



## A Letter from Ela and Harriet

Hello!

We, Ela and Harriet, are your Fundraising Support Officers for this year. We are here to support you through your fundraising journey, to offer guidance on events and provide you with ideas if you need them. Both of us have climbed Mount Kilimanjaro in 2016 and Mount Kenya in 2017 so we have both been in your shoes and have great experience of the treks and fundraising.

Coming from very different fundraising backgrounds, Ela has done a variety of sporty fundraising events and lots of bag packs. Harriet has organised lots of food orientated events and social nights. We have both experienced successful events and others that have been a bit of a flop; so we will always be at the other end of the phone to congratulate you when things go well and help you bounce back if something doesn't go to plan.

We are so excited to welcome you to the Dig Deep family!

Ela and Harriet x



Website – [www.climbforcleanwater.org](http://www.climbforcleanwater.org)  
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### Ela's Top Tips:

1. Ask everyone you know! Whether it's in person, on social media or through email, the more people you talk to the bigger the chance of donations. You never know who might be feeling generous on a given day.
2. Enjoy fundraising as much as possible – fundraising can be a difficult but if you enjoy what you're doing, you can relieve some of this pressure.
3. Fancy dress! Everyone loves a crazy outfit, so the crazier or quirrier; the better. Don't be afraid to stand out from the crowd, as people will appreciate the effort you've made to dress up when you're fundraising.

### Harriet's Top Tips:

1. Take advantage of platforms which enhance your fundraising with very little effort, such as: Easy Fundraising, Link Your Loo or Matched Funding.
2. Dive head first into your fundraising using any skills or sports to raise money. Make decorations to sell, have a cake sale or organise a charity rugby tournament. Everyone fundraises differently – you just need to find your flow.
3. Use social media to launch and keep up the buzz around your fundraising and the challenge, this way people will be able to follow your journey and donate along the way.

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### Useful links and contacts:

Fundraising Resources: <https://www.climbforcleanwater.org/fundraising-resources>

Pre-departure Information: <https://www.climbforcleanwater.org/pre-departure>

FAQ's: <https://www.climbforcleanwater.org/faq>

Support Email: [support@digdeep.org.uk](mailto:support@digdeep.org.uk)

Office Phone Number: 0114 360 1471

Ela's Email: [ela@digdeep.org.uk](mailto:ela@digdeep.org.uk)

Ela's Phone Number: 07366 142807

Harriet's Email: [harriet@digdeep.org.uk](mailto:harriet@digdeep.org.uk)

Harriet's Phone Number: 07939 323224

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### Family & Friends:

Family and friends are a great way to get some extra donations. You can reach out to them through social media, messaging, calling, emailing or talking to them in person. Make sure you ask those closest to you to spread the word as well – you never know who might donate to you if your friends or family share your social media posts!

Don't be embarrassed to ask for donations – you are raising money for charity so just make sure to keep the focus on Dig Deep and the cause (although of course there's no harm in mentioning a little about the trek itself should you want to).

Whilst reaching out to family, friends and social media contacts, feel free to mention statistics and facts about the charity. You can find these on our website [www.digdeep.org.uk](http://www.digdeep.org.uk).

### How to write a good social media post (casual):

- Make the post primarily about the charity
- Remind them of the fundraising that you have done yourself already
- Thank everyone who has supported you
- Attach some of your fundraising pictures /project photos

### Example Message:

"Hey everyone! Thank you SO much to everyone who has supported me in my fundraising journey so far! As some of you know, I am climbing **Mount Kilimanjaro /Kenya** in aid of Dig Deep and I am raising money to provide **90 /75** children with clean water. It has been a very busy year with lots of fundraising events such as **X, Y, Z**. There are **"X"** months to go until I need to reach my deadline so if anyone can help me out either by donating or spreading the word, I would be VERY grateful. This year would not have been the same without all of your support – you are all amazing! Thank you!"

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### How to write a good email (more formal):

- Talk mostly about the charity, using lots of factual information
- Address and sign off the letter correctly, depending on who you are contacting
- Don't forget to attach your donation link

### Example Email:

"Dear NAME,

I hope you are well? I am reaching out to you as I would like to ask for your support for my Mount Kilimanjaro /Kenya trek this September, which is in aid of the charity Dig Deep (Africa).

Dig Deep works in regions where 8 out of 10 people lack access to clean water and sanitation. Dig Deep works to help schools and communities get access to water and sanitation. They work together to build taps and toilets; to ensure that water and sanitation services are maintained for the long term; and to provide vital hygiene training to the next generation.

Since Dig Deep's foundation in 2007, they have built taps and toilets that are serving over 27,000 people at any one time and have rolled out training directly to over 26,000 people.

Dig Deep know that the best solutions are the ones that are designed and cared for by the communities that use them, so they work in partnership with communities to find solutions that are appropriate. Unlike many charities working in Kenya, Dig Deep don't build a well and walk away. They will not stop until they are completely confident that the water supply they have provided can be managed and maintained in the long term.

They don't measure their success on the number of wells built, but on making sure they're still running just as well 5 years down the line. Dig Deep are leading the field in transparency by publishing project locations on their website alongside accessible

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monitoring indicators. To find out more about this and see the work that Dig Deep has done, visit their project map: [www.digdeep.org.uk/project-map](http://www.digdeep.org.uk/project-map).

I feel very passionate about this cause, which is why I have chosen to undertake the challenge of climbing **Mount Kilimanjaro /Kenya**. In order to complete this challenge of a lifetime I need to raise **£2500 /£2000** by the **19th June /28th May**. Half of this target goes straight as a donation to support Dig deep's projects, whilst the other half contributes to my trip costs. **If you are funding your own trip costs, mention this here**. If you would like to support me either by donating, helping me to fundraise or sharing this information. I would be extremely grateful. To donate, please visit my fundraising page via this link: **INSERT LINK**

Thank you so much for taking the time to read this email and thank you in advanced for your support.

Kind Regards,

**YOUR NAME"**

### How to approach people in person:

- Have a catch phrase that sums up what you're doing and for what cause
- Know some facts about Dig Deep and the trek for when people ask for more information
- Make your initial phrase short so that you can say it quickly

### Example Pitches:

"Hello! I'm climbing **Mount Kilimanjaro /Kenya** this year for Dig Deep; who provide clean water and sanitation to children in East Africa"

"Hey! Would you spare any change for Dig Deep's clean water and sanitation projects in Kenya?"

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## National Events:

Dig Deep has a huge offering of national events for you and your family or friends to get involved with. These are not only a great way to prepare for your challenge but they are also an excellent fundraising opportunity, especially if someone takes on the challenge to help you fundraise.

If you get someone to sign up to the challenge with you or do it on your behalf, then the charity donation portion of their fundraising target for the event can count towards your fundraising target. Spreading out the fundraising like this is a great way to reduce your target and can also be a fun way to get your friends involved. All national events can be found here: <https://www.digdeep.org.uk/events>.

To add to this Dig Deep has partnered with Runthrough Events to offer discounts to their 5k, 10k and half marathon events throughout the year. Click the link to find out more: <https://www.digdeep.org.uk/runthrough>.



## Fancy Dress:

It may seem a bit daunting to dress up at first, but it is a really great way of maximising donations. It makes you stand out from the crowd and draws attention, especially during street collections or bag packs.

Fancy dress is also a great way to get others involved in your fundraising, as you don't necessarily have to be the one dressing up! Running a fancy dress competition at an event is a great way to involve your friends.



## Fancy dress top tips:

- Don't be afraid to put yourself out there – lots of people will be impressed if you make the effort to dress up for charity.
- Incorporate the Dig Deep fundraising t-shirt into your costume or wear it over the top, as you still want people to know who you're fundraising for.
- Don't feel pressured into dressing up!

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