



Help your supporters get the most from volunteering

Charities: Support your volunteers

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THIS SITE IS FOR YOU TOO!

The Institute of Fundraising has built this site as part of its commitment to supporting the highest standards in fundraising practice.

We hope that you will find it a useful resource, making your life easier, increasing your income and strengthening your relationship with your volunteer supporters.

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A FEW SIMPLE STEPS

There are a few simple steps you can take to really maximise the benefit to you:

- Create your own unique [co-branded site](#)
- [Add links](#) to how2fundraise.org
- Remind volunteers about the resource in your newsletters and enews
- Use how2fundraise.org to support your campaigns
- Provide how2fundraise users with information about your work

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CREATING GREAT LINKS

We would be delighted if you chose to link to how2fundraise.org from your own website - simply add links to how2fundraise.org wherever you feel you would like to give additional support to your volunteers. A good place to start is by adding the [how2fundraise.org logo](#) to your volunteer fundraising pages.

You can link directly to our [homepage](#), but (if you're feeling creative) you could also consider creating hyperlinks in your text and images to pages that specifically support your own material. If you already produce an A to Z list of fundraising ideas, for example, why not create links through to our relevant [how2guides](#)? If part of your website you deals with [gathering sponsorship](#), you could support this with a link to our know-how sheet on maximising sponsorship income...

If you have a [co-branded](#) account, don't forget to use your URL to take your volunteers straight to your co-branded site!

We would be happy to work with you to add buttons, review your material and identify how the site can enhance it - just [give us a call](#).

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YOUR NEWSLETTER

Next time you run an article in your newsletter asking volunteers to fundraise, remind them that there is a wealth of information out there to support them on how2fundraise.org. If you need some editorial copy, please don't hesitate to contact us and we will provide it.

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YOUR CAMPAIGNS

What does your next campaign involve? A fun-run, coffee morning or penny trail? Why go to all the trouble of providing detailed advice on how to do it when we have already done so?

We hope our efforts will leave you with more free time to develop great brand awareness building materials. If you have a [co-branded site](#), use your unique

header to promote your campaign and link volunteer supporters back to your resources.

If we don't already have a [how2guide](#) covering all the law and best practice issues for the activity you're running, then get in touch. We may be able to write one (plus letter templates, auto-calculators, sponsor forms etc etc)

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INFORMATION AND MATERIALS

Some things are down to you! Take a look at [our templates](#), and you'll see that we are keen to get volunteers effectively promoting the work you do and reinforcing your brand. We encourage them to publicise your work when they [ask for donations](#) and at events.

If you can provide all the information they need in one easy-to-find location and add a [link to how2fundraise.org](#), so that your supporters can translate it into brilliant fundraising, that would be great team work.

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MORE HELP FROM THE INSTITUTE OF FUNDRAISING

You will find a range of articles on the Institute of Fundraising website designed to help you support your volunteer fundraisers. Here are some useful links:

- Codes of best practice for working with [volunteer fundraisers of all types](#)
- Codes of best practice for working with ['in aid of' volunteer fundraisers](#)
- Links to other [useful external websites](#) relating to volunteering, working and learning
- Institute of Fundraising Scotland: Benevolent Fundraising Regulations
- Advice on [pyramid fundraising schemes](#)

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