

Setting up donations for Energy Revolution

Thank you for taking part in this pioneering industry-wide initiative tackling travel-related environmental impacts. Energy Revolution sources donations at POS for festival ticket buyers to fund renewable energy projects, effectively turning fossil-fuel travel miles into clean energy. 40 UK festivals, as well as suppliers and artists are already balancing millions of travel miles in this movement for change.

The first step in getting set up is giving your ticket buyers the opportunity to make a donation to account for their travel carbon when buying tickets. Guidelines for how to set this up can be found below. In this guide:

1. Donation options
2. Point of sale donation text
3. Gift Aid
4. Transferring donations to ER
5. Thank you!

1. DONATION OPTIONS / TICKET TYPES

There are different ways of presenting travel-balancing donations to your audience and collecting them. The first step is to decide which donation type you would like:

a) Collect donations as part of your car and campervan tickets: You sell car/campervan tickets in the usual way *with an addition for Energy Revolution*. You then make a donation post-event based on the number of car and campervan tickets sold. Simply choose your fixed donation amount per ticket and use the wording below.

b) The Travel Carbon Calculator: www.energy-revolution.org.uk/travel-carbon-calculator/
This allows audiences to input their postcodes + travel method to calculate the emissions from their journey and find out the donation amount required to balance that journey. We can supply you with the data behind the calculator if you would like to embed it into your ticket sales page. The Ticket Sellers have done this for Just So Festival see example at justsofestival.org.uk/tickets

c) Fixed price donation option(s). These options can be based on your audience's average journey – for example a 150-200 mile round-trip is balanced by a £3 donation, or you can offer a range of journey options. These options can appear as an additional ticket-type making it easy to add to your online payment process. Use our travel carbon calculator to work out which fixed price amounts you want to offer www.energy-revolution.org.uk/travel-carbon-calculator/

You can make a real difference to the number of people donating by including a reminder pop-up window in the checkout process. It is usual for a ticket agent to waive booking fees for this as a charitable donation.

2. POINT OF SALE DONATION (POS) TEXT

The donation is intended to be part of the normal ticket buying process, usually at the end of the 'ticket type' options, or as part of buying a car or camper van ticket. Please use the following text to accompany the donation option – it is important that we share a consistent approach/message across all festivals but please shorten the text if needed or adapt it to work for your ticketing process.

Option A. – Car and Campervan Tickets

Balancing your festival travel miles with Energy Revolution

For every car/campervan ticket sold <insert festival name> will donate £<insert amount> to balance your fossil-fuel travel miles to the festival with [Energy Revolution](#)!

Energy Revolution will invest 100% of your donation directly into generating clean renewable energy – helping to tackle the environmental impacts of your journey.

ON CAR PARK PASS

£X goes to Energy Revolution to balance your CO2 with renewable energy. Help save the planet and fill your car with friends.

Option B. – The Travel Carbon Calculator

Balance your festival travel miles with Energy Revolution!

We're working with charity [Energy Revolution](#) to balance your fossil-fuel travel miles to the festival. 100% of your donation will be invested directly into clean renewable energy – helping to tackle the environmental impacts of your journey!

To donate simply enter your postcode to work out the impact of your travel.

Option C. – Fixed Price Donation options

Balance your festival travel miles with Energy Revolution!

We're working with charity [Energy Revolution](#) to balance your fossil-fuel travel miles to the festival. 100% of your donation will be invested directly into clean renewable energy – helping to tackle the environmental impacts of your journey!

Select your journey from the options below to make a travel-balancing donation <if you are having multiple fixed donation options>

OR

Tick the box to make a travel-balancing donation <if you are offering one fixed donation amount>

3. GIFT AID

Gift Aid is a government initiative that enables charities to reclaim 25p from every £1 donation made by an eligible taxpayer. Claiming Gift Aid helps Energy Revolution to cover our core costs meaning that 100% of donations can be invested into renewable energy projects. Please include the option to make a Gift Aid declaration for each donor as part of the ticket buying process.

NOTE: Gift Aid cannot be claimed on donations linked to car and campervan tickets as the donation to Energy Revolution will come directly from the festival.

The text for the Gift Aid declaration is:

Gift Aid

As a UK charity Energy Revolution can reclaim 25p for every £1 you donate at no extra cost to you. Make your donation go further, Gift Aid it!

Yes please add Gift Aid to my donation. I confirm that I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

I agree to my data being shared with Energy Revolution for the purposes of claiming Gift Aid on my donation only.

To submit the Gift Aid claims Energy Revolution will need the following information for each donor that has completed a Gift Aid declaration

Donor Name
Address Line 1
Postcode
Date of donation
Amount of donation

4. TRANSFERRING DONATIONS

Once your ticket sales have closed we will ask you for the total amount that has been donated to Energy Revolution and we will then invoice either the ticket agent or the festival for the amount – please us know who to contact.

5. AND FINALLY, THANK YOU...

Thank you for your support. Together we can build a festival industry committed to tackling our environmental impacts, and helping to send a message to audiences about the value of sustainable travel, creating a positive future for everyone.

If you would like for your festival to be recognized for your support for Energy Revolution, we can add your logo to our website – please send a high res logo to hello@energy-revolution.org.uk.