



YOUR GUIDE TO FUNDRAISING

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THANK YOU
FOR JOINING
TEAM
PEACE DIRECT



WELCOME TO #TEAMPEACE

Thank you for standing in solidarity with people experiencing violent conflict around the world.

At Peace Direct, we support local peacebuilders around the world to build sustainable peace.

Local people are the experts in the conflicts that affect their communities, and only they know how best to build peace that lasts.

However, they are often ignored by those in power and don't have access to the resources or opportunities they need to build peace.

This is why we need your support to raise funds and awareness for local peacebuilders around the world. Your support is so valued not only by Peace Direct, but by the hundreds of local peacebuilders we work with around the world.

You've taken the first step to ensure that we can be there for communities experiencing violence around the world.

This fundraising pack will help you get started with your event. It includes some fundraising ideas, practical support as well as contact details so we can support you throughout!

Thank you for supporting us to build a mass movement that believes peace is possible.

GET INSPIRED

Struggling with inspiration?

Here are a few ideas to get your fundraiser started...



GET ACTIVE

With a sponsored walk, run, cycle or hike. Reach your fitness goals and raise money and awareness for local peacebuilders around the world. While we do not have charity marathon places, if you receive your own place in the ballot, you can choose to raise funds for Peace Direct.

ORGANISE A RAFFLE

See if you can get your hands on some free prizes from people in your networks and raffle them off in aid of Peace Direct.

CHALLENGE YOURSELF!

Whether it's a sponsored silence, going Vegan or trying sobriety for a month, set yourself a challenge and see if you can stick to it, all the while raising vital funds for peacebuilders in conflict zones.



GET CREATIVE

Why not put your culinary skills to the test with a bake sale? Exchange your best baked goods for donations in support of ending global conflict.

GET INSPIRED



TIME FOR SOME BIRTHDAY FUN(DRAISING)?

Show your solidarity by asking friends and family to donate to Peace Direct instead of buying a gift for you this year.

DO WHAT YOU LOVE!

Is there an activity or a community group you are part of that you are passionate about? Why not organise a fundraiser or collection for Peace Direct as part of it? Whether it's a choir concert, a Church bake sale or an open-mic night. Do what you love and raise vital funds for peacebuilders at the same time!



NEED SUPPORT OR MATERIALS?

If you'd like to request any promotional materials as part of your fundraising efforts - branded t-shirts, flyers or a PowerPoint presentation to introduce your audience to our work - please contact fundraising@peacedirect.org and we will help arrange this for you!



YOUR FUNDRAISING CHECKLIST



Read this fundraising pack!



Decide on an event format and set a date



Register your fundraiser with us by emailing fundraising@peacedirect.org



Set up your fundraising page (details on the next page)



Request any fundraising materials you need from us by emailing fundraising@peacedirect.org



Invite friends and family along



Share your event on social media – don't forget to tag Peace Direct so we can help promote it too!



After the event, remember to thank those who attended or donated



Get in touch with us at fundraising@peacedirect.org for advice on how to send us the funds raised



GETTING STARTED

It's quick and easy to set up your fundraising page and start raising money – it only takes a few minutes!

To fundraise online, just set up your [JustGiving fundraising page](#).

To fundraise offline, simply email fundraising@peacedirect.org to let us know about your event and to transfer the funds you raise.

TOP FUNDRAISING TIPS

- **Make your JustGiving page as personal as possible.**
- **Share your story.** Why do you want to do this fundraiser, what does it mean to you?
- **Share your fundraiser as widely as possible**, and at regular intervals in the lead up to the event.
- **Ask friends and family to Gift Aid their donations.** This means that for every £1 donation made by a UK taxpayer, Peace Direct can receive an extra 25p in tax (at no cost to you or them!).
- **If you reach your fundraising goal faster than expected, don't forget to increase your target!**

ROB'S STORY

**Running across
America for
Peace Direct**

**It took this man a year to
recreate 15,000-mile
'Forrest Gump' run**

NEWYORKPOST

This is the story of Rob Pope, a Peace Direct supporter who decided to run across America in 2016 with nothing but his own two feet, and one or two pairs of trainers.

Having never been a runner before, Rob watched a film about a man called Forrest Gump. He felt inspired. And so his journey started.

Rob journeyed from the Alabama heat to the peaks of Nevada to the wilds of New Mexico. Rob ran across America FIVE times - over 15,700 miles - becoming the first person ever to complete the run that Forrest Gump did in the film. It's a huge distance - the greatest distance anyone from the UK has ever run in a year.

As he ran, Rob thought to himself, "This is what people do when faced with war and violence. They just keep going, whatever it takes."

He was reminded of one of the reasons he had decided to take on this huge challenge. Because Rob believes in local people's ability to work together, and help each other to end violence and build peace, even in the most challenging and extreme contexts around the world.

And he ended up raising over £25,000 for Peace Direct, as well as raising awareness for local peacebuilders around the world.



COMPLETED YOUR EVENT?

Well done and thank you for your efforts to support Peace Direct! It's now time to transfer the funds raised so we can ensure that they can support the crucial work of local peacebuilders around the world.

JUSTGIVING

If you have been fundraising online (e.g. via JustGiving) and have some offline donations to pay in, you are most welcome to pay them into your own page. The Just Giving funds will make their way to us automatically.

BANK TRANSFER

If you have not been fundraising online, or if this does not work for you, you can pay in your fundraising via bank transfer. Please email us to request our bank details and your reference for the transaction.

CHEQUE

If you have a cheque donation which you would like to send to Peace Direct, please use the following address: **Peace Direct, First Floor Dynamis House, 6-8 Sycamore Street, London, EC1Y 0SW**

Please make cheques payable to 'Peace Direct'. Please include a note with your donation including your contact details and what the donation is for e.g. fundraising event / personal donation so that we can personally thank you for your wonderful support.

OUR WEBSITE

You can also pay in your donation via our website. Please also let us know via email if your donation was for a fundraiser so we can thank you properly!



CONTACT US

If you'd like to raise awareness about Peace Direct's work, and need access to promotional materials like flyers or merchandise, get in touch.

Whatever you choose to do, thank you for standing in solidarity with local peacebuilders, and communities experiencing violence, around the world.

Together, we can build peace that lasts.

For more information, please contact fundraising@peacedirect.org and our friendly Fundraising Team will be on hand to help.