



# POPULATION MATTERS

## Fundraising Toolkit

We are really pleased and very excited that you want to help fundraise for us.

Whatever fundraising activity you have in mind, we are here to help. We hope that you find this pack both useful and inspiring. We have lots of ideas and are sure that you do too. If you have any questions or would like to share some inspiring ideas please get in touch.

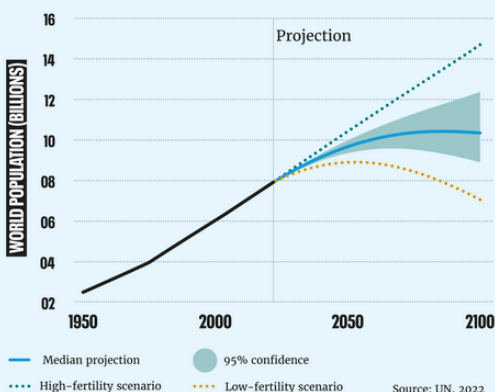


# POPULATION MATTERS

"All our environmental problems become easier to solve with fewer people, and harder – and ultimately impossible – to solve with ever more people."  
– Sir David Attenborough, Population Matters Patron

Population Matters campaigns for awareness of global population growth and its effects for all upon consumption, sustainability and the environment. We believe that population growth can be slowed, stopped and reversed through actions which enhance global justice and improve people's lives

## UN POPULATION PROJECTIONS TO 2100

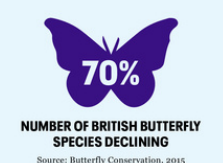
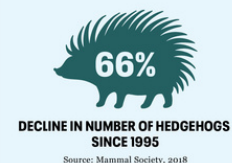
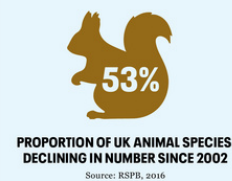


## AMOUNT OF EARTH'S RENEWABLE RESOURCES NEEDED, 2050



## POPULATION MATTERS

## WILDLIFE IN THE UK



[www.populationmatters.org/fundraise-for-us](http://www.populationmatters.org/fundraise-for-us)

[supporters@populationmatters.org](mailto:supporters@populationmatters.org)

**Population Matters** campaigns aim to bring about vital, positive changes that make a real difference. The money that you raise will contribute to:



Calling on heads of state to discuss population at the next UN Summit on Biodiversity.



Urging the UN to recognise that positive, empowering solutions are key to meeting the Sustainable Development Goals by 2030.



Raising awareness of the environmental benefits of choosing to have a smaller family.



Empowering people to choose their family size.

**Your fundraising will help to fund Population Matters campaigns including:**



is an ongoing Population Matters campaign to raise awareness about sustainability and overconsumption in both the global north and global south.

Put simply, our We Don't Buy it Campaign addresses the root causes of unsustainable consumption.



Each one of us puts pressure on the natural world, consumes the Earth's finite resources and contributes to climate change. One of the most effective ways that we can help our planet today is by choosing to have a smaller family.



is a grassroots crowdfunding programme that supports vital on-the-ground sexual and reproductive health outreach and educational services all around the world. Population Matters E2P grants facilitate specific project needs such as peer education and contraception provision.



# Fundraising Ideas

## At home, at work or in your community

You can raise funds and awareness for Population Matters in anyway and anywhere that you like. What's more we are here to help you in anyway we can.

Contact a member of our team emailing [supporters@populationmatters.org](mailto:supporters@populationmatters.org) if you'd like to share ideas. Here are a few to get you started....

**Get creative** – hold a bake sale, a summer, spring, autumn or winter fair, get crafty and sell your creations at a stall or online.

**Celebrate** – birthdays, weddings and anniversaries are all wonderful occasions to celebrate. Share your values with your loved ones such as by asking to gift donations rather than presents.

**Get Social** – hold a quiz night, picnic or dinner party. Hold an office event such as a sponsored silence.

## A few stories we'd like to share about how other wonderful Population Matters supporters have raised funds for us:



**Susie** – ran the London Marathon on behalf of Population Matters. Susie says: "I'm trying to do my bit to help out. When I came across the marathon and running it for a charity that's all about sustainability and helping the environment to help people it seemed like the perfect opportunity."



**Hellie** – is an artist who kindly designed and dedicated Christmas cards to raise money for Population Matters. The cards were sold in a local bookshop and raised £120 in total.



**Lady Jane** – opened her private gardens to the public as part of Scotland's Gardens Scheme raising funds for Population Matters..





# Fundraising Ideas

## Please will you sponsor me?

You really can fundraise anywhere and in any way. At home, at work, at university, indoors or outdoors and within community settings like pubs, clubs and community centres. To help you get your fundraising thinking cap on, here's a few fundraising ideas you could try. Have we forgotten any? Drop us a line and let us know your great next fundraising idea!

Car Wash      Quiz nights      8Km for 8Bn  
Donate an Hour's Pay      Office Silence  
Plant Sale      Auction of Promises      Night Time Group Walk  
Book Sale      Bake Sale      Raffles      £ per mile  
Coffee Morning      Fun Run      Sponsored Swim  
Bingo!      Car Boot Sale      BBQ  
eBay      Cross Country Run      Jumble Sale      5K  
Craft Fair      Amazon Smile      10K  
Auction      Motorcycle Trip      any K?  
Marathon      Birthday Gift Donations  
Etsy?      Race Night      Honesty Box  
Karaoke!      Tombola      Sport Event Sweepstakes

## Fundraising Tips - Plan A



So, now you know that you are going to fundraise how do you go about actually doing it?



**Set your target** - Decide how much you want to raise. Remember you will want to motivate your donors with an exciting and achievable goal. Have a realistic target set that you think you can achieve.

**Decide** - choose your fundraising event. Discuss your ideas with others - maybe you can get others to take up a challenge with you?



**Go online** - set up a [Personal Fundraising Page](#) with Population Matters. You can do this on our [website](#). Personal Fundraising Pages can be linked to your social media to share your fundraising with friends and family. What's more, sponsorship payments made through your page come immediately to Population Matters saving us expense and time and saving you the effort of having to collect and then pay in sponsorship.

**Reach Out** - we are here to help. Now you know what you want to do, get in contact with the Population Matters fundraising team. We are here to help answer any questions you might have.

Email: [supporters@populationmatters.org](mailto:supporters@populationmatters.org)

Telephone 020 8123 9116







THERE  
IS  
NO

## Fundraising Tips - The '5 Ws'

# PLANet B

Make sure that your plan includes the following:

**What?** are you going to do? It's totally up to you - will you choose an activity you enjoy or perhaps test yourself with a challenge you have always aspired to?

**Where?** is your fundraising going to take place - your garden, the office, a local building? You may need to seek permission from the venue owner.

**When?** will you do your fundraising? If it's an outdoor barbecue then plan for the summer. If you are running a marathon then make sure you have time for training.

**Who?** do you know to support your fundraising? Will you need sponsors or volunteers? Who has the special skills, materials or spare time to help you?

**Why?** are you fundraising for Population Matters? Why should others support your fundraising. Tell your supporters why your fundraiser is important to you.



# Share and shout about it

Now your plans are in place you'll want to let the whole world know about your fundraising event!

Put posters up around the office, telephone, email and tell your friends and – more importantly than ever before – spread the word on your social media feeds!

Tag us in your posts and we will share and shout about it too:

**Facebook** [@PopulationMatters](https://www.facebook.com/PopulationMatters)

**Twitter** [@PopnMatters](https://twitter.com/PopnMatters)

**Instagram** [@popmatters](https://www.instagram.com/popmatters)

**LinkedIn** [/company/population-matters](https://www.linkedin.com/company/population-matters)



**Our tips for social sharing**



**POPULATION  
MATTERS**

Use **#s** in your social media posts – they'll generate more views, make your updates more popular and get more shares!

Keep your pages updated with your training, preparation and events progress.!  
Use **photos and videos**, and keep sharing how much you've raised.

Posting **thank you shout outs** and **tag people** who have supported you when anyone donates or accepts your invitation to your event.

Don't forget to post a **celebration and big thank you** to everyone when you finish your event and reach your fundraising goal!



# Some final things to remember



## Enjoy yourself!

Whatever your event is, your fundraising day is finally here! After preparing, fundraising and striving to reach your target, it's time to focus and have fun doing it! Don't forget to take photos to share on social media.

## Thank your supporters - you couldn't have gotten this far without them!

Everyone appreciates your effort so remember to thank them for theirs. Your supporters are not just those who have donated to your fundraiser. It's good to remember and thank all those in the background who have helped you along the way.



## Donate - that's why you did it after all!

If you chose to host your fundraiser using a Personal Fundraising Page on our website then you don't need to do anything - donations to your fundraiser have already come directly to us. **THANK YOU!**

If you have collected cash money or cheques then we recommend you pay any such donations received into your own account, and then make a one off donation online or send a cheque for the total amount payable to "Population Matters" to our Freepost address: "Freepost POPULATION MATTERS". Please include your name and address on the back of your cheque, and a note about what your fundraiser was. Please also consider including a Gift Aid declaration form with your donation if you are a UK tax payer. For your convenience the last two pages of this document make a paper sponsorship form which you may choose to use.

You can also make a card payment over the telephone with a member of our friendly fundraising team.

Call us on 020 8123 9116 during normal working hours.

# Sponsorship Form

Every choice counts

Help me to raise funds for Population Matters

Sponsor me to.....When.....

Sponsor me online: <https://populationmatters.org/fundraise-for-us/> .....

<b>My details</b>	<b>Please send your completed form to:</b> Population
Full name:	Matters,
Address:	The Chandlery
	50 Westminster Bridge Road
Postcode	London, SE1 7QY
Phone:	
Email:	Please make cheques payable to Population
I have enclosed a cheque totalling £	Matters.

*giftaid it*

Please don't send cash in the post.  
If you pay UK tax, the Government will give Population Matters 25p for every £1 that you donate. Please tick the Gift Aid column and provide your initial, surname and home address so that your sponsorship to Population Matters can go even further. Please make sure you read the statement below so that you know what Gift Aid is.

If I have ticked the box headed 'Gift Aid? V', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Population Matters to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Full Name	Home Address & email address	Post Code	Gift Aid	Date Paid	Total Amount	Are you a relative of the fund-raiser? *	Hear more from PM **
A. Name	A house, on a hill , aname@email.com	TH2 7YU	✓	01.01.2023	£10.00	No	Yes

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A. Name	A house, on a hill , aname@email.com	TH2 7YU	✓	01.01.2023	£10.00	No	Yes

Total amount received eligible for Gift Aid £	
Total amount received £	

\*N.B. Sponsorship money received from people connected to the participant is likely to exceed the “benefit rules” of the Gift Aid scheme, as defined by HM Revenue and Customs. We therefore may be unable to reclaim tax on sponsorship received from the following: a wife or husband, a relative (sibling, ancestor [e.g. mother], or lineal descendent [e.g. grandson]), the spouse of a relative, or a company under the control of the runner or connected participant.

\*\*If you are interested in hearing from Population Matters we will contact you to confirm your communication preferences. If you do not tick this box, we will only use your information to process your donation and Gift Aid. Please read our full privacy policy at [populationmatters.org/privacy-policy](https://populationmatters.org/privacy-policy). You can change your preferences at any time by emailing [supporters@populationmatters.org](mailto:supporters@populationmatters.org).

Charity no. 1114109. Registered company no.3019081

**JOIN ONLINE TODAY!**  
**POPULATIONMATTERS.ORG/JOIN**