

Your guide to fundraising with CSW

CSW everyone
free to believe

How to be a fundraising hero





Forth Bridge Abseilers, 2019

Welcome

Thank you so much for choosing to support CSW with a fundraising challenge – this is where your journey begins!

We've called this guide *How to be a Fundraising Hero* because it's your generosity, commitment and enthusiasm that enables us to keep pursuing freedom and justice, week in, week out.

We've put together some tips on setting up your sponsorship page, as well as information to help you share CSW's vision and mission with your supporters.

But there are so many ways to be a fundraising hero for CSW.

You could run, walk or cycle at challenge events happening across the country, or even from your own back garden. Or maybe you'd rather raise money with a food or music event?

However you decide to make a difference, we're here to support you and would love to hear about your fundraising plans.

Please get in touch with us at admin@csw.org.uk and tag us in your fundraising photos on Instagram: [@CSW_UK](https://www.instagram.com/CSW_UK)

Thanks again for being part of this movement for freedom and justice. Welcome to the team!

Julian

'As I run this race I will remember that CSW are running hard every day of the year to secure the freedoms that make the world a happier and more peaceful place for us all.'

Emily

'I had to dig deep to keep running. Around mile 11, I prayed to God for strength and I was reminded of the resilience and resolve of the people CSW works with.'

Elaine

'Due to COVID-19 it was difficult for the church to meet to do fundraising, so I thought I would offer my paintings for sale to help people facing injustice for their faith.'

About CSW

CSW is a human rights organisation specialising in freedom of religion or belief. As Christians we stand with all those facing injustice because of their religion or belief.

Our team of specialist advocates work on over 25 countries across Africa, Asia, Latin America and the Middle East to ensure that the right to freedom of religion or belief is upheld and protected. We challenge and seek to change the laws, behaviours and policies which lead to abuses of this vital right.

We gather evidence and document abuses.

CSW gathers evidence of violations of freedom of religion or belief, raises awareness and calls on nations to uphold this right in accordance with international, national or constitutional obligations.

We have earned a reputation for providing credible, in-depth research and evidence-based analysis. These are used by politicians, policy-makers and international institutions around the world.

We enable policy-makers to stand up for freedom of religion or belief.

Using our research and analysis, we challenge and encourage those in positions of power whose policies or actions can make a difference, to bring about change. Through our reports and regular meetings with decision makers in the UK parliament, United Nations, European Union and US Congress, we raise awareness of those suffering for their faith.

CSW is the only advocacy organisation with a sole focus on freedom of religion or belief with United Nations accreditation.

We train, equip and empower.

We train religious leaders, activists, and other human rights defenders and victim communities in freedom of religion or belief advocacy, among other issues. Equipping and empowering communities begins with training them in the rights to which they are entitled, and equipping them to be able to speak up for themselves with greater impact.

What is the impact?

Your support will help to achieve real change for people who suffer injustice for their beliefs. In the past, supporters' gifts, campaigning and prayers have seen captives released, unjust rulings overturned and families reunited!

In 2020, we celebrated the release of Pastor A Dao after more than four years in prison in Vietnam. Pastor Dao had been arrested in 2016 following his return from a conference on freedom of religion or belief. He was sentenced in April 2017 for 'illegally' taking people to Thailand, a charge he denies.

Thanks to the support of fundraising heroes like you, we were able to speak up for Pastor Dao and call people in power to take action.

To find out more about CSW's impact, visit csw.org.uk/getinvolved



Marcus Perkins/CSW

Fundraising Tips

Thanks for taking action through a fundraising challenge! Every gift pledged by your sponsors is a crucial step in working towards a future of freedom and justice.

1. Start early

Once you've chosen your challenge, you can start spreading the word straight away! Why not begin by asking your church community group to sponsor and pray for you as you prepare.

Remember to give your friends, family, and co-workers plenty of notice so that they can consider how much they want to pledge.

2. Share the story

Stir people's hearts to support your ride and make a pledge by sharing CSW's vision and mission.

Tell your church or community group why you think it's important to stand up for freedom or religion or belief.

You can use the 'About CSW' section of your Participant's Pack or find out more on our website: csw.org.uk

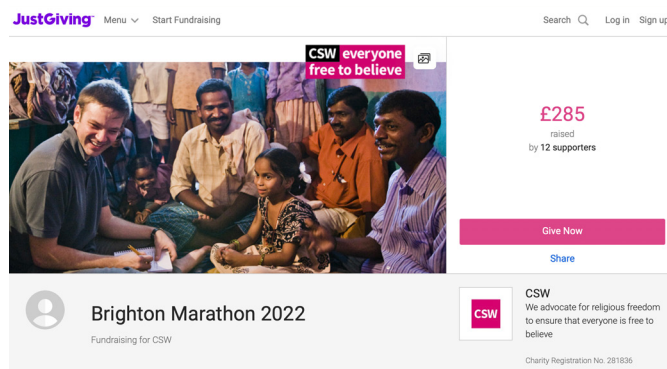
We have lots of resources to help you, including blog posts, Response magazine and a weekly Prayer Diary.

3. Set up your fundraising page

It's quick and easy to collect donations through JustGiving.

1. Type www.justgiving.com/christiansolidarity into your internet browser.
2. Click on the blue button that says '**Fundraise for us**' in the top right corner.
3. Set up an account with just a few details about yourself and your fundraiser.

Tip: we recommend naming your event as '*Your Name – Event Title*'



4. Follow the instructions to customise your fundraising page. You can keep track of how much you've raised, and JustGiving will take care of sending your donations to CSW.

If you need any help setting up your fundraising page, please email admin@csw.org.uk and we can put you in touch with our Fundraising Team.

4. Share your journey

Take photos and videos to update your community of supporters as you go along. You could set up an email list, a WhatsApp group, or use social media to quickly share prayer requests and progress.

We'd also love to see your photos so we can celebrate your achievement and show people what being a fundraising hero can look like. You might inspire more people to take up their own challenge in the future!

Please send any photos to admin@csw.org.uk or tag us on Instagram [@CSW_UK](https://www.instagram.com/CSW_UK)

SHARE YOUR

JOURNEY



**CSW everyone
free to believe**

**We believe
we can all play a part in campaigning
for freedom of religion or belief.**

Thank you so much for your support – we'd love to stay in touch! Tell us about your fundraising challenge and find out more about our work:

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