

This activity contributes to the following badges:



Scouts Fundraising Activity Badge



Explorers Fundraising Activity Badge

This activity could also contribute to:



Scouts Photographer Activity Badge



Scouts Media Relations and Marketing Activity Badge



Explorers Media Relations and Marketing Activity Badge

How to fundraise

Encourage your young people to make a difference on an issue that's important to them.

Getting started

1

Once your young people have decided what cause they want to fundraise for, they need to work on how to do it. If they haven't yet decided who they will be fundraising for, there is a useful activity resource [here](#).

2

Ask your young people to go onto the [GoFundMe website](#) to see examples of good campaigns. Why not focus on other Scout projects?

3

As a group, you need to set a realistic target and break down how the money you raised will be used. Here are some [useful tips](#) for a successful campaign.

4

Why not set up a GoFundMe account for your group and build a campaign page? A useful guide to setting up a page can be found [here](#). Under 18s will need the approval of a parent or guardian to get up their own account.

5

Ask your young people to discuss how they will tell potential donors the story of their campaign. They should think about:

- Why they want to fundraise for this cause,
- What the money will be used for,
- Why others should support the cause.



Spread the word

6

Now that you've got a plan, it's time to start to get more people interested.

Some good ways to increase support are:

- Designing posters and flyers
- Creating a short video
- Writing a press release

Why not split your young people into groups to work on these?

Posters and flyers

Ask your young people to get creative by creating posters and flyers to promote your fundraiser. They could see if these can be displayed in the local community.

Short video

A short video is a great way to explain the cause and how to contribute. There are tips for filming on a smartphone [here](#). This video can be used on your GoFundMe account or on social media.

Press release

Find top tips on writing a press release [here](#). Why not support young people to contact local media outlets to see if they will cover the story?

Finishing off

7

Don't forget to thank those who have contributed and keep them up-to-date on your progress.

8

As a group, discuss the key things they learnt about their fundraising challenge. They should think about the cost versus the amount raised, how they used social media and reached people outside their normal networks, and the three top tips they could give to others in the future.