

FUNDRAISING TIPS

“Don’t be put off by the prospect of raising sponsorship. Set your sights high and go for as much as possible.”

TRY TO BE PROFESSIONAL IN ALL YOUR FUNDRAISING REQUESTS AND LETTERS.

1. Think about where you work. Is there a staff magazine or newsletter? If so, get an article put into it to encourage others to help you. If you are part of a national organisation, spread the word and see what your colleagues across the country can do. Write to the Chairman/General Manager and ask for their support. If you work for a large organisation, don’t just try one person, try different departments, all have budgets.
2. Does your organisation have e-mail? Draft up a memo and network to those who you think may be willing to help you. Get a sponsorship form made up and attached to the memo, perhaps get the charity logo scanned onto a word processing document to professionally present your communications.
3. List all the organisations or people with which you have had contact over the last year or so, bizarre things such as shops you have used for framing pictures, private specialists you have seen, local shops (travel agents, tanning shop, supermarkets etc.) you use or producers of shows you have seen many times. Write to them sending them copies of charity information so they know what you are doing with the money. Ask them to make cheques out to charity direct, not to you personally, or donate a product or prize that can be raffled/auctioned. Companies are often happier to donate in this way. Offer to have your photo taken on the event wearing the company t-shirt for publicity.
4. Consider writing to suppliers of the company you work for, explaining what you are planning to do. Letters sent *cold* are not often fruitful unless you have a personal contact.
5. Don’t be afraid to be too pushy! Try to get the money immediately from people who say they will sponsor you. If they go away, you’ll have to try even harder to secure the funds. You have to speculate to accumulate. Explain that the sponsorship money needs to be collected up front. Chasing people after the event is usually very difficult.
6. Consider contacting organisations that you may be involved with – banks, building societies, credit card companies etc. If you don’t ask you don’t get!
7. Local newspapers are often keen to fill the paper with information about events within their immediate community. If you are organising a fundraising event with a difference, for example, this may help persuade the editor to publicise your activity.
8. Contact your local radio, not only to gain publicity for yourself but to plug the charity too.

GOOD LUCK WITH YOUR FUNDRAISING & HAVE FUN!

A TO Z OF FUNDRAISING IDEAS

Auction of Promises	Try to get people to donate a promise of their time, use of their belongings, or to donate a gift. You can even ask people to donate themselves and auction them as 'slaves for the day'.
Bungee Jump	Sponsor a friend or colleague to take a jump of a lifetime, or better still, do it yourself!
Bring a pound to work day	Simply ask all your colleagues to bring just a pound to work in aid of the charity, then collect together the money and send it to us.
Cricket Match	Have a knockout contest and charge people to join a team. Charge admission to all your spectators and sell refreshments.
Dinner dance	Have a good band and good food and charge a good price. Organise a raffle and/or an auction.
Expert Seminar	Use an expert or well known personality, who is prepared to donate their time to give a talk or performance. Charge admission, have a break to sell refreshments and an auction of a signed book or autograph.
Fashion Show	Ask a local store to put on a show in conjunction with your company.
Gladiators	Have a company fun day and charge teams to take part in a competition Gladiators-style knockout league.
Halloween Ball	Sell tickets to a fancy dress Halloween Ball.
It's a Knockout	Challenge your clients and other companies to a friendly 'It's a Knockout' Competition.
Just a Minute	Have a sponsored game show with – no repeating, hesitating or deviating. This could double up as a presentation training exercise!
Karaoke Evening	Ask a local pub to host one for you and charge people to get in or take part.
Lunch Money	Ask all your colleagues to bring in sandwiches for their lunch and donate the money saved to the charity.
Masked Ball	Everybody wear a mask of their choice. Have a competition to guess who's who.
Night in for the charity	Stay in for an evening and donate the money saved to the charity.
Outward bound weekends	This is the perfect way to promote team work within your company while raising money for the charity.

P ublicity	Send a press release to all your local papers asking for sponsorship from the companies and individuals.
Q uiz Night	Challenge different departments or branches to a friendly inter-company quiz, with prizes for the best team, most inventive answer, wooden spoon etc.
R ace Night	Hold a race night in aid of the charity (ring us for further details).
S ponsored Event	Swim, slim, headshave – ask your colleagues and friends to raise sponsorship money for you in a fun way.
T reasure Hunt	A challenging and fun way to raise big money.
U niversity Challenge	Collect together teams who attended the same or nearby universities and hold a challenge to see which university comes top.
V ariety Show	Round up your talented friends and tread the boards, charging for admission of course.
W ine Tasting	Invite an ‘expert’ or local wine dealer to bring along a few cases of wine and donate some of the proceeds of his sales to the charity.
X -files Party	...or any other themed evening with fundraising top of the menu of course.
Y our own Lottery	Works exactly the same way as the National Lottery, only you have a better chance of winning!
Z ...	Your own fundraising idea beginning with Z!

M.F.I. – More Fundraising Ideas

Sell T-Shirt space for advertising. You can offer space/s on your T-Shirt to companies (at a price, of course!) and say that you will have your photo taken at strategic times on the event for their publicity.

Organise a sponsored bike ride in your area – say a 25 - 30 mile circuit – charge £30 per head, which can either be fundraised or donated. 30 people and you have got £900 and you will have done some of your training!

Lawns need mowing at this time of year. Why not offer to mow people's lawns and charge them? Car washes can also raise good sums.

Chest and back waxing (men only!). If you are feeling brave find a beautician or two to do this free of charge in your 'local' and get people to sponsor you. Set an amount to make it worthwhile!

Ask local businesses/shops for raffle prizes. They are often more likely to give a prize than a donation – especially restaurants eg. a meal for 2

Non-uniform days at school are great for kids – they pay a pound to go to school in everyday clothes.

Job swaps can create a good deal of fun at work.

Sell quiz sheets for £2 each, arrange a date for their return, enter the correct answers into a draw for a decent prize.