

Tips for getting started

Whatever you're planning, there are a few things worth considering to ensure your fundraising activities are a success.

Set a fundraising target

Think about how much you want to raise. Don't be afraid to think big! People will generally be keen to get behind your fundraising efforts. Just make sure you also do some realistic budgeting around how many people you can get to support your event, and don't forget to take any costs into account.

Get colleagues involved

Ask colleagues to help you come up with ideas and share the organising. It will be more fun and more manageable if you can divide up the tasks.

Choose when and where

Set a date that doesn't clash with other events or busy periods of the year, and when you know colleagues are likely to be able to attend. Also make sure you give yourself enough time to plan and prepare.

Tell the world

Shout about what you're doing at every available opportunity. Use posters, newsletters, the office intranet, emails, meetings, Facebook, MySpace and Twitter to let everyone know what's happening and how they can get involved. Before publishing, please check your content with Plan so that we can make sure our message is consistent. If you're planning to approach local media, please request a media pack for guidance on how to do this.

Collecting the money

One of the simplest ways to collect money is to use an online fundraising page. You can set up a JustGiving page for Plan in minutes by visiting:

www.justgiving.com/planuk

If online sponsorship doesn't work for your fundraising activities, then please make use of the sponsorship forms and paying-in advice included in this pack.

Gift Aid

Don't forget to ask those donating to tick the Gift Aid box if they are a UK taxpayer. This allows Plan to claim an extra 25p¹ on every £1 donated, which means the money you raise can go even further!²

However, do be aware that we can't claim Gift Aid on donations made in return for goods and services (e.g. tickets to events, raffles and auctions), and we are only able to claim Gift Aid on donations from individuals – not companies or organisations.

¹ The 25p figure excludes the government giving an extra 3p 'transitional relief' on all eligible donations on top of 25p tax at the basic rate. This transitional relief will continue until 5 April 2011. After that point the Gift Aid amount will be 25p on every £1 donated.

² There are administration costs involved for Plan in claiming Gift Aid donations with information provided on paper sponsorship forms. We will only claim the Gift Aid on individual sponsorship donations, when the potential financial gain significantly outweighs the administration cost in claiming it.



Ideas to inspire you

There's no limit to the different ways you can raise funds at work. But here are a few thoughts to help you come up with ideas to get fellow colleagues and friends fired up.

Simply Sponsorship

Walk to work

Get sponsored to walk or cycle in. You could even use the stairs instead of the lift.

Sporting challenges

Walks, runs, climbs, bike rides - great opportunities to get out, get fit and get fundraising.

Give it up

Show your commitment by getting sponsored to give up something you love. It could be coffee, chocolate, or even Facebook!

Bungee or sky dive

Up for something truly exhilarating? Then go for a sponsored sky dive, parachute or bungee jump.



Office Antics

Dress up... or down

Raid your fancy dress box and get everyone in costume for the day, or if that sounds a little too adventurous, then pay to dress down or wear your jeans.

Summer fete

Set up stalls for splat the rat, tombola and penalty shoot-out, get the barbecue going and sell home-made crafts, plants and cakes for a great event.

Guess the baby

Bring in baby photos and donate a few pounds to see if your colleagues can guess who is who for a prize.



Socials with a Twist

Sports day

Sack race, three-legged race, egg and spoon, tug of war. Get outside for some light-hearted competitive fun. On your marks, get set, go!

Wine tasting

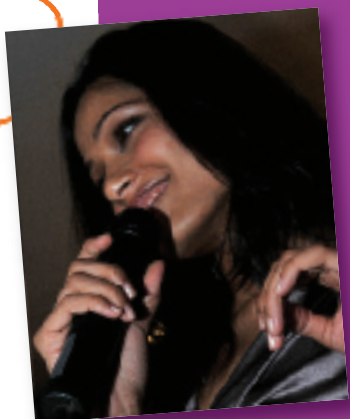
Assemble a range of fine wines and tasting guides for a sophisticated evening with colleagues.

Pub quiz

Chip in your entry money, divide into teams and test your general knowledge for a fun evening and a chance to win a prize (not to mention office bragging rights).

Karaoke night

Head to a karaoke bar (or use a games console with a microphone) and sing your heart out for a good cause.



Keeping it safe and legal

For your activities to run smoothly, it's important to take some time during your planning to consider relevant health, safety and legal issues. While this generally involves simply using common sense, here are a few points to help you cover all bases.

Responsibility for your event

The key thing to remember is that you are responsible for any event you arrange. Unfortunately, Plan UK cannot accept any liability for your fundraising activities. This means you need to consider any potential risks and make it clear that your event is fundraising 'in aid of Plan' rather than organised by Plan. The easiest solution is to simply state on any fundraising materials that:

"Our event is in aid of Plan and all proceeds from our fundraising will go to Plan UK, registered Charity No. 276035."

Insurance

You need to make sure that you take out appropriate insurance to cover your liability. If you organise an event that's open to the public, you might need to take out Public Liability Insurance. It's always worth checking with your venue though, particularly if this is your office, as they may well already be covered. Sometimes your company will have other insurance policies that cover you for certain types of fundraising, so it is always worth checking with your company first what insurance cover they have.

Food preparation

Please do take care if you're handling and cooking food as part of your fundraising. Follow standard advice for preparing food to make sure nobody ends up going home with food poisoning! Also make sure you adhere to your company's food safety policies if you are bringing home-made food into work.

Raffles and lotteries

There are strict laws relating to raffles and lotteries. Even small events such as a tombola or a sweepstake can be subject to these laws so, if in doubt, please check that you're complying with all legal requirements by consulting the gambling commission website (listed below) or contacting your local authority.

Collection tins

Collection tins and buckets can be very successful in fundraising and raising awareness for Plan, particularly if you are raising money from customers. Having a collection tin or bucket at your own venue isn't subject to licensing laws. But if it is in a public place, you'll need to apply to the local council for a permit.

Whenever you're collecting money, please ensure the funds are kept safe and secure. It is good practice for two people to be present when the money is counted. All cash raised should be banked as soon as possible. You can make any payments to Plan UK by cheque or bank transfer, but please do not send any cash through the post.

Useful websites

Health and Safety - www.hse.gov.uk

Gambling Commission - www.gamblingcommission.gov.uk

Institute of Fundraising - www.institute-of-fundraising.org.uk

Food Hygiene - www.eatwell.gov.uk/keepingfoodsafes



Event planning form

Planning the big day

Please return this form to the address below as soon as you know the event you will be staging and when.

Corporate Partnerships, Plan UK, Finsgate, 5-7 Cranwood Street, London, EC1V 9LH

This will mean we can help you as much as we can and will help us plan our expenditure more accurately.

Name: _____
Job title: _____
Company: _____
Company address: _____
Postcode: _____
Daytime phone number: _____
I am happy to receive details of Plan's work by email and my email address is: _____

Date of event: _____
Name of event: _____
Fundraising target: _____
Estimated date of when all your funds will have reached Plan: _____
 I'd like Plan to use the funds raised wherever the need is greatest
 I'd like to fundraise for a project (please state which project):
Project name: _____
Project country: _____

Fundraising toolkit

I would like Plan to send me the following items to help make my fundraising event a success:

- 6 balloons
- Stickers
- A T-shirt (please state the size required): S M L
- A collection tin (with a couple of security seals so you can reuse them)
- A media pack (offering tips on gaining coverage of your event in local radio or press)
- 10 Child Sponsorship leaflets
- If you would like more materials tick here and we'll call you to chat through what you need

We hope the posters, advice in this pack and any additional fundraising resources provide you with everything you need to put on a fantastic event. Thanks for your assistance in letting us know your plans. We wish you all the best with your fundraising!



Paying in advice

Sending in the money raised

Whether large or small, your gift will make a real difference to the lives of children, families and communities around the world.

The simplest and most efficient way to send us the money in most cases is simply by setting up a JustGiving page. If JustGiving doesn't work for your fundraising activity or event, then please just fill in the details below and post the form to us at:

Corporate Partnerships, Plan UK, Finsgate, 5-7 Cranwood Street, London, EC1V 9LH

Or you can send your form by email to:

ukno.corporatepartnerships@plan-international.org

Make sure that any cash is counted by two people and PLEASE DO NOT SEND CASH IN THE POST! Make cheques payable to Plan International UK. If you know it, please write your supporter reference number on the back of the cheque.

Name: _____

Job title: _____

Company: _____

Company address: _____

Daytime phone number: _____

I am happy to receive details of Plan's work by email and my email address is:

Supporter reference number (if known): _____

Amount raised: _____

Where the money goes

I'd like Plan to choose where to use these funds – wherever the need is greatest.

I'd like these funds to go to a project (please state which project):

Project name: _____

Project country: _____

How to pay in the money

I've enclosed a cheque for the full amount raised.

I'd like Plan to contact me with account details so I can make a bank transfer.



