporters about Give a Gift!**

Simply sign up, create your own fully branded page and in just a few clicks you can share your unique micro-site and start accepting donations. We'll help you engage with your supporters and generate more revenue with no set-up cost or subscription fees and only a small processing fee per donation.

There are a selection of materials available in the marketing toolkit to share with your supporters too (don't forget to create your unique Give a Gift web page and share the link!).

[www.giveagifthq.com/forcharities](http://www.giveagifthq.com/forcharities)

**Find out more!**  
email [hello@giveagifthq.com](mailto:hello@giveagifthq.com)  
or call 0203 318 4956  
for more information





# We hope you like what you've seen!

These marketing campaigns 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 donations through Give as you Live .

You can request the marketing campaigns at any time and please 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** or call a member of our charity team on **0800 883 8450** to discuss your marketing campaigns.



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