



DO GOOD, BETTER

GVI FUNDRAISING MANUAL



# GVI Fundraising Manual





# Contents

Welcome	3
Why should you fundraise?	5
Fundraise for your program fees	6
Fundraising online	8
Fundraising in person	12
Fundraising as GVI alumni	16
Additional resources	19
Fundraise for GCP	20
Our commitments to you	22
Thank you!	25



# Welcome, changemaker!

## This is the start of your fundraising journey with GVI

Whether you're travelling solo or as part of a school or university group, whether this is your first or your tenth GVI trip, whether you are raising money for your program fees or on behalf of a specific project, this manual is for everyone.

This fundraising manual has been put together to help you set your fundraising goals; craft your fundraising messages; and access advice, resources and additional funding opportunities. We are so excited for you to begin.

## The different types of fundraising

### 1. Personal fundraising

This is fundraising you do to cover the costs of your GVI program, including flights and fees. Typically this kind of fundraising is done before you leave on your travels. It includes online and in-person fundraising.

### 2. GCP fundraising

This is fundraising you do on behalf of a project affiliated with GVI, and the funds go directly to that project. Typically you would do this kind of fundraising once you are working on your chosen program or once you've returned home.



# Why should you fundraise?

The benefits of starting your own fundraising campaign

## Increased funding

The most obvious benefit of fundraising is that it provides you with your own funding stream, allowing you to comfortably save up for your programs.

## Increased impact

Ultimately, fundraising helps increase the impact of your work by providing the resources needed to achieve your goals. Since most of your funds go directly to a local community or project, your program fees will make a real and positive difference in the lives of the communities and habitats you serve.

## Skills development

Fundraising is a big part of the sustainable development sector, not to mention other industries. The skills you develop by establishing, managing and marketing your own campaign will become very beneficial in your future career!

## Increased awareness

Fundraising events and campaigns can increase your visibility and raise awareness about your cause. This can help attract new supporters, activists and experts!

## Building your network

Fundraising events and campaigns are the perfect opportunity to start relationships with like-minded people, experts and organisations both online and in person across the world. Becoming part of a community like this gives you access to advice, mentorship and career opportunities.





# Personal fundraising

## Putting the *fun* in fundraising

Take it from the experts, fundraising can be fun. And it's not as hard as you might think. In fact, it's where your adventure begins – and we're here to help you every step of the way.

Ready?

## Before you begin: some fundraising tips

### Remember the 'why'

Remind yourself why you are doing this. Keep the impact or contribution you are making to a conservation or community mission front of mind at all times. This forms the foundation of your fundraising story.

### Be direct

Be clear about your fundraising goals and how donations will be used. This helps potential donors understand the impact of their contributions.

### Be authentic

Tell your story. Be open and honest. Show the impact of your work. This helps potential donors connect emotionally with your cause and can inspire them to donate.

### Be specific

Ask for a specific donation based on a set financial goal. This helps potential donors understand how they can contribute and makes it easier for them to take action.

### Build relationships

Building and maintaining relationships with your donors is crucial for long-term fundraising success. Send personalised thank yous, keep them updated on your progress, and spread the word about the positive impact you will be making in the community you are visiting.





# No more limits, let's get started

## Setting up your online fundraising campaign

### Step 1: Choose a fundraising platform

A crowdfunding campaign typically involves creating a fundraising page on your chosen online platform and then promoting the campaign through social media and other channels like email. There are many different fundraising platforms available, like Kickstarter, GoFundMe and Facebook Fundraisers. Choose the platform that best aligns with your target audience and fundraising goals. Speaking of platforms ...

### GVI's No More Limits platform

Good news! GVI has its own fundraising platform called No More Limits.

This platform is a great option if you know which GVI program you want to apply for because it allows you to link to your intended GVI program directly with a fundraising goal.

Like outside platforms, it allows you to set goals, share your progress and help you to achieve your targets. But unlike outside platforms, it is already fully integrated into GVI's systems, which means you can manage your whole campaign through us!

It also gives you exclusive access to our expert staff, who can help you with everything from setting goals, managing milestones and other advice.

### How to set up your No More Limits campaign

**Step 1:** [Apply](#) to GVI. Submit an application through our website to your intended GVI program.

**Step 2:** Speak to your enrollment manager. You will be contacted by one of our expert enrolment managers as soon as you've applied. They will personally help you set up your No More Limits page and define your budget and timeline.

**Step 3:** Share your fundraising page with friends, family, colleagues and online networks as soon as it is created through the platform.

### Step 2: Identify your target audience

Before you can begin planning your fundraising campaign, you need to identify your target audience. This audience should be specific and include individuals or groups most likely to support your cause or program. Think about the people most likely to donate to your campaign like family, friends, colleagues, schoolmates or social media connections. How can you grow this audience and get more people's attention? Could you speak to neighbours? Do a presentation at school or work?

### Step 3: Establish a timeline

Decide on a fundraising time period. These will depend on how far in advance you want to start fundraising, how much you'd like to fundraise for, what type of fundraising you are doing, and whether you've already booked your program or not. Once you've decided how much to raise or when your program start date is, set a start date and an end date for your fundraising efforts – remember to make sure that your activities are aligned with your GVI payment plan. It is important to adhere to instalment payment dates, to ensure that you retain your spot on the program. Our trusty enrolment team and alumni network can also give you examples of previous successful campaigns to help you set up your own!

### Step 4: Set a fundraising goal

This goal should be specific, measurable, and realistic. It includes:

- your program fee
- flights
- visas (if applicable)
- insurance
- any other activities or further travel you are planning to do
- spending money.

While your expenses on base will be minimal, it is important to consider the experience as a whole and to take note of the things you'd like to do over and above your participation in your GVI program.



## Step 5: Create a campaign message

Write your personal statement, which outlines your motivations and goals, while also considering a mission statement for your trip. Explain why you are paying to go abroad and what the experience, impact and project work will mean personally and professionally. Reiterate that most of the funds you raise go back into the local community.

## Step 6: Market your campaign

Social media and email are powerful tools for promoting your online fundraising campaign. By leveraging these platforms, you can reach a wider audience and increase the likelihood of receiving donations.

Here are some tips on how to use social media and email effectively:

- **Choose the right channels:** Work out which social media platforms are most relevant to your target audience, and if you should be using email as well. For example, if you're targeting young people, Instagram and TikTok might be more effective than Facebook, LinkedIn or email. If you want to connect with your professional network, LinkedIn and email might be the best option. And Facebook might be great if you want to reach old school friends or older family members!
- **Leverage your network:** Share your fundraising campaign with your friends, family and colleagues on social media and via email. Encourage them to share your message with their own networks.
- **Use video:** Good video messages and updates are generally seen and enjoyed by more people on social media than text or still images are. Video is the most effective way to let your personality and excitement shine through!
- **Use hashtags:** Include relevant hashtags in your social media posts to increase visibility and reach a wider audience. For example, if you're raising funds for a internship in South Africa with GVI, use hashtags like #internshipabroad #careers #ecotourism #southafrica and #GVI.
- **Post regular updates:** Keep your followers updated on your progress and share new content regularly – at least 1–3 social media posts and/or 1 email blast a week is good practice. This will keep your campaign top of mind and encourage people to donate.

- **Create accessible links:** Make it easy for people to find your fundraising or donations page. If you are using email, link your pages clearly and early. If you are using social media, make sure links are included in your posts and that your links can always be found in your bio.
- **Say thank you:** Don't forget to thank your donors publicly on social media and via email. This will show your appreciation and encourage others to donate as well.





# Beyond digital: fundraising in person

## What kind of party is this?

Hosting in-person fundraising events can be a fun and effective way to raise money for your trip abroad with GVI.

It doesn't have to be big or fancy. It can be as simple as a bake sale or charity run. The specific kind of event doesn't matter as much as the opportunity to involve your friends, family and community in your fundraising in a fun and authentic way.

For example...

### Ideas for your fundraising events

**Sport activities:** You could get involved in sporting activities and ask your friends and family to sponsor your progress. This could be anything from smaller challenges like running 10km/5 miles a day or big marathons, depending on your skill level. The important thing is to set a specific challenge and keep your donors up to date with the progress.

**Bake sales:** You could host a bake sale at your school, university or community centre. Baking is an easy and profitable way to get small donations. You could even set up a stall at a local market. This isn't just for the bakers – if you prefer to cook or make smaller crafts like jewellery, candles or knits, these are also great products to sell in your community.



### A few more ideas ...

- **Dinner parties:** Host a themed supper club for your friends, family and community and ask a small cover charge or leave a tip jar at the door.
- **A charity car wash:** Set up a neighbourhood car wash and charge a small fee.
- **Fashion shows:** Ask local brands and businesses to donate clothes for an evening and put on a show in your local town hall, school or community centre. Take a cut of the ticket sales.
- **Concerts:** Arrange a concert at your school or community centre. Take a cut of the ticket sales. Or, if you are a musician, perform your own concert! You could even busk for tips at your local train or bus station.
- **Quiz nights:** Host a quiz night at your school, university or local pub. Ask local businesses to sponsor small prizes and take a cut of the ticket sales.





# How to host a successful fundraising event

## Choose the right event

Consider your target audience and choose an event that will appeal to them. For example, if you're targeting families, then a charity fun run or bake sale might be a good option. If you're targeting young professionals, a dinner party or pub quiz could be more appropriate.

## Set clear goals

Before hosting a fundraising event, set clear goals for what you hope to achieve. This might include a specific fundraising target or a target number of attendees.

## Plan ahead

Plan your event well in advance to ensure that it runs smoothly. This might involve securing a venue, arranging catering, and organising entertainment or activities.

## Create a compelling message

Create a compelling message that communicates why you are hosting the event and why attendees should support your cause. Use this message in all of your marketing materials, including invitations, social media posts and email campaigns.

## Promote your event

Use social media, email marketing and other channels to promote your event and encourage people to attend. Be sure to include details like the date, time, location and ticket price.

## Offer multiple ways to donate

Offer something of value to your attendees in exchange for their donation, such as food, drinks, entertainment or prizes. Consider partnering with local businesses to provide additional incentives.

## Follow up

After the event, follow up with attendees to thank them for their support and provide updates on how their donations will be used. This is also an opportunity to ask for feedback on the event and gather contact information for future fundraising efforts.





# Fundraising options for GVI alumni

## GVI's ambassador program

If you would like to make an impact while back home, earn work experience to add to your applications and CV, stay engaged with GVI, and earn points that will count toward your next program, why not join the GVI Ambassador program?

Many of our alumni have returned and covered 70% of their costs with the points they've earned from the ambassador program.

Your main role as an ambassador will be to tell anyone interested in GVI more about your experience. This might include online activities like reviewing your project on our partner websites, submitting a video testimonial or blog, or posting about our promotions on your social media. It can also include in-person activities like visiting local high schools, colleges, universities or travel stores; or meeting up with prospective participants to tell them about your experience.

## Returnee scholarships

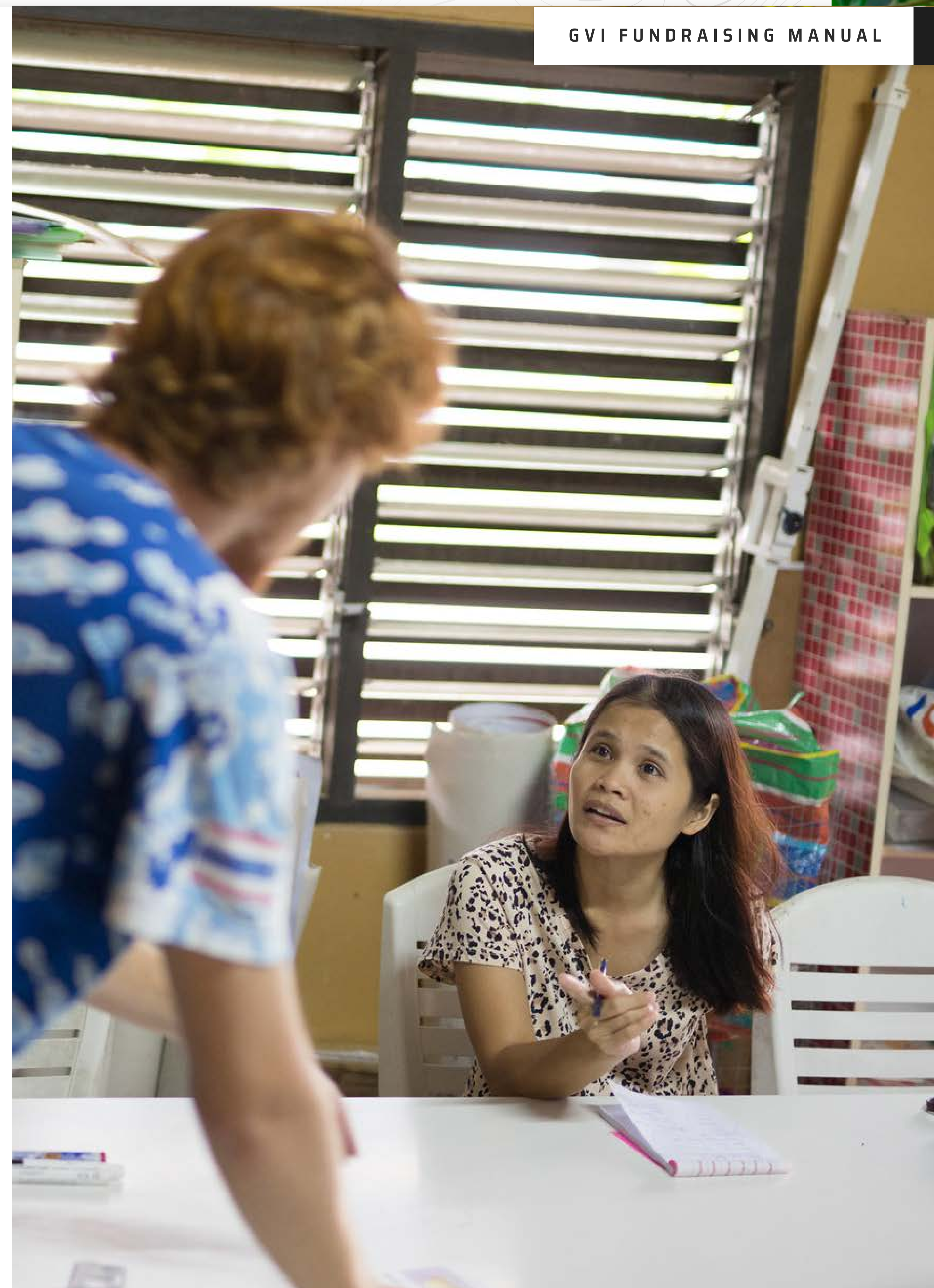
We know that when GVI participants return home, they often wish they had booked for longer. Fortunately, we offer scholarships to those who've recently returned home. To secure your returnee scholarship, simply mention you're a GVI alumni when making your next booking.

### Return within 6 months

Book and return to any GVI location within 6 months of your last trip and receive 10% off your total fee.

### Lifetime alumni discount

Return to any GVI location 6 months after your previous trip and receive 5% off your total program fee.





# The more, the merrier

Additional resources to help you reach your fundraising goals

## Corporate sponsorship

Corporate giving involves partnering with businesses to raise money for your cause. This might involve asking businesses to donate directly to your organisation, sponsor an event, or provide in-kind donations. Corporate giving campaigns can be highly effective for raising bigger sums of money quickly.

There are many organisations that might sponsor your fundraiser. Think of organisations in your community whose values and objectives align with your own. Is there a way that you can partner with them? For example, you could offer to print their logo on the hat or T-shirt and wear it in your fundraising posts and events – or even on the trip!

## Refer-a-friend reward

We're making it easier for you and your friends to get out there and make an impact abroad. If you refer a friend, who books within 14 days of your booking, you will both be eligible for a £100 discount on your overall program fee. This is a great way to kick off your fundraising efforts. Talk to one of our enrollment managers about this and be sure to spread the word to your network as well.

## Bursaries

There are plenty of bursaries out there for those who are looking to travel or work abroad. These are often offered by local businesses, government departments, schools, universities and colleges. To find the right option for you, just hop on Google and search for travel scholarships or bursaries in your area, and reach out to your relevant educational institution.





# GVI Charitable Programs (GCP) fundraising

## Charity begins at home

### What is GCP?

GCP acts as an organising and supporting partner that raises and manages donations; supplies funding; and provides expert advice to people, communities, organisations and institutions who are collaborating on qualifying conservation and sustainable development projects.

All projects have a clearly described development theory and report measurable outputs, outcomes and long-term impact, and have a sustainability plan which details the exit goal, method, strategy and timeline.

GCP facilitates connections, support and collaboration with project stakeholders, who make donations, fundraise, volunteer or intern with a specific qualifying project.

### You can fundraise for GCP

Apart from the personal fundraising you can do to cover the costs of your GVI program, you can also choose to fundraise on behalf of the project or community organisation your program is affiliated with. This is usually done during your time on a project or once you've returned home. The money is raised in collaboration with GCP and will go directly to the project or local partner of your choice.

Fundraising for GCP works in much the same way as your personal fundraiser would (outlined above), except that the money you raise is committed to a specific project. Just like a personal fundraiser, the type of fundraiser is up to you.

You can also donate directly to GCP and encourage your networks to do the same through awareness campaigns on social media. These can be once-off donations or recurring payments.

A list of projects can be found at: <https://www.gvi.org/>

Collaborating with GCP gives you the opportunity to continue the work you started on-the-ground and support the positive impact you've made even after you've left base.





# Still not sure?

## Our commitments to you

At GVI, we've been connecting thousands of change-makers, like you, with sustainable, impact-driven projects for over 25 years.

We offer you an extensive range of nature conservation and social development programs through which people from all walks of life can volunteer, intern or study, and kickstart their sustainability careers.

## We're not just passing through

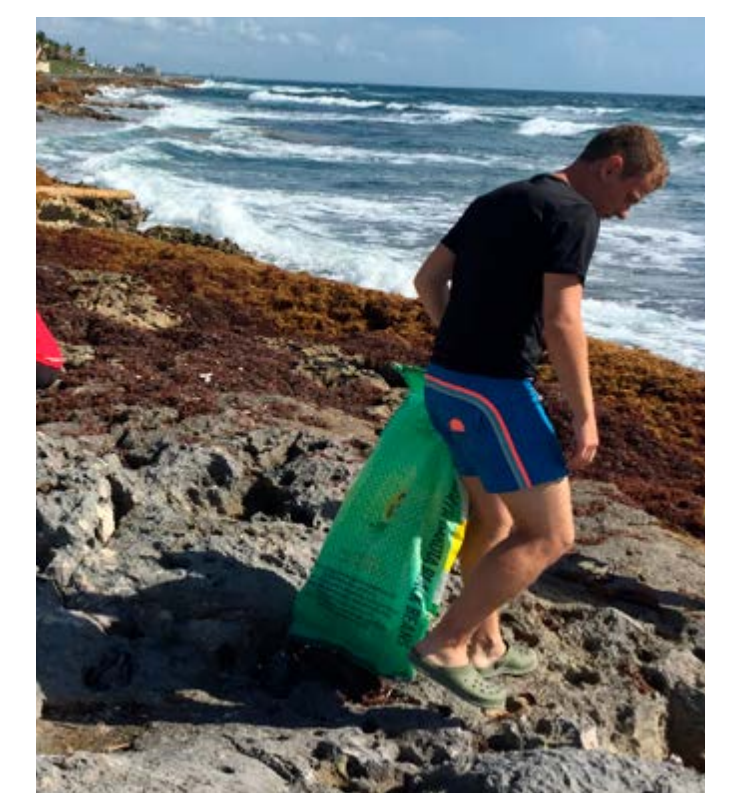
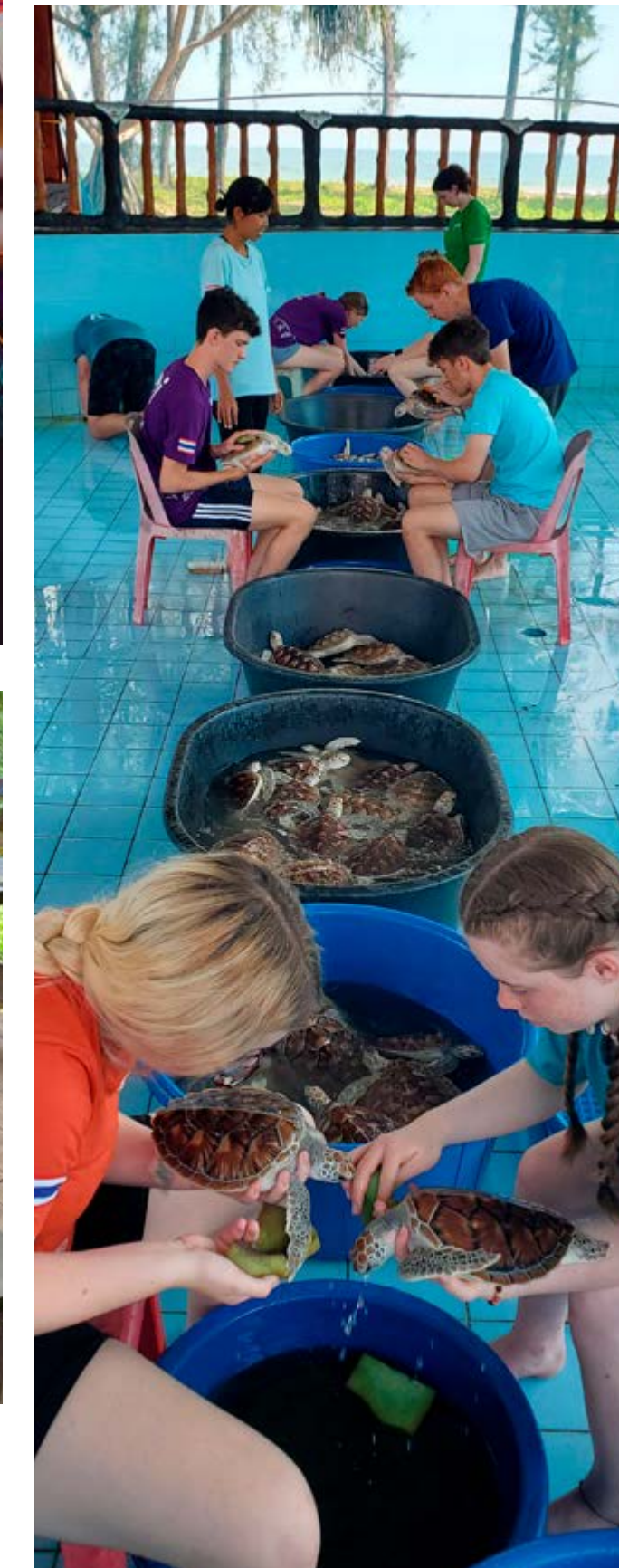
Our programs are led by our partners, who are local to the communities we're based in, and focused on making a long-term, sustainable impact that's always driven by data. We are serious about our commitments to ethics and sustainability – we partner with expert locally-led organisations and align ourselves to the United Nations' Sustainable Development Goals (UN SDGs).

## We're ethical

At GVI, we want to be better and try harder. We want to constantly develop our understanding of ethical best practice. In doing so, we hope to help establish a new standard for international development organisations. We are guided by evolving ethical best practices and robust policies that govern all our project decisions. All of our programs and projects are created and implemented in partnership with local community organisations or governments, and fully dedicated to creating equitable and enduring change.

## You're in safe hands

While you're participating in the life changing experiences that our programs and locations have to offer, we don't want you to worry about a thing. Our team offers support every step of the way – taking care of the admin, logistics, and health and safety on your behalf before, during and after your project. We provide comprehensive safety and wellness training for all participants. All of our work and activities are overseen by expertly trained GVI staff who are permanently based on location and present throughout your time with us.





## FAQs

### I feel uncomfortable asking for money. What should I do?

We understand it can be awkward to ask other people for money, especially if you're new to it. You might feel that your friends might also be strapped for cash. Or that people will be annoyed if you ask them. But what's the worst that can happen? Remember that you are asking people to invest in you and your mission – if you are passionate and believe in yourself, if you are taking it seriously, chances are so will they!

And if they can't donate, that's fine. There are plenty of ways to get the word out and plenty of other fundraising options. Be patient and be grateful for those people who can contribute.

### Okay, but how do I handle it if someone says no?

That's fine! If someone says they can't afford to donate, thank them for considering it and let them know that there are other ways they can support you or the organisation, such as volunteering or sharing your message on social media. If appropriate, you can also mention that even a small donation can make a difference. By responding to objections in a respectful and informative way, you can help potential donors understand the importance of your organisation's work and inspire them to support your cause.

### What are the benefits of using the GVI fundraising platform in comparison to any other?

GVI's No More Limits platform lets you funnel your fundraising campaign directly through us, which means you can tie it directly to your chosen program, making it easier to track your goals and milestones, access our network of alumni and staff, and receive expert in-person advice.

## Thank you!

At GVI, we firmly believe that each individual has the potential to create meaningful change and contribute to sustainable development. By embarking on this fundraising journey with us, you are not only supporting community projects and initiatives, but also igniting your own potential as a changemaker. We encourage you to embrace your passion, channel your energy, and join us in our mission to create a better future for our planet and its people. Together, we can make a lasting impact and inspire others to follow their own path of positive change.

We look forward to witnessing the incredible impact you will make.







DO GOOD, **BETTER**


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# Call us to chat

You have questions and we have answers. Submit an inquiry or send an email to [info@gviworld.com](mailto:info@gviworld.com) to start the conversation.





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