



Fundraising Toolkit

2011



Content

- Tools – online giving
 - ▶ Preparation
- Tools – manual collection
- Fundraising hints & tips
- Fundraising event ideas
- How to organise a fundraising event?
- Useful links and contacts
- Online giving websites (fees)



Tools - Online Giving (recommended)

- **Online giving: To make collecting sponsorship easier and to save yourself time**
 - ▶ Donations made online tend to be higher and are guaranteed as the donation will be taken automatically from the sponsor's account to the charity.
 - ▶ Create your own personalised online giving page on one of the following website (more details on fees in the slide 10)
 - <http://uk.virginmoneygiving.com/giving/> (recommended)
 - <http://www.justgiving.com/>
 - <http://www.bmycharity.com/>
 - ▶ Send the link to friends/family in an email, asking them to sponsor you and explaining the procedure
 - ▶ Add the link to the bottom of your email signature

Tools - Online Giving Preparation

■ Create your own personal page

- ▶ Write a paragraph:
 - **describing the challenge** you are undertaking
 - **explaining why you will be raising money** for charity.
- ▶ Include charity details
- ▶ Highlight the name of the challenge
- ▶ Add picture/logo if needed
- ▶ Make the first donation to get things started!





Tools - Manual Collection

- Contact friends/family via email/phone/Facebook, detailing the nature of your challenge and asking for sponsorship.
- Let them know how best to pay you – e.g. cheque, online transfer, cash etc. The Corporate Responsibility Team can process cash and cheques for you.
- Create spreadsheet with names of donors, for example:

Name	Donation	Payment
Mum	£100	To come
Marie	£50	Cheque received 3.3.09

- You may like to create a separate bank account to collect the money, so it doesn't get mixed with your day-to-day finances.
- Keep track of anyone who promises to make a donation, and make sure you chase them up.



Fundraising Hints & Tips

- 1) **Break your fundraising total down into manageable chunks** and plan how you will raise each mini-total. Aiming for 10 lots of £100 or even 2 lots of £500 can feel much more achievable. However, don't be afraid to aim high - the higher you aim, the more you will likely raise.
- 2) **Recruit your biggest sponsors first**. This will set the tone for the others to follow and can help ease the pressure at an early stage. Your team head at work is a good place to start! Start high - how about a pound a mile? Make sure that you start your online fundraising page with a high total too. Collecting sponsorship is a very difficult job so ask sponsors to pay up-front.
- 3) **Network to raise funds**. Write a list of everyone you know – start with friends, family and work colleagues – and then look at all the networks you are involved in e.g. sports clubs, evening classes, pub, previous employer, ex-colleagues, local shops etc. – you will be amazed at how many people you can go to.
- 4) **Identify friends or family who can fundraise on your behalf**. Set them a mini target and identify who they can target or what event they can organise. Friends and family can also take your sponsorship forms and get their contacts to donate.
- 5) **Make the most of your fundraising events**. If you are holding a party or event of any kind, raise that extra bit of money with a raffle or party game like 'guess how many sweets in the jar' always works well!



Fundraising Event Ideas

- ▶ Start with a bang! **Hold a party to celebrate the start of your training. Charge an entry fee** to cover some food and wine, plus a donation to charity.
- ▶ Organise a **wine tasting evening** – ask a local business to donate wine and cheese.
- ▶ Organise a **raffle** and ask for prizes from friends and family. Local businesses are often willing to help you with prizes, even if they can't make a cash donation. Sell raffle tickets to friends.
- ▶ Organise a **cake sale**
- ▶ Offer a small prize (e.g. bottle of champagne) for games such as:
 - Guess the number of sweets in a jar (pay to guess)
 - Guess the total length of time/distance etc of your challenge (pay to guess)
- ▶ **Men** – offer to shave your legs / grow a beard etc. when you reach a certain fundraising target
- ▶ **Women** – offer to come to the office with 2 different shoes when you reach a certain fundraising target
- ▶ **Book sale** – ask people to bring in old books and sell them off for a nominal price.
- ▶ Create a **penalty box**, and ask colleagues to donate £1 every time they swear, are late for work, their mobile goes off in meetings, or they forget their work pass.
- ▶ Ask if you can make a **collection** at your local café/bar
- ▶ Ask for donations rather than birthday presents
- ▶ **Go green for the day**: pay to dress in green, sell green cakes or cocktails, and hold a collection while your greenness has got everyone's attention!
- ▶ Spend a **morning or evening at the tube station** with a collection bucket: you will need authorisation from the tube station and charity, but with planning, this is easy



How to organise a fundraising event?

■ Step 1 – Think of an idea

- ▶ The best way to come up with fundraising ideas is to hold a brainstorming session with colleagues. Make sure the session is fun and light-hearted and split into small groups to generate as many ideas as possible.

■ Step 2 – Co-ordinate

- ▶ Arrange a meeting with participants and organise them into tasks, e.g. managing publicity and posters, selling tickets or sponsorship.

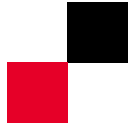
■ Step 3 – Market

- ▶ Spread the word about your event to colleagues, friends and family. Remember to give people important details, e.g. location, time, .

■ Step 4 – Do it!

- ▶ Hold your event or activity and remember to have fun!

Please make sure your events and activities are safe and secure for everyone involved. If you would like further information on health and safety guidance or other tips on holding any event please contact Pauline Giroux.



Useful Links

- <http://insite/cruk/default.rha>
- [http://insite/cruk/UK Charity of the Year.rha](http://insite/cruk/UK_Charity_of_the_Year.rha)
for more information on our Charity of the Year
- Corporate Responsibility – SG House, 5th floor
Michael Collins x 6443
Pauline Giroux x 4913
Serina El Mufti x 4577

■ **Good luck with your fundraising!**



Online giving websites (fees)

	Justgiving		Bmycharity		Virgin Money Giving	
Set-up fee (paid by the charity)	£	-	£	150.00	£	100.00
Monthly fee (paid by the charity)	£	15.00	£	-	£	-
Donation	£	10.00	£	10.00	£	10.00
Tax reclaim	28.20%	£ 2.82	28.20%	£ 2.82	28.20%	£ 2.82
Commission fee	6.40%	£ 0.64	0%	£ -	2%	£ 0.20
Bank charge	1.50%	£ 0.15	1.60%	£ 0.16	1.60%	£ 0.16
VAT	1%	£ 0.10	0.20%	£ 0.02	0%	£ -
Charity receives	£	11.93	£	12.64	£	12.46