

# DIFFERENT TRAVEL

## Fundraising Advice

### **Use your contacts**

We all know more people than we think, and through friends, relatives and colleagues we often have links to other organisations or people who could help. Maybe a member of the family works for a large company that could sponsor you or a friend who could provide a venue for a fundraising event? Use your close resources to help build up your ideas. Let your friends, family and colleagues decide how they would like to help and get them involved. Don't feel you have to do everything by yourself.

### **Plan ahead and know your goals**

Work out how much you need to raise and split this amount into smaller chunks which are less daunting figures. Make a list of all the people to approach, the events you would like to hold and the sponsored activities you could do. Plan well ahead and start as soon as possible, this could take several months! Allow plenty of time to raise your sponsorship; it will be less stressful this way.

Don't be daunted by the total, break it down into manageable chunks, £100 at a time. Use your time wisely; don't spend too much time on events that will only raise a small amount. Know how much you need to raise and what your goal is for every fundraising activity. Compare how much you expected to raise against what you actually do. Some ideas work, others might not, you'll know which ones to avoid next time

### **Keep the FUN in Fundraising**

Hold events that draw attention to you and your goals, these are also easier to get publicity for from companies and also local press.

### **People follow the leader**

Try to have one or 2 large sponsorship amounts at the top of your sheet – people will often look to see what is pledged as a guide to how much they will sponsor you. If you're asking for donations, a specific request will give a benchmark to your donors.

### **Size matters!**

Try to find ways to raise big chunks of your target – this may mean arranging one or 2 big events that will raise a large sum of cash. Try to combine more than one fundraising idea at one event. For example, hold a raffle during your Karaoke night, or shave your head for a local pub-crawl.

### **Tell everyone!**

Remember - original ideas create interest! Make sure everyone you know - and their friends and families - know exactly what you are doing. Give them full details of the challenge that you are taking part in, why you are raising money for the charity and how important their support is.

**Take your sponsorship forms wherever you go - you never know who might be willing to sponsor you!**

**Enclosed a SAE when sending a letter asking for sponsorship**

**Offer to take a cheque or money there and then.**

## **Always return calls from people you have contacted**

### **Focus on why you're doing it**

A huge desire to help people less fortunate than ourselves will bring in donations - particularly when you are fundraising 'face-to face'

### **Keep on going!**

You may get turned down by some, but overall you're likely to be overwhelmed by the generosity of the people you ask.

### **Fundraise Online**

Set up a webpage with one of several charity sponsorship websites ([www.justgiving.com](http://www.justgiving.com), <http://uk.virginmoneygiving.com/giving/> and [www.bmycharity.com](http://www.bmycharity.com)), it's an easy way for everyone to sponsor you, for you to update them with your progress in reaching your goals. Just Giving have also launched JustTextGiving which allows people to donate by text message <http://www.justgiving.com/justtextgiving>

Sponsors can use a credit or debit card to make a donation and the charities can in most instances reclaim 28% of tax under the 'gift aid' scheme from the Inland Revenue. Modern networking websites such as Facebook and Twitter are also useful for getting in touch with people who may sponsor you.

A great website to look at is [www.everyclick.com](http://www.everyclick.com). Set up a page and ask friends to support you – all they have to do is use the internet as they usually would and visits to website such as Google and eBay result in a donation to your cause!

Why not consider creating a special website just for your challenge and to keep all your planned fundraising events in one place so friends, family and supporters can check for updates and see how things are going. Visit [www.thechallengenetwork.com](http://www.thechallengenetwork.com) and contact John [john@thechallengenetwork.com](mailto:john@thechallengenetwork.com) mentioning "Different Travel" and let them create a personalised website for your challenge and fundraising activities, for just £20 a year!

### **Always offer something in return**

It doesn't have to be complicated or costly – send photos of your work, or give a talk to an organisation when you get back. Keep details of everyone who has supported you & remember to thank all those who supported you for their time, sponsorship, prizes and use of venue. Let them know how the challenge went and how much it raised in total.

Many employers are members of a matched giving scheme, where they will match the amount raised by an employee for charity; ask them to match the amount you have raised. If they don't offer this, they may allow you to hold a fundraising social event on the premises.

If you are approaching your employer make sure that you present your ideas in an organised and professional manner detailing;

- The challenge itself
- Information on the charity or cause you are supporting
- What benefits there are to the company
- Your publicity/ fundraising plan
- Ask to be included on your company's website and newsletter

### **Organise a fun event for friends or colleagues**

- A treasure hunt

- Trivial Pursuit
- Cheese and wine evening
- Ten-pin bowling or going horse racing
- Organise a sweepstake on a major sporting event such as the Grand National.
- Ask your employer if you can hold a dress down or dress up day with colleagues paying £1 or more for the privilege.
- Find out if your Company has a newsletter or magazine that could circulate an article about the challenge and the events that you are holding to fundraise for it.
- Advertise on your staff notice board, or if your company has an e-mail newsletter, or intranet facility ask if you can use it to help spread the word about the event you are taking part in.
- Ask suppliers to your Company whether they may be willing to sponsor you on the Challenge. You should check with your employer before doing this and ensure it is not against company policy.
- Get clearance from Personnel/ Departmental Heads; send out an e-mail to all staff with voting buttons - YES to take part and NO to decline. Go round and collect £1 from everyone who wants to take part, collate the YES replies and enter into an electronic draw to pick out a random winner! Remember to do all of this in one day to abide by lottery guidelines.
- If you work in a high rise building, introduce a 'lift toll' for a day and charge everyone £2 each time they take the lift.
- Lunch money: Ask everyone to bring in sandwiches for a day and donate what they would normally spend on lunch.
- Get sponsored to give up coffee for a month and to stay away from the staffroom vending machine.
- Have a non-email day at work. Everyone pays a fee to take part, and pays another fee if they break the rules.
- Organise a “guess the baby” competition – collect baby photos from friends or colleagues and charge £1 or £2 to match names to faces. Give a prize to the person who gets most right.
- Hold a cake sale at work every Friday- make this a regular occurrence so people look forward to it. Bake or buy your cake(s) and sell slices for £1 each.
- Office tuck shop - buy multi-packs of chocolate bars, crisps and sweets, sell them to your colleagues. Charge them a bit more than the usual retail price. It saves everyone a trip to the shop and is ideal for those peckish moments.
- Cycle or walk to work for two months and put the money you would otherwise spend on transport towards your fund- and reduce pollution at the same time!

### **Fundraising Ideas Elsewhere**

- Hold a cake sale or coffee morning; invite friends, family, colleagues.
- Hold a quiz night; charge per person or per team, in your office or your local pub
- Smarties Tubes: Give your friends, family and colleagues a tube of smarties and (once they have eaten them) ask them over a period of weeks to fill the empty tube with £1 coins and give it back to you - you will be surprised how much a tube can hold!
- Curry Night: Hold a fundraising meal at home – sell tickets to family and friends for say £15 to £20. Do the cooking yourself or ask everyone to bring a dish or two. Alternatively maybe you have a friend who is a fabulous cook who'd like to play chef for the night.
- Or ask a local restaurant to provide a simple menu for you for £10 and sell tickets for £15 to £20 to family and friends. Ask what nights are generally quiet; if you can fill the restaurant that night on a special menu, everyone wins!
- Wine tasting evening – sell tickets for a fun wine-tasting evening at your house.
- Lucky Dip: Gather prizes from local shops, unwanted birthday and Christmas presents, and have an "instant raffle" at work or your local pub...Simply write the name of each prize on a piece of paper, and put this into a sealed envelope and attach to either ribbon or an indoor tree and sell for up to £5 a ticket as a lucky dip - with a prize every time.
- Dinner Dance / Ball: On a larger scale, with plenty of time on your hands and if you know a lot of people why not consider arranging a Dinner Dance or Ball; negotiate with a popular local venue, and allow yourself plenty of time to organise and sell tickets. You can combine the evening with an instant raffle or auction.
- Car Boot Sale: Book a pitch for a car boot, table top or craft sale - book a pitch, start collecting goods and sell them on the day.
- If you are holding a raffle, ask local pubs, businesses, restaurants and theatres to donate prizes.
- Parties: Have a themed party in a local bar or community hall – dress code could include black tie, 70's, 80's, Film Stars etc
- Sporting Events: Hold a five-a-side football/netball tournament
- Run a 49-club lottery with half the proceeds each week going towards your challenge.
- Offer your services for a fee – i.e. ironing, dog walking, baby sitting, decorating, DIY, assemble those 'easy' flat-packed wardrobes, gardening, housework, car washing etc.
- Organise a sweepstake for a sporting event –the FA Cup, Wimbledon or the Grand National. Ask everyone to make a donation and get them involved in your fundraising.
- Master Classes: Give classes in something you are good at e.g. photography, cookery, pottery, and computers.
- Treasure Hunt: Plan a route to be followed on foot, bike, or by car. Give out directions at the start as cryptic clues that have to be solved. You could ask competitors to find things (for example a seashell, yesterday's paper, pinecone etc) en route to add interest. People pay to

enter. The winner can be the first person to finish/ find all the clues or, if using cars, the person who records the lowest mileage.

-Makeover Evening: Charge £5-£10 a ticket and ask local beauty therapists etc to donate their services for the evening. Each person gets one beauty treatment and pays for any extra they would like.

- Tupperware/ Ann Summers/ Body Shop party: Ask your local rep to hold a party and donate a percentage of their profits. Friends pay a small amount to come along.

- Jailbreak: Teams have 8 hours to get as far away as possible without spending money or doing anything illegal! Teams get sponsored and might also pay an entry fee. Award prizes for the best fancy dress, team that gets furthest away etc.

- Run an auction of promises. Contact your friends and see what they can offer; babysitting, washing, hairdressing, gardening, photography, decorating, driving someone to the airport etc  
-A birthday or Christmas card amnesty - get your friends to send you a small donation instead of a card or present.

-£5 draw - each person writes their name on a £5 note. The winner gets 25% of the total and the runner-up gets their £5 back.

- Contact your local cinema and ask if you can stand at the door in fancy dress (something eye catching), holding a collection bucket with a sign saying explaining what you are fundraising for. If you go on Orange Wednesdays, most people have paid half price for their tickets so will feel more generous! Get a friend to help out in a joint effort and you can cover all the cinema doors and catch the greatest amount of people as they come in or go out!

- Host a speed dating evening! It doesn't have to be a serious event - invite singles, married people, people in relationships... anyone! Get friends to bring friends and friends of friends so there's a big mixture of people!

- Arrange a BBQ, quiz and raffle night at a local pub. Everyone loves a BBQ, most people like quiz nights, it's always fun to join a raffle, and loads of people like the pub! So combine all four and have a multi-fundraising evening! Make an arrangement with a local pub and perhaps they could sell tickets for £5 which includes a burger and a drink and entry to the quiz, then people pay a further £1 for every food item after that. You could also include a raffle at £2 per strip of tickets and you'll see have a loads of pounds coming in. Keep it open to the general public and ensure you've got a collection bucket there too!

- Holding a collection bucket outside the supermarket (with the manager's permission) can sometimes be a hugely profitable event but check with your local council about the requirement of licences for this. Talk to the supermarket manager first to get permission. You've got to be flamboyant enough to make people notice you though! Fancy dress can be one way to draw attention!

Contact your local pizzeria and arrange with them to sell a special '(insert name of challenge here) Pizza' which is for sale for a limited time. £1-2 for every pizza sold is paid towards the fundraising total, and everyone wins!

### **Other sources of publicity and support**

Organisations such as local youth clubs, Women's Institutes, Rotary Clubs, and Lions Clubs often are keen to help individuals raising sponsorship money –offer to give a short talk at one of their meetings afterwards – it will show them who benefited from their support and may encourage others to also take part next time.

Press releases to local newspapers are a great way to advertise the fundraising events you are holding for your Charity Challenge, and they also create more interest from local individuals and businesses that may be willing to donate prizes or to sponsor you. Editorial coverage is great, especially if you can get a photo too; if your company has agreed to sponsor you then try to wear a t-shirt or show something with the company's logo.

Local banks, libraries, shops and schools may be willing to gather sponsorship money for you, particularly if you have a link with them – i.e. your child's school. Give a presentation to them about your challenge and gain more support, or do this on your return.

Approach your local radio station and try to persuade them to give you some air time. They could interview you to discuss the Challenge: a before and after story would be a really good idea and may create local interest. If you are holding an event invite your local radio station along, many will cover events like this for free and it's great publicity as well as the chance to drum up more support.

Try to get a feature in as many newsletters as you can, through friends and family, clubs you may belong to - in fact any organisation that will help you to raise local interest about what you are doing and increase your potential for sponsorship.