

# FUNDRAISING, SPONSORING, DONATIONS, FEES

For external partners without Greenpeace involvement

September 2018

The purpose of this document is to give direction to NROs and external partners who need to raise funds in order to run events at the upcoming MAKE SMTHNG 2018. The guidance is not a one size fits all but needs to be tailored to the realities of countries, organisations and events. In other words, it is not intended as a strict guidelines document but as a menu of options to work with. In addition, the guidance illustrate a number of red flags that should not be crossed not to jeopardise the vision, the spirit and the values of MAKE SMTHNG

MAKE SMTHNG Week is a non-commercial event that tackles consumerism by showcasing alternatives to shopping and consumption like repair, reuse, swapping, sharing and making. As our motto is "MAKE SMTHNG - BUY NOTHING" , no-one should use this umbrella to make a profit for the sake of making a profit or hard-selling products - this would be counterproductive to our objectives.

However, more often than not, in order to be able to pull off these events money is required. Below is some guidance that should help event organizers and NROs to make decisions on the appropriate use of money during MAKE SMTHNG Week:

## 1. Fundraising

Room rents, materials, travel costs, promotional costs, catering and worktime of event organizers and workshop givers require a budget. It is acceptable if event organizers cover these costs with their own fundraising. Please follow this guidance on fundraising:

- 👉 Avoid receiving funds from large corporations that embody the consumerist system MAKE SMTHNG fights against (e.g automotive, FMCG, fast fashion, Big Food etc). It is ok to receive sponsorship money from smaller companies that believe in the same system as us: sharing, circular etc.
- 👉 Avoid receiving funds from large public institutions like the European Union, national or regional governments; funds from municipalities can be accepted, as well as funds from Foundations.
- 👉 Be true to the core values of MAKE SMTHNG: creativity, openness, community, sharing, fun etc.



👉 Do not endanger the reputation of the MAKE SMTHNG brand, movement and organisations that back it. In other words, random sponsorship deals can have a negative impact on the events and its organisers.

#### Use of logos

Should you find a sponsor for your event, please make sure this is not a company Greenpeace is campaigning against or one that is detrimental to our values. For presentation of said sponsor, we would prefer you to use the joint branding solution that is explained in our style guide. It is a way to not use logos but still give credit. We would then also not use the Greenpeace logo, which is relevant for compliance.

## 2. Donations

We encourage everyone to make use of voluntary donations. One practice is to communicate those donations as mandatory before entering an event, with a low starting price and communicating the range of average donations. "We ask people to donate 5 Euros, and if you are able to, a donation of 10 Euros will support someone with lesser means. People usually donate between 3 and 10 Euros".

You can also pass around a box after the workshop where people can donate according to the value they feel the workshop has given them. This requires the workshop giver to explain that they have not received payment from Greenpeace to host this workshop, and why they need money to compensate for their efforts. This method also builds on group pressure, as if everyone is watching and starts donating, people will usually feel obligated to donate as well. Experiences from "free" city tours show that people are willing to pay something if they enjoyed the workshop.

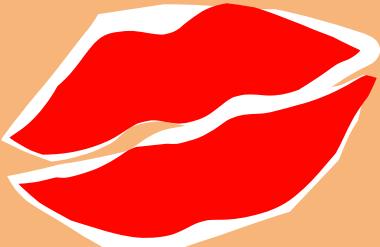
If you use a registration service such as Eventbrite, you can [use their Donation function](#).

It might help to be able to offer a receipt for the donation so people could use those for taxes.

## 3. Workshop Fees

Its ok to charge small fees for workshops to compensate workshop givers for their time and expertise. Workshop givers are asked to volunteer and donate their time if they can afford it as we won't be able to pay everyone. However, we don't want people to lose money, so travel costs, materials etc. should be compensated on request and independent organizers can decide on using sponsoring and other means to finance their activities

Try to keep costs as low as possible by making use of used materials, overstock, backstock, contributions, rejections, surplus stuff, recycled goods from recycling, waste collection, public sharing facilities, blends, rescued food, crooked veggies, etc.



**MAKE  
SMTHNG**  
*W E E K*



## 4. Crowdfunding

There are many crowdfunding pages that could help you raise money for your event. However, be aware that to make full use of those, you need to invest significant time into setting up your profile, story and ask, like shooting a short video or at least having a nice picture to illustrate what people will be funding.

## 5. Catering

People need to eat, but no-one expects to eat for free. This could be a way to compensate for other costs by selling drinks and food with a profit during your event. You can also ask for donations while selling these. You could heighten the profits with a bake sale by volunteers who donate their food to the event organizers so they can sell it.

