Campaigning and Fundraising Ideas

Want to help War on Want and get involved in the fight for global justice? These are some ideas to get you started – regardless of your personal circumstances, your job or lifestyle. You can take action as an individual or as part of a group – the important thing is that you take action.

Stall
Holding an information stall at an event you are organising, at a festival or elsewhere, is an age old and effective way of campaigning. Check out our guide to organising a stall to be privy to the tricks and tips we’ve learned over the years.

Booking a Speaker
Hosting a talk or a workshop is another great way to engage your audience – particularly if you combine the event with a debate or film screening.

Film Nights
Check out our list of recommended films (http://www.waronwant.org/act-now/reading-list/films-and-other-media) for suggestions of films you could screen – you can order a copy of our campaigns DVD and you could even consider asking for a small optional donation on the door.

Mass Letter Writing/Petitioning
Find a petition with a strong, targeted goal and pass petitions out amongst your friends, family, and colleagues and to as many people as you can. One technique for collecting mass signatures is called ‘snowballing’ – ask all of your friends to sign a petition and tell them to ask all of their friends to do the same, and so on.

Song writing
Be creative. In the past War on Want has been involved in many musical endeavours such as Freedom for Palestine – and an entire album recorded, mixed and produced in 24 hours. Music can be a really good way to engage people and reach new audiences.

Social Media
The ability to keep your friends, family and colleagues up to date on campaign issues that are important to you is a fantastic facet of social media – so use it to your full advantage. If you are planning a public event or meeting, why not advertise through a facebook group or tweet about it on twitter?

Volunteer
War on Want sometimes asks volunteers in the London area to help out at our events, add us on Facebook http://www.facebook.com/WaronWant for up to date information on opportunities as they arise.

Costumes and Stunts
The basic aim of your activities is to attract attention to a campaign. Sometimes using props and costumes can be just the thing to shine a light on an issue that would otherwise be overlooked.

Building the movement
This is an important goal for your campaign - Don’t forget to always have a sign up sheet close to hand – if you get email addresses of people in your local area then you can exchange information about interesting and exciting events and ideas for campaigning.

Fundraising Ideas

Any event or activity can be turned into a fundraiser for War on Want. If you need inspiration, here are a few ideas to get you started…
Sports Challenges
Marathons, egg and spoon races, sponsored walks – these can be great ways to raise a bit of money, plus you could consider linking them with our Playfair campaign by focusing on the sportswear industry.

Auction
You could auction off your own items, ask local businesses to donate items or ask people to bring items with them. You could even sell items at an online auction – remember that one person’s rubbish is another’s treasure.

Bake/Craft Sale
Why not try your hand at baking or arts and craft? You could ask volunteers to help you make them and sell them at your place of work or at a local event? You will know that your products have been produced ethically – and making them is half the fun.

Swap Party
A relatively recent craze is for ‘Swishing’ or swapping – where people bring and swap the clothes (and other items) they no longer want – you could suggest a small donation on the door to your event, or ask for a donation per item – (TIP: to get you started, local pubs are a great resource for finding free clothes as they often have a huge lost property which has been sitting around for years) You can present the clothes any way you like – clothing rails, washing lines, be creative.

Catwalk/Fashion Shows
Fashion related events can be a great way to draw attention from the media – you could also get local designers, fashion students and models involved, auction items and ask for donations.

Musical/Comedy Gigs
Artists are quite often willing to get involved with an event, especially if they share your passion for social justice. Artists and venues alike might even be willing to offer a reduced rate or donate their services for free – this will help you keep the costs down and pull in a big crowd. See our advice for planning an event.

Themed Nights/Days
These could be fancy dress events or days at work/school – you could charge a donation to come in fancy dress or consider linking to our campaigns with food, music, art or films.

Be creative
Feel free to come up with your own ideas – the more original and unusual the better.

Be clear
Always make it clear to guests and everyone involved where their money is going - if you are raising money for War on Want we can provide War on Want logos so that you can create your own posters and flyers.

Resources
You can book a speaker, order petitions and resources for your stall, or DVDs of our campaigns for your film night by emailing yan@waronwant.org