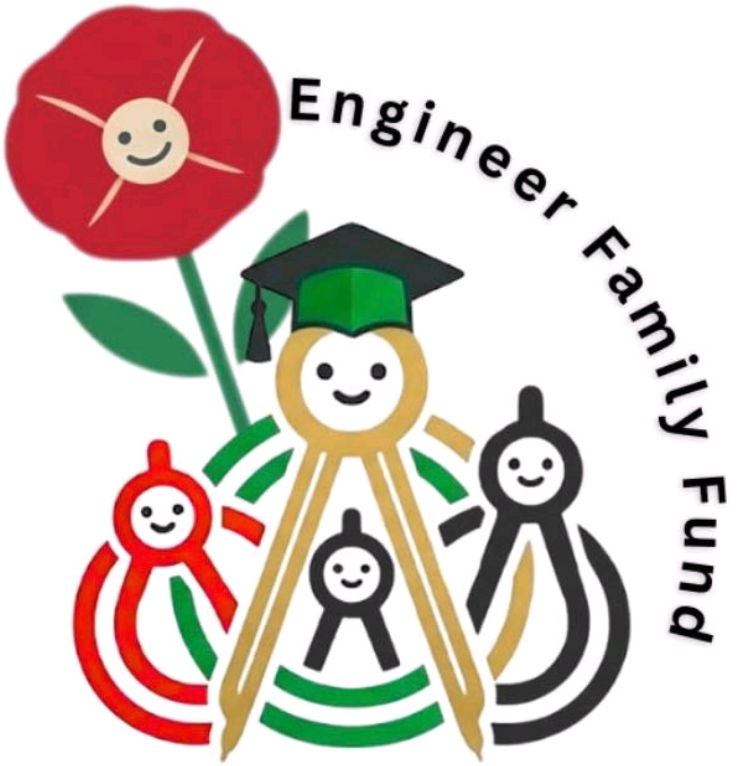
Engineer Family Fund



Offline Outreach and Fundraising Guide

Taking the campaign beyond social media. Building connections, reaching communities and turning solidarity into action.

1. Our purpose

This guide aims to reach people who may never encounter the campaign online. Through community events, personal conversations, leaflet distribution and local partnerships, we can introduce a Palestinian engineer from Gaza, his wife and their three children to new supporters.
Our goal is not simply to collect donations. It is to build a network of people willing to take practical action, share the family's story and help the campaign reach further.

2. Offline outreach opportunities

Community events
- Coffee mornings and afternoon teas.
- Community dinners and Palestinian food evenings.
- Quiz nights and family games evenings.
- Benefit concerts, poetry readings.
- Film screenings followed by discussions.
- Art exhibitions and craft markets.
- Book sales and book swaps.
- Christmas fairs, Eid gatherings and neighbourhood festivals.

Sponsored activities
- Sponsored walks, runs and cycling events.
- Football, basketball and other sports tournaments.
- Fitness challenges
- Birthday and personal milestone fundraisers.
- Skills-for-donations days, offering tutoring, photography, sewing or other services.

Simple fundraising activities
- Bake sales and food stalls.
- Second-hand clothes and book sales.
- Plant and seedling sales.
- Car washes.
- Raffles and prize draws, subject to local regulations.
- Donation jars and QR-code posters in participating venues.

3. Distributing leaflets at Palestine solidarity events

Palestine solidarity events offer an opportunity to meet people who already care about Palestine and introduce them to a family they can support directly.

Where to distribute leaflets
- Palestine solidarity marches and demonstrations.
- Community solidarity gatherings.
- Palestinian cultural festivals and exhibitions.
- Benefit concerts and fundraising dinners.
- University Palestine society events.
- Film screenings, talks and panel discussions.
- Community markets organised by Palestine groups.

Before the event

- Contact organisers and request permission to distribute leaflets.
- Ask whether you can display a poster or QR code.
- Find out whether volunteers can briefly introduce the campaign.
- Bring enough leaflets, posters and information.
- Make sure the QR code works and leads directly to the campaign website.

A short introduction
Hi! We're supporting a Palestinian engineer from Gaza, his wife and their three children. We're trying to help the family reach safety and build a future. We've created a website where you can read their story and follow their progress. Would you like a leaflet?

If someone wants to know more
He has received an offer to pursue a master's degree in the UK. This could open up an opportunity for a safer future, but the family still needs support with the steps ahead. Every donation and every share can help us move closer to that goal.

Remember: Don't just hand someone a leaflet. Introduce a family, explain the campaign and invite them to become part of the effort.

4. Approaching community groups and organisations

Contact:
- Local Palestine solidarity groups.
- University societies and student unions.
- Community centres and cultural associations.
- Mosques and other community venues.
- Bookshops, cafés and independent businesses.
- Sports clubs and fitness groups.
- Schools and parent associations, where appropriate.
- Local artists, musicians and performers.

Ask whether they could:
- Host a small fundraising event.
- Display a campaign poster with a QR code.
- Share the campaign with their members.
- Donate a venue, refreshments or printing.
- Organise a sponsored activity.
- Invite a volunteer to speak briefly.
- Help recruit additional volunteers.

5. Approaching local businesses
Businesses can support the campaign without necessarily making a direct financial donation.

Ask whether they would consider:
- Donating a percentage of sales during an agreed period.
- Hosting a donation collection point.

- Displaying a poster or leaflet.
- Providing refreshments or a venue for an event.
- Donating a product or service as a prize.
- Matching donations made by customers or employees.
- Supporting a staff fundraising challenge.

Keep requests specific and make it easy for businesses to participate.

Practical and legal considerations

- Always obtain permission before distributing leaflets or collecting donations.
- Check local rules for public collections, food sales, raffles, entertainment and fundraising events.
- Be transparent about who organises the campaign and how donations are handled.
- Do not describe the campaign as a registered charity unless it is legally registered.
- Do not use another organisation's charity registration or status.
- Use family photographs, personal information and messages only with consent.
- Never promise that donations guarantee a visa, university admission beyond the existing offer, or evacuation.
- Never pressure people to donate.

Not everyone will see a social media post. But someone might meet us at an event, receive a leaflet, hear the family's story or discover the campaign through a local business.