

A to Z of fundraising ideas



A

Abseil, Auction of promises, Art exhibition

B

Bingo, Bungee jump, Barn Dance

C

Carol singing, Car washing, Car boot sale

D

Dinner dance, Dog walking, Disco

E

Easter egg hunt

F

Fashion show, Fancy Dress party

G

Garden open day, Give up... smoking?

H

How many... sweets in a jar?

I

It's a Knockout

J

Jumble sale, Jelly race

K

Karaoke night, knitting circle

L

Line dancing evening

M

Masked ball, Magic show, Mufti Day

N

Night in, Name the baby photographs

O

Outward bound weekend, Obstacle course

P

Parachute jump, Pool competition, Pub crawl

Q

Quiz evening, either at your house or the pub

R

Raffle, Read-a-thon, Record breaking

S

Sponsored challenge (run, etc.), Sweepstake (Grand National)

T

Tombola, Treasure hunt, Talent show, Tea party

U

University challenge, Uniform free days

V

Variety show, Valentine's party

W

Walkathon, Wild West night, Wine tasting

X

X-files party, Xylophone concert

Y

Yoga party

Z

Well, we're struggling for ideas now but you might have one!

Hold themed events on special days such as **your birthday, Pancake Day, Halloween, Bonfire Night, or Christmas.**

Contact us on 0300 111 9000 www.carersgloucestershire.org.uk Follow us



Messenger House, 35 St Michael's Square, Gloucester, GL1 1HX

Registered charity no.1110529 Company limited by guarantee no. 5475527

Guide to fundraising

**Not sure where to begin with your fundraising?
Here's a simple list of guidelines to get you started...**



Decide on what you are going to do and write down your plan of action. Then make a start by approaching all the people you know. They may include:

Family and Friends

This is a great starting point to get some names on your sponsorship form and also to get some moral support! Maybe friends of your family will sponsor you too.

Your colleagues

Ask around your colleagues at work if they will support you. Find out if your employer operates a match-giving scheme. Many companies will match pound for pound donations made by employees to registered charities. Also offer them publicity with any of your events and promotions in the local press. Publicise your fundraising efforts internally to gain even more supporters! Your company may have clients who would be willing to support you. Always get permission from your boss before making any approaches.

Gift Aid

We can claim back 25% on every donation made by a UK taxpayer. Ensure that your sponsors fill out their full names, home address (not company address) and that they tick the box on your sponsorship form.

Promoting your event

It's always a good idea to create some publicity around your fundraising efforts and invite the local media to feature your event.

Caution!

Planning an event is great fun, but there are just a few things we'd like you to think about before getting stuck in.

Health and Safety

Remember to make sure that you have adequate insurance cover for all your events; for example, make sure you are covered if doing a dangerous event such as an abseil. Only use a reputable, specialist company for these types of activity.

Or perhaps you are organising a ball or other event involving members of the general public – speak to the venue and ensure that they have suitable cover for your and your party, and that the catering you provide meets government regulations.

Remember that YOU have a duty of care to protect members of the public attending any events you organise.

Get Permission!

If you are planning a collection, perhaps around your local pubs, ensure that you have permission from the landlords first before you enter. If you want to do a street collection, contact your local council for advice in the first instance. You might want to use a famous name or logo to promote your event, but always make sure that you check with the relevant company or person first and receive written permission before any activity.

If you have any concerns or queries about a particular event, **please call us on 01452 386283** before going ahead – it never hurts to check first!

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Organising your event

Now you've decided on what you want to do, take time to sit down and think about what you need to do. Do you need to get other people to help you organise the event?



Consider all possible costs and weigh that against how much you think you'll raise. Try and get as many items as possible donated e.g. raffle prizes, venues, catering. Remember to check to see if your employer could help you in some way.

Getting people to support your event

Make sure that people will want to support the event and pay to attend. Also make sure that there isn't another activity on the same day which would clash with your event.

Will it raise money?

To ensure that your event is viable and will make a profit, balance anticipated costs against likely income. The following costs should be considered:

- design and print
- photocopying
- food and drink
- printing
- publicity
- entertainment
- postage
- venue hire
- equipment

Every event is different and may include other items we haven't listed. Make sure you've thought about all the costs which relate especially to your event.

Keep accurate records of all income (particularly ticket sales) and expenditure. Wherever possible, try to get as much donated or at a reduced rate.

Income generating activities include: sponsorship; ticket sales; raffle tickets; auction sales; tombola tickets.

Sourcing sponsorship

Are there any local businesses that might sponsor your event? Make sure you allow plenty of time to find one. It is extremely difficult to find event sponsorship so consider any income you receive from this area a bonus and don't rely on it!

Venue

The venue can be as important as the actual event in attracting people; try and find somewhere which is particularly unusual or which is not normally accessible to the public. Make sure it has suitable facilities e.g. good access, parking, public transport, cloakroom, lighting, catering, tables and chairs, musical equipment, disabled facilities, etc. Try and negotiate a good deal on the venue, or even securing it for free!

Alcohol

Ensure that your premises are licenced to serve alcohol. The venue should be able to confirm this for you but if not, contact your local magistrate's court for further advice.

Entertainment

If you want your event to contain any music, dancing or exhibitions of boxing, wrestling or similar sports, you may need a public events licence. Try to get a venue which already has a licence for these types of activity, or speak to the Environmental Services department at your local council for further advice.

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Organising your event (2)



Catering

Make sure you shop around for caterers – getting a number of quotes will give you a good idea of cost. If a caterer is attached to your venue, try and negotiate a way round using them (they may not be the cheapest). Decide on the menu and see if they will provide things like cutlery, crockery, glasses, flowers and tables, for free.

Contact your Environmental Health department at your local council if you are preparing food yourselves either to give away or to sell, as you must ensure you comply with the Food Safety (General Food Hygiene) Regulations 1995.

Brochure/Programme

If you feel it is appropriate, you could mark the occasion with a souvenir brochure, which increases awareness and helps raise funds. This can be anything from a list of activities to a specially designed programme. In order to cover printing costs, try selling advertising space to local companies or companies with a product relevant to your event. Don't forget to establish how much it costs to produce the programme and set your advertising rates to cover these costs. There may be a conflict of interest with certain national companies who you approach for support, so please contact us first before you get writing!

Sales

Research your target event audience carefully, so you know who to sell tickets to, and how many. Send out printed promotional material well in advance to get the ball rolling.

Committee

Do you need some help organising different aspects of a big event? You can reach a much wider audience by using contacts on your committee, which can be anything from securing a good deal to recruiting more supporters.

Raffle/Auction

This is one way of generating significant extra income on the day of your event. Local companies, restaurants, hotels and theatres (to mention but a few) are normally happy to donate a prize such as free meals, weekends away, etc. If you sell raffle tickets before the day of the event you must apply for a Lottery Licence from your local council.

Post event activity

If you have organised the event with others, it is always nice to meet up for a de-brief to evaluate the success, thank everyone involved and analyse various issues to see what could be improved on the next time! Check through invoices to ensure you've been charged exactly the right amount. Don't forget to write thank-you letters to companies who supplied you with prizes and/or other items for your event and let them know how much you raised.

After you've received all your income and you've settled the bills, check to see if the profit you've made has been what you hoped for – hopefully it will exceed your expectations! If the event was successful and everyone enjoyed themselves, how about holding another one?

Finally, Well Done!! Don't to forget to congratulate yourself!

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Promoting your event

It's always a good idea to create some publicity around your fundraising efforts through local media and social media.



Initial contact with local media

- Phone the news desk of your local paper and give a brief description of your event/activity.
- Ask for the name of the person you should send further information to about your event.
- Send the information in the form of a press release – similar to an advertisement, promoting your activity.
- If you think your event will make a good photo opportunity, send the details to the picture editor in the form of a photocall notice inviting the paper your event.

Creating a press release

- Put the current day's date at the top of the page
- Think of a catchy title
- Don't forget to put Who, What, Where, When, Why – just use a sentence to explain.
- Explain the reasons why you are fundraising for Carers Gloucestershire and write what we are, as follows:

Carers Gloucestershire is an independent charity helping unpaid carers right across the county. We provide a range of vital services, support and advice for carers when they need it most.

Carers come from all walks of life. They can be any age, male or female and they can come from any culture or background. They may be looking after a relative, partner or friend who is ill or frail. They may be caring for someone disabled or who has mental health issues, looking after a child with a disability or supporting a family member with substance misuse problems.

- Put your contact details at the bottom.

Please see the sample press release included in this pack.

Contact the Communications Team on 01452 386283 if you need support in writing a press release or photo call.

Social Media

Make the most of social media by sharing news of your event using text, photographs or video.

Don't forget to tag us on Facebook @carersglos and Twitter @carersglosshire

Celebrities

Celebrities get hundreds of charity requests each day so you need to target your letter appropriately and not aim too high. Many take an interest in the areas local to where they live, so it might be a good idea to do some research around the local area.

Make sure your letter is to the point – celebrities rarely will read the letters themselves so you need to impress the agents first. Explain what you want them to do, when you want them to do the event, who the charity is, and that the event is a fundraiser.

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Promoting your event (2)



Design and print

Design and print can be one of the most expensive items on your budget, so you need to be sure that you get value for money.

- Decide on printed material required (e.g. ticket application form, entry ticket, leaflet, programme, etc)
- Estimate how many you need
- Set your deadline for finding text and images
- Find a friendly local printer and someone who can use desktop publishing software to put it all together for you

Using Carers Gloucestershire name and logo

- Carers Gloucestershire logo must appear on all publicity material. Contact us to get a copy of the logo. There must be no boxes around the logo and it must be at least 30mm width. If you need to reproduce the logo smaller than this please contact the Communications Team for approval.
- Our preferred font is Arial or Helvetica. Try to use this font in your printed material to help us reinforce our brand.

- Please ensure that you use the charity's full name, 'Carers Gloucestershire' at all times.
- Always indicate where your fundraising is going e.g. "all proceeds from this event will be donated to Carers Gloucestershire...", or "£1 from the entrance fee will be donated to Carers Gloucestershire..."
- Our registered charity number **MUST** appear on all publicity material and anything with our logo. This should be in small print in an unobtrusive place, and appear exactly as follows:

Carers Gloucestershire is a registered charity number 1110529

- We **MUST** proof all materials with our details on before they are printed. Please email them to **mail@carersgloucestershire.org.uk**. They will be turned around within 48 hours.
- Finally, Let us know if you would like us to promote your event on our website.

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Your logo here

Media release

Date of release

Main Headline – Arial 16 Bold

Date and time of event plus venue (if relevant)

Eye-catching first paragraph. The news editor will read the first two sentences and decide whether or not your press release is deleted!

The second paragraph should contain all of the relevant information about your event or fundraiser – who, what, where, when, why (not necessarily in this order.)

You can then write more about why you are raising money for Carers Gloucestershire and additional information that may be newsworthy.

Quotes should be included and attributed to a particular person including their role or job title.

Ideally a press release should only be a page long. It's fine to attached good quality photographs with the press release as long as you have permission of those pictured. You should include their names in the body of the email along with the picture attachment. These should no more than 2MB each and 10MB in total.

Please email your press release to the relevant news editor or journalist at the paper or radio station. It's rare now to send a press release by post unless you are sending a publication, freebie or printed invitation.

Make sure to include a 'call to action' for example how people can buy tickets, attend the event or sponsor you.

Finally, make sure you check for spelling errors and typos!

ENDS

Notes for Editors:

This can be additional background information that is useful for the editor about your activity, your organisation but is not meant for publication. This might include interview contacts or a date of a photo call.

For further information please contact:

Your name and contact details.