

Thank you so much for registering to be a Futuremaker

We're delighted you've been inspired to be one of our special volunteers for The Open University's (OU) first ever Giving Day. As a Futuremaker, your fundraising efforts will forever change the lives of disabled veterans, carers and disadvantaged students.

The money you raise will go towards our transformative scholarship and bursaries programme, the [Open Futures Fund](#). You'll find everything you need to get started in this fundraising guide.

How to be a Futuremaker

Being a Futuremaker is simple. If you haven't already done so, the first thing you need to do is choose a fun activity to support your fundraising goals. This could be anything from a sponsored run or bike ride, to a bake sale or quiz night with friends, family and colleagues.

Need some inspiration? Below are some suggestions that might help. You're welcome to choose one of the activities listed or to make up your own – the choice is yours!

- **Walk/Run/Bike-a-Thon:** Choose your sport and get going! You could really push yourself by selecting a 'never done before' distance or number of activities within a set timeframe to help get sponsorship and pledges. This could be a solo or group activity.
- **Host a dinner party:** Plan a dinner party, picnic, or BBQ for your family and friends and ask them to make a donation. In return they'll get some delicious homemade food. Now the weather's heating up, why not go 'Al Fresco'?
- **Go virtual:** Create a fun online quiz for your friends and ask them to donate their entry fee to the campaign.

Please be mindful of COVID-19 restrictions when selecting your activity

Suggested methods of sharing

You're welcome to use some of the below social posts, or to write your own!

Option 1 - Email

I'm fundraising for The Open University's first Giving Day on 6th and 7th July where all the money raised will support the Open Futures Fund providing life-changing scholarships, bursaries and financial support to disabled veterans, carers and students from disadvantaged backgrounds. *[insert a summary of the activity you will be completing]* If you'd like to help me make a difference, please show your support and donate here: bit.ly/OUgivingday.

Option 2 - Social Media

For OU Giving Day, I'm fundraising to help change the lives of disabled veterans, carers, and disadvantaged students. If you'd like to help me make a difference, please donate here and select my name: bit.ly/OUgivingday #OUfamily #OpenUniversity

Option 3 - Text Message

I'm fundraising for the OU Giving Day by *[insert a summary of the activity you will be completing]*. If you'd like to help me make a difference, please donate here and select my name bit.ly/OUgivingday #OUfamily #OpenUniversity

Option 4 - Direct Link

Please select my name and donate here: bit.ly/OUgivingday

Social Media toolkit

Help us spread the word! Here are some graphics you can download to use across your social channels to promote OU Giving Day.



DOWNLOAD

FAQs

How do people donate towards my activity?

Direct your sponsors towards bit.ly/OUgivingday, you can use our suggested text above to make it easy!

Your supporters will then be able to select your name, which will automatically be added to Giving Day website unless you request otherwise.

Donation form interface showing:

- Project Area*: Futuremakers
- Fund Designation*: Please select a Fund Designation
- Amount*: £25, £50, £100, £250, £500

If you collect cash donations, count them up and then donate in one lump sum via the Giving Day website.

When can I share the link?

You can share this link from Friday 11th June, bit.ly/OUgivingday.

Your name will be added to the donate page automatically. Please visit the Futuremaker dashboard and complete the question below if you do not wish for your name to show.

If you would not like your name to be added to the Giving Day site (this will mean we will not be able to track what you raise individually), please notify us here:*

Do not share my name Share my name

When do I need to hold the activity?

We would love you to complete your activity before or during the Giving Day. However, if this isn't possible your chosen activity can be held anytime from now (when you sign up) until Saturday 31st July 2021 and your supporters can make their gift up until this date too.

Do you have more information about the Open Futures Fund?

You can find more information about the Fund and share it with your friends and family here: bit.ly/OUgivingday

What support will the OU provide?

We will set up our Giving Day website to process donations from your supporters. We will also keep in touch before and during the Giving Day itself, so you can see the difference your support is making in raising money for the Open Futures Fund.

I need more help

For further information or support please email giving@open.ac.uk