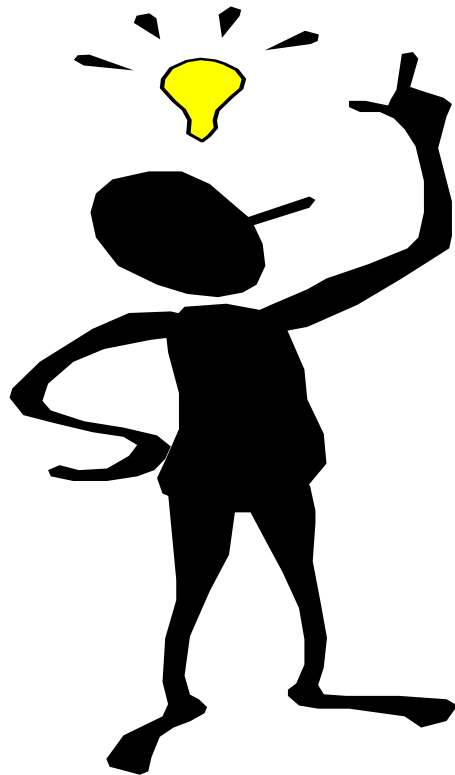


Keep the Fun in Fundraising

A Tools for Self Reliance Handbook



Introduction



Why Fundraise?

- ♦ Fundraising events and activities are principally about raising much needed funds for Tools for Self Reliance
- ♦ They also raise public awareness of Tools for Self Reliance and its work with people in Africa

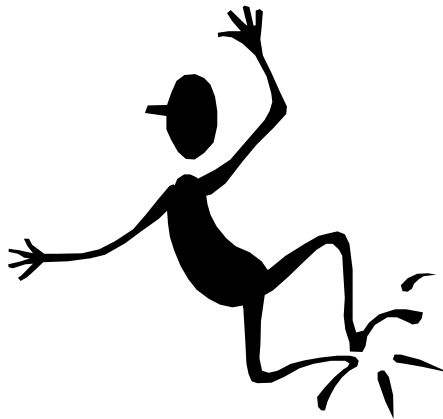
Fundraising should also be about having ***fun***. People go to events to enjoy themselves and this itself will generate new support and public goodwill towards Tools for Self Reliance.

The best way to ensure your fundraising event is fun is for you to enjoy organising it, and the surest way of achieving that is to plan your event effectively.

This handbook is intended to give you ideas and to take you through the various stages of holding an event from conception to completion. It should help you avoid some of the pitfalls along the way.

Whilst by no means comprehensive, the aim is to pack in as much practical information and advice as possible and hopefully encourage experienced fundraisers and newcomers alike to get organising.

Be Bold. Be imaginative. Above all, enjoy yourself!



Before You Start

The Knowledge:

When people are asked to give money to a charity they want to know how it is going to be spent. Therefore it is important that you know what Tools for Self Reliance does and where the money you raise will go.

By having an insight into the problems and how your money will help, you will gain good motivation and commitment to the cause.

To get further background information on our work please take a look at the Tools for Self Reliance website: www.tfsr.org or call us and talk to **Bob** or **Polly**.

Enthusiasm and persistence:

Your enthusiasm will encourage people to support you. Once you've decided what you are raising money for, really sell the idea to people. It might be for a specific item or for funds in general.

There will be plenty of 'Nos'. Be prepared for this and don't let it dampen your enthusiasm. Remember, there are thousands of charities raising money and people do generally support them. You have to make yours sound the best!

Confidence:

You have to be confident and direct. People need to see that you believe in what you are doing. ***Remember if you don't ask you don't get.***

Organisation:

Draw up a plan of attack. Give yourself plenty of time and set yourself achievable targets.

Contacts and networking:

List everyone you know and how they might help you. You will be surprised how this can help.

Imagination:

The more unusual and attractive your fundraising ideas are the more people support them. Don't just shake a tin and expect everyone to want to put money into it. Think laterally, not everyone will donate money, perhaps they could donate a prize for a raffle or something for a car boot sale.



Fundraising Ideas



Fundraising Ideas

This section has lots of possible events that you could do. An event gives people something for their money. It will also give those who have already supported you the chance to contribute in a different manner. We have started this section with a few **key points** that could be make or break for your fund raising event, so it is important to bear these in mind before you get started.

- ☛ **Budget** - Remember to budget as your events need to make a profit and it is pointless to expend a lot of time and effort if the return is only going to be very small.
- ☛ **Hidden Costs** - Public liability insurance is considered essential nowadays for major events and advisable for smaller ones due to the rising number of compensation claims. The cost of insurance could well swallow up a large part of the money made by the event.¹
- ☛ **Licences** - An event involving the sale of alcohol, singing or dancing will require a Local Authority Public Entertainment or Liquor Licence, unless it is going to take place in a public building that already has these licences. If the venue's bar is to be used during the event, the licensee must be in charge.
- ☛ **Be innovative and wacky** - if the event is interesting enough your local media will be more than happy to promote it. Don't forget to advertise in your staff newsletter and parish magazine, in shops and on notice boards in libraries, community centres etc. - the more people that turn up or get involved the more successful your event will be.
- ☛ **Publicity** - Advertising for a fundraising event (posters, flyers etc.) is more likely to be successful if it doesn't look amateurish and is in colour rather than black and white. If somebody possesses a PC with a desktop publishing or drawing package e.g. Microsoft Publisher, Adobe PageMaker or Corel Draw, they should be able to create an effective poster quite easily.



When organising an event it is essential to consider what could go wrong.

A fundraising idea is not a good one if it requires skills that the group members don't have or if group members are not really interested in it.

Businesses can be asked to make in-kind contributions to an event e.g. food or refreshments, or the free printing of leaflets.

A good fundraising event will encourage people to give out of interest and enthusiasm rather than out of guilt.

¹ Tools for Self Reliance's own public liability insurance will only cover volunteer groups for events held on premises used by them and for exhibitions and demonstrations relating to Tools for Self Reliance's work.

Ideas from A ~ Z (well not quite, but a few to get you going!)

- * **Auctions.** For an auction to be successful, items must be of good quality. A variation on this idea is the blind or silent auction where each item has a bidding sheet on which people write their pledges.
- * Run an auction of promises: contact your friends and see what they can offer up; babysitting, washing, hairdressing, gardening, photography, decorating, a ride in a Rolls, or on a 'Harley'; the list can go on and on.
- * **Balloon Race.** A prize for the balloon that goes the furthest. Ideally every balloon should display the Tools for Self Reliance logo.
- * **Board Games Evening.**
- * **Charity of the Year** Ask your local mayor / business to make us their charity of the year.
- * **Coin collecting.** Get people to donate leftover foreign coins and change them into sterling. Collect a mile of pennies. Fill sweet tubes with coins.
- * **Competitions** e.g. art, posters, short story. Good for schools. Pupils pay a small fee to enter.
- * **Duck race.** Always popular with children.
- * **£5 draw:** each person writes his or her name on a £5 note. The winner gets 25% of the total and the runner-up gets their £5 back. With 40 participants, that's £50 to the winner and £145 for Tools for Self Reliance.
- * **Giving Up!** Persuade your friends to give up a favourite food (e.g. chocolate) for a period of time and give the money saved to Tools for Self Reliance.
- * **Monthly Quiz.** Produce a quiz and sell it for £1.
- * **Pub Games Nights** (e.g. darts, skittles, dominoes). An entry fee has to be paid for each game played.
- * **Messy events** - baked bean baths, gunge tanks, wet sponges.
- * **Murder Mystery evening.** A package is hired containing the scenario and full instructions. Revenue comes from ticket sales.
- * **Race Nights.** A sealed film of horse races is hired and attendees bet on the outcome.²



² To comply with the Lotteries and Amusements Act, the race night cannot be the only inducement to attend.

Even more ideas

- * **Raffles**³. Ask local shops if they will donate any goods that can be used as prizes. Do you know a hairdresser, mechanic or gardener who would donate their service as a prize? Other ideas for prizes are a trip in a hot air balloon and air miles.
- * **Raffle your services.** A days ironing, cleaning, cooking, dog walking.
- * **Sales:** e.g. jam, jumble, knitting, plant (as part of an open garden event)
- * **Sponsored Event** swim, run, walk, diet, shave, leg wax, sunflower growing - old fashioned ideas that still work.
- * **Sports Day** Organise a 5-a-side, netball, cricket or sports match, charge a team entry fee, sell refreshments and run a sweepstake at the same time.
- * **Spot the baby** Embarrassment guaranteed when you collect everyone's baby photos. Charge people 50p to guess the identities.
- * **Themed evenings** Invite your supporters to a - a night of Indian, Chinese or Mexican food - you serve tapas, tacos and enchiladas. Get people to bring a bottle of wine and charge £5 to cover the cost of the food.
- * **Tool sharpening** Offer this service to friends and family. An excellent means of advertising Tools for Self Reliance.



³ It is not a good idea to hold a raffle where the tickets are on sale to the general public as it will have to be registered with the Local Authority. A raffle held at a workplace or club does not have to be registered and there is no limit on its size, though tickets can only be advertised on the premises. A third category of raffle is one that is held as part of another event. Tickets for the raffle can only be sold and issued at the event itself and no more than £250 may be spent on purchasing the prizes. However, there are no limits on the value of donated prizes. Alcohol may only be included in the prize list if the event is being held on licensed premises.

Events that need a lot of Organisation

If you are feeling a little braver, you could try to organise an even on a bigger scale.

- **Book Fair** It will take time to collect, sort and price the books. Bookshops, libraries and publishers may be persuaded to donate books as well as friends and the general public.
- **Car Boot Sale** Contact your local authority's Environmental Health Department for information about local legal and other requirements. It is easier to take part in someone else's sale even though a fee will have to be paid.
- **Craft Fair** Autumn is probably the best time of year to hold one of these. The fair should be planned a year in advance to ensure the availability of crafts people and you will need to check that other fairs are not going to be taking place in your area on your preferred date.⁴ Fire and safety regulations and insurance may also need to be checked. Consider manufacturing some items for the fair.
- **Fashion Show** Clothes might come from a store or from donations (good quality only). Models could be people you know, children or college fashion course students. The event will require refreshments, a PA system and background music. It is advisable to sell programmes beforehand to assess numbers.
- **Fetes** Ideas include knocking down a stack of tins, tombola, rolling a ball through a hole, roll-a-penny (must land on a playing card), pick a ticket out of a bucket, hoopla, hook-a-duck, coconut shy, food stand. If all this sounds too daunting you could have one or more stalls at an event organised by somebody else.
- **Wine Tasting** The best time for this is in the run up to Christmas. The wine and speaker(s) will be provided by local wine merchants and there should be an opportunity to buy at the end of the evening with a percentage going to Tools for Self Reliance.



⁴ See 'The Internet Craft Fair' website, www.craft-fair.co.uk, for a diary of fairs and venues.

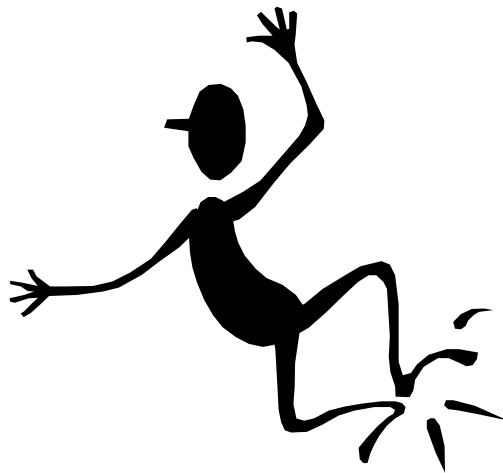
Ideas for the Workplace

Not a bad place to try some fund raising ideas, you even have a captive audience to work with!

- **Have a dress down day at work** Could be themed e.g. school uniform, pyjamas, or bad taste - bad hair, bad tie, the worst shirt. A bottle of champagne for the best outfit, or, to continue the theme, the cheapest, poorest quality bottle of sparkling wine you can find!
- **Director service** sponsor the directors to dress as waiters and waitresses and serve lunch to staff members.
- **Cycle or walk to work** and put the money you would otherwise spend on transport towards your fund - and reduce pollution at the same time!
- **Sponsored lunch run** Offer to pop out and buy lunch for your busy colleagues. At 20p a go, five lunches a day will raise over £20 in a month.
- In those workplaces where there is a staff canteen, ask people to bring sandwiches and give the money saved as a donation.
- **A cake sale** at work every Friday - make a regular thing of it so the people plan ahead.
- **The cake divide** bake or buy your cake, divide it into eight slices and sell them at 50p a shot. In six months you'll have raised over £100 and won the undying love of your workmates.
- **Guess the weight** of the cake/number of sweets in the jar competition.
- **Office tuck shop** Buy bargain packs of chocolate bars, crisps and sweets, then set up a stall at work and sell them to your colleagues. Charge them a bit more than the usual retail price. This has been known to raise about £50 per month in an office of 120 particularly peckish people!
- **Weekend meat and wine draw** for joints of meat and bottles of wine to be won every Friday - perfect for the weekend! Towards the end of the week, sell raffle tickets for 20p each or £1 for a strip of five. Meat and wine are popular, but you could include chocolate and flowers too. The first ticket drawn gets the most expensive prize, second gets the second priciest, etc. In a big office, different departments can run the draw on a rota basis.
- **Jars of money** If you work for a large organisation, place a glass jar for coins in each department and give a prize at the end of the collecting period to the department that has donated the most.
- **Pocket Money** Ask everybody to donate an hour's pay or request that they come into work with only a pound coin in their pocket, this money to be given to Tools for Self Reliance.



- **Party Pounds** Persuade the organisers of the office Christmas Party to add a pound to the cost of each ticket and donate the extra money raised.
- **Out Tray Sale** We've had car boot and garage sales. Why not stock your out tray with the trinkets you don't want anymore? Someone else may love those earrings!
- **Demure day** You undertake not to swear, use vulgarity, innuendo or indulge in raucous cackling for one whole day. Set a day and publicise it well in advance. Appoint an independent arbiter to monitor your performance/s. If you lapse - no cash!
- **Night In!** Persuade colleagues who frequent pubs and clubs not to go out on one Friday or Saturday night and to donate the money they save.
- **Sponsored stairs** Do you work in a high-rise building? If the answer is yes, get your colleagues to sponsor you to use the stairs instead of the lift for a set period.
- **Swear box** Perhaps 20p for each offence. Alternatively make your colleagues cough up every time their mobiles ring in the office.
- **Sweepstake** Organise a Premiership, Wimbledon or Grand National sweepstake at work - betting on individual matches, players or riders.
- **'Charity of the Year'** If your company has one of these and the staff have a say in the selection process, nominate TOOLS FOR SELF RELIANCE and persuade your colleagues to do the same.



Seasonal ideas

End of the year:

- Mulled wine and mince pie evening.
- Offer your services as a gift wrapper for a small fee.
- Get your family to pay you to cook Christmas dinner.
- Sell Christmas trees and ornaments.
- Carol singing in your local area.
- A Christmas card amnesty: get your friends to send you a small donation instead of a card or present. Tell your friends, especially those you can greet personally, you're donating to Tools for Self Reliance rather than sending out cards.
- Unwanted Christmas presents sale: you know that CD you'll never listen to in a million years, or those shocking 'comedy' socks? Someone might like them. Bring them in and sell them to your mates. Give a prize for the most awful pressie.



Winter:

- A Burns Night Supper with all the traditional food plus dancing.
- Shrove Tuesday Pancake Race. A team based event. Spectators can eat the pancakes afterwards but only if they make a donation.

Spring:

- Easter Egg Hunt/Easter Egg Roll. The latter involves rolling eggs down a hill. Whoever can roll their egg the furthest distance without it breaking is the winner.

Summer:

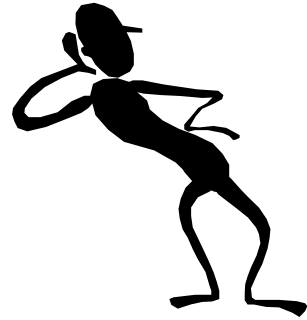
- Have a barbecue with drinks and charge friends and neighbours to attend.

Other ideas:

Bring and Buy Sale — Coffee Morning — Flag Day — Lecture — Permanent Collection Box — Plant or Toy Fair — Pub Crawl (collecting) — Tombola — Wishing Well — Barn dance — Beetle Drive — Bingo — Car Wash — Cheese and Wine Party — Cocktail Party — Knobbly Knees Competition — Hunger Lunch — Karaoke Evening — Pooh Sticks — Stamp Fair — Tug of War — Spaghetti Eating Competition — Pub Quiz — Antiques Roadshow — Battle of the Bands — Casino Night — Ceilidh — Dance / Disco — Garden Party — Sports Match — Variety Show — Magic Evening (contact a local magic society)

Do's and Don'ts for Event Fundraising

Fundraising should be fun, but there are a few legal guidelines that every fundraiser must consider when approaching people for funds. Please follow the guidelines below and if you are in doubt call us at Tools for Self Reliance. Remember you are representing Tools for Self Reliance and helping convey our key message as well as raising money.



Collections

Public collections:

Street collections in a public place require a street collection permit from your local authority.

Apply well in advance to ensure you get the date you need.

All collectors must be over 16 and wear an identification badge and carry a letter of authority from Tools for Self Reliance.

You must state clearly who and what you are collecting for and use official tins with security stickers – we can help you with this.

Lottery

A lottery is similar to a raffle, the difference being that tickets are sold in advance. Tools for Self Reliance does **not** hold a lottery licence. All lotteries must be registered with the Gaming Board and strict guidelines must be adhered to. We would not recommend you use this method for fundraising.

Liquor Licensing Laws

If you wish to sell alcohol at an event you will have to be licensed. However, if you are holding an event in a building that already has a licensed bar then provided that the licensee is in charge of the bar during the event you will have no problems. If you need to apply for an 'occasional liquor licence' it is best to approach a licensee who already holds a licence and ask them to apply for you.

Public Entertainment Licences

You will need a public entertainment licence if one or more people are performing and/or dancing. If you choose a public building like a church hall or community centre they will probably have a licence and you will have to comply with the terms previously agreed.

Sponsorship

Sponsorship



You can get sponsorship for almost anything, a personal challenge, a Golden Wedding, a haircut or diet. The list is endless. To make the most of sponsorship here are a few tips, especially if you're hoping to raise a large amount.

Golden Principles

- The most important of all - if you don't ask you don't get!
- Ask everyone you know, and ask them to ask everyone they know.
- Have a target, but don't be daunted by the total - break it down into bits, £100 at a time.
- Make it easy for people to sponsor you.
- Consider enclosing a SAE when making a letter approach. Or add to other mail like Christmas cards to keep costs low.
- Use email and the Internet to keep costs low.
- Offer to take their cheque or money there and then.
- Approach the people who are likely to pledge the most first. If the first few pledges on the form are sizeable there is a fair chance that many of the subsequent ones will be too.
- If you decide to post an appeal for sponsorship through peoples' letterboxes, remember to include a note indicating when you will be returning to collect the money/pledges.
- Make yourself available and always return calls from people whom you have contacted.

Shout about it! Let the world know!

Carry your sponsor form with you at all times, as you never know who you might bump into. You can always take the subtle approach and start by talking about the work of Tools for Self Reliance.

However you go about obtaining sponsorship the cardinal rule is to always follow up.

- ***Call your sponsors.***
- ***Call again.***
- ***Stop by and see them.***
- ***Ask if they need any more information.***



Timing

Give yourself enough time - if you leave it all to the last moment then you risk missing your deadline - it is much less stressful to pace yourself and your fundraising.

Approaching an employer

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

- The Challenge.
- Information on the charity or cause you are supporting.
- What benefits there are to the company.
- Your publicity/fundraising plan.
- Ask to be mentioned on your company website and featured in the newsletter. Staff notice boards and email are two other ways of reaching the workforce.

Remember, aside from contacting the **local press** to get publicity, you can also contact local businesses - incorporate their company name and logo in any T-shirts, raffle tickets, press releases and flyers that you might send out. The more organised the plan, the more likely they are to want to support you.

Friends and Family

Where possible delegate. Never underestimate the value of friends and relations: they have another set of contacts to you and different skills. Give them photocopies of your sponsorship form to give to their friends and workmates.

Service clubs and Churches

Service clubs, such as the Lions, Rotary, Round Table, Inner Wheel or the Soroptimists, are often good places to approach for sponsorship. They may well invite you to talk about your adventures and the work of TOOLS FOR SELF RELIANCE. Expect to talk for about 15-20 minutes and use visual aids where appropriate to illustrate your points and the cause your audience is being asked to support. It is also a good idea to approach churches, as many of them are extremely interested in the developing world.



The Internet



Set up a fundraising page at www.justgiving.com - sponsors can use a credit or debit card to make a donation and the charities can in most instances reclaim the basic rate tax on the donation under the Gift Aid scheme from the Inland Revenue.⁵ This effectively adds 28% to the donation's value. Details of how to set up a sponsorship page are at the back of this handbook.

Face to Face

Ask for a specific amount rather than letting the donor decide - remember that it is easier to trade down than up:

"Will you sponsor me £100 for my Namibian Challenge?"

"No, sorry but I can't afford that".

"How about £50?"

"OK"

rather than:

"Will you sponsor me £50?"

"OK"

"What about £100?"

"No!"



Ask your employer to match the money you raise. Some will turn you down flat but you will be surprised just how many will support you.

By Letter and Email

Companies get lots of requests, so you will need to make yours different. Be clear about the challenge that you have set yourself, who the beneficiaries are and any potential benefits to the person you are writing to. The golden rule with letters is **KISS** - **K**eeP It **S**hort and **S**imple.

Tailor your approach to your donor. Try and address each letter individually either to the Managing Director or to the Community Affairs Director, if the company has one. Do not expect a high rate of return from your mailing unless your addressees know you, or you are writing to local organisations. However it is always worth asking and by following some of the advice here you might well improve your chances of success.

If you are writing to friends or colleagues then include lines like:

'I'll forgive that loan if you sponsor me for my charity challenge.'

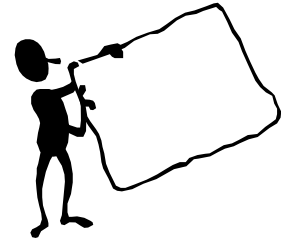
'Will you please sponsor me...?'

'Remember the time that I ... Will you return the favour and sponsor my charity challenge?'

⁵ JustGiving charge a small transaction fee for every donation made, currently 5% of the gross donation, which is the donation plus any tax recovered under Gift Aid.

Suggested letter layout

- Your personal goal
- Why you are supporting the particular challenge
- If you have a personal connection discuss how the issue has affected your life and the lives of those around you.
- What the money raised will go towards
- Website address or copy of the challenge brochure
- How and where they can send their donations - or when you will call them



Mail it to friends, family, businesses, work contacts and local schools.

As you get closer to your deadline, email or write to all the people you contacted originally. Let them know that you are short of your fundraising target, that you still need £X and will they sponsor you in order to take you to the target.

If you are able to change your email auto-signature at work and/or home, add a line about your challenge to raise awareness of what you are doing. If you have set up a web page for the challenge then create a link in the signature.

If you are planning to raise a large total it can help to make a fundraising plan.

A Sample Fundraising Plan

Amount to be raised £3000

Week 1-2

Sponsor yourself £50 (£2950)

Send out at least 25 letters to friends asking for £25 = £625 (£2325)

Week 2-3

Follow up on sponsorship letters

Ask four family members to sponsor you £25 = £100 (£2225)

Ask four neighbours to sponsor you £25 = £100 (£2125)

Ask eight work colleagues to sponsor you £25 = £200 (£1925)

Check with your company's human resource department to see if they would be prepared to 'match-give', i.e. to match the donations you manage to raise yourself.

Week 3

Plan a fundraising party with at least 40 people at local pub, get a free raffle prize and quiz night and charge £10 per head £400 (£1525)

Get three of your company's suppliers to sponsor you £50 = £150 (£1375)

Week 4

Organise a barbecue/ wine and cheese and charge £25 per head for 30 people taking out £5 per head costs = £600 (£775)

Week 5

Organise another pub quiz based on the destination you are travelling to at charge of £10 per person for 40 people = £400 (£375)

Week 6

Car boot sale = £100 (£275)

Week 7

Sponsored silence = £50 (£225)

Week 8

Final follow up on letters written earlier and sponsorship from workplace £200 (£25)

Finished fundraising efforts by putting in final £25 yourself (£0000)

Thank Yous

Keep a detailed record of everybody that has supported you so that they can all be thanked when you return. Always thank them with a postcard, slide show or photograph. Let them know how the challenge went and how much it raised in total.



How to set up your own sponsorship web page

You can simply follow the instructions on the website, but for extra assistance, here are all the steps from the beginning. If you get stuck, please contact Justgiving's helpdesk – details below.

1. Go to the Tools for Self Reliance page on JustGiving.com - ⁶the address is www.justgiving.com/Charity/raisemoney.asp?FRSId=51560 and click on the name of the event you are interested in on the Quick Start panel on the right, if it's listed. If your event is not listed, click on the 'Create Your Page' button to be taken to a page where you can choose the type of event for which you will be seeking sponsorship by clicking on one of four 'Select' buttons. You may then be asked to provide such information as the date of the event or when you want your sponsorship page to close.
2. You will now be asked to enter your email address. If you haven't registered previously, you should also select the 'I'm a New User' button, while registered users should select the 'I have an Account' button and enter their password in the adjacent box. Next, click the 'Continue' button.
3. If you haven't registered yet, you must now complete the required details. Registering with Justgiving only takes a minute, and is needed to process your supporters' donations and reclaim Gift Aid tax, where relevant. After entering your details, click 'Continue' and you will then be taken to a web page that will help you create a personalised sponsorship page. If you were already registered, you would have been taken straight to this page.
4. You will need to enter a web address and name for your sponsorship page, a target amount, a special greeting and a thank you message that will be emailed to all donors when they have made a donation. You will also be given the option of either uploading a photo from your PC or using one provided by Justgiving.com. Click the 'Continue' button to see a preview of your page. To complete the page you must now click the 'I am Happy with my Changes' button.
5. You will shortly be sent a confirmation email from Justgiving.com that will include your sponsorship page's web address - you can email this on to your potential sponsors - and also the address of the web page that allows you to edit the contents of your page.

Justgiving.com Help Desk: email help@justgiving.com tel: 0845 021 2110 (local rate)

⁶ An alternative way of getting to the Tools for Self reliance page is to go to www.justgiving.com/process/charityguide and type **Tools for Self Reliance** in the Search box

Tools for Self Reliance Sponsor Form



Registered Charity No.
280437

Name of Sponsor : _____

Registered Charity Company : _____

Email : _____

First Name	Surname	HOME Address (PLEASE INCLUDE YOUR POSTCODE)	Amount Per	Total £	Please tick for Gift Aid	Please tick if you DO NOT want to receive information from TFSR
			Sub-total £			

To sponsors: Increase your sponsor money – at no extra cost to you!

If you pay UK Tax you can Gift Aid your donation, making it worth an extra 28p for every £1, simply tick and date here (we need the sponsor's street number and postcode for Gift Aid).

How Can I:

- ◆ Put on an event?
- ◆ Get press and publicity for an event?
- ◆ Involve the Local Community?
- ◆ Write approach letters?
- ◆ Approach Awards for All?

Putting on an Event

How to choose a suitable event:

When considering what kind of event to do, bear in mind:

- The likelihood of success – how popular is the event going to be with the public in your area and is it something you will actually enjoy?
- What skills, interests and talents can you draw on from your family, friends, their families and colleagues
- How many organisers do you need prior to the event and how many will you need on the day itself?
- Is the venue suitable? Are the facilities sufficient? Consider; parking, access, heating, lighting, catering, toilets, creche, etc.
- What resources are available amongst the organisers and Tools for Self Reliance to help service the event?
- Don't bite off more than you can chew! A small well organised event is better than a large chaotic one. You won't have the time or the resources to do everything, so choose one or two things and do them well. It is easier to repeat a past success than to start afresh, so consider past successful ideas

Money:

How much money is it likely to cost and how much profit will it make?

Minimising the expenditure and maximising the income is the key to profitability and should be a constant consideration. To help achieve this, it is essential to:

- 1. Draw up a budget**
- 2. Set yourself a realistic target**

Deciding on a budget may be difficult, especially at first, but it gets easier with practice. Setting the target focuses your ideas and provides something to strive for. Together they provide a form of financial control (ensuring, for instance, that expenditure does not surpass your target). They enable you to monitor progress of preparations for the event and help indicate whether you need to consider seeking sponsorship.

If you fail to meet your target – don't worry. Learn from your experiences and ensure future events benefit from what you learn.

Organising the event:

- Share responsibility for organising the event among as many people as possible
- Overburdening a few people will alienate them and create stress
- On the other hand, do not take on responsibilities if you feel unsure about fulfilling the commitment

The event:

- Ensure that you choose an appropriate date – take into consideration other national and local events, school holidays and even television attractions
- Allow sufficient time for booking a venue, speakers, catering, etc. Events vary but most will generally need 3-6 months preparation time. Confirm the booking in writing.
- If you have any displays at the event, select aspects of Tools for Self Reliance that will appeal to your likely audience.
- Reduce costs by getting everything possible donated – we are a charity after all – never forget to tell people.
- Maximise income by asking companies to place advertisements in your programme or to donate services; charge an entry fee, sell programmes, have a tombola or raffle, have a collection, sell refreshments (check with the local authority about food hygiene requirements)

NB: If you are approaching anything other than a local business please check with Tools for Self Reliance first.



Events Checklist

- ✓ Keep a list of everyone who is approached for support and their response
- ✓ Review expenditure at regular intervals in the planning stages
- ✓ Use publicity material and advice from Tools for Self Reliance
- ✓ For large events inform your local St John's Ambulance, the Red Cross and the Police
- ✓ Have contingency plans for bad weather and mishaps

On the day:

- Allocate one person just to be around and to monitor the running of the event
- Make one person responsible for collecting the money
- Give value for money and don't overcharge

After the event:

Thank everyone who helped and tell them, and the media, how much you raised

Evaluate the event and record any successes and areas for improvement

Getting Press and publicity for an event:

The most exciting and well planned events can fail miserably without sufficient publicity. It is essential, therefore, that your event is publicised as widely as possible in a manner that will capture attention and encourage people to take part.

Press:

The local media serves to provide information to the local community. Tell them about your event. Send a press release (we can help with writing this). Ensure that the heading of the article is interesting and that the date, venue, contact names and numbers and activity are included in the first paragraph. Write on headed paper, use short sentences – make it short and snappy. Stress the local angle and local involvement. Type it double spaced on one side of the paper only, numbering each sheet. Don't underline anything.

Before sending it, show your press release to a friend who knows nothing about the event and see what they say.

Telephone beforehand to find the right person to send it to. Also telephone afterwards to check that the release has been received and to see if any further information is needed.

Copy deadlines vary from paper to paper – check these.

Build up a mailing list of local newspapers, free sheets, magazines, local TV and radio stations, relevant newsletters (churches, schools, clubs, colleges, etc) and with contact names if possible.

Inform the media of photo opportunities. The more original and interesting these are, the more likely the press is to attend. If they don't attend take your own photographs and send them in, complete with captions and names, with your press release.

If you can arrange a pre-event photo call (e.g. a celebrity in a t-shirt publicising the event) you can gain extra publicity for the event and encourage the media to use the story.

For advice on all press work please contact Tools for Self Reliance.

Other forms of publicity:

- ☛ Tell everyone you know,
- ☛ wear the t-shirt,
- ☛ use the pen.

- ☛ Make posters and distribute them in public places (e.g. work notice boards, supermarkets, community centres) around three weeks before the event. This provides people with enough notice but ensures the posters won't have time to be covered up with other things.

- ☛ Put leaflets on cars and through doors and consider using banners or sandwich boards.

Celebrities

A celebrity can provide a special touch and create additional publicity. If you would like to make an approach but don't have a contact try 'Who's Who in TV' the mayor's office, the electoral register or the publication 'Artistes and their Agents'.

Do let us know if you are thinking of approaching a celebrity as we may have contacts you can make use of.

Bear in mind...

There must be something for the celebrity to do. Could they be asked to open the event, speak or perform. Write a foreword to a programme, judge a competition or draw a raffle ticket?

When contacting a celebrity, explain as clearly as possible what exactly will be expected of them. Ensure they have – in writing – details such as the date and the venue, time to arrive, who will meet them on arrival, who they should contact if there are any last minute problems, etc. If you would like them to have any contact with the media, make sure they are willing to do so prior to the event.

- ✓ Ensure they know whether they are being offered expenses or not.
- ✓ Send a gentle reminder about the event a week before.
- ✓ Assign one person to look after your guest – remember they will probably not know anyone at the event.
- ✓ Write to thank them afterwards. Include any press clippings and let them know how much the event raised.

Involving the local Community

Members of the community are a resource that is very near at hand and may prove invaluable. Groups from your area can help you at events for you.

You will probably find that many groups in your local community are already heavily involved in other charitable projects. It is, however, always worth asking – in the end you may rise to the top of their priority list!

Possible avenues you could try include:

- Schools
- Youth groups (Scouts / Guides)
- Churches
- Sports Centres and clubs
- Amateur dramatic clubs
- Youth / social clubs
- Shops / supermarkets
- Hotels / restaurants
- Pubs
- Service organisations e.g. Rotary, Inner Wheel, Soroptimists, Round Table, Lions.

Some tips about collection boxes

Collections or flag days are effective ways of raising money. As a rule people only give money when asked and collections provide the opportunity to approach the public at large directly. People are used to having tins rattled under their noses, however, so try to stand out from the crowd.

Wear fancy dress or play a musical instrument. Amuse children to encourage their parents to give. Set up a depot close to key collection points, here collectors can pick up and return boxes. This may be a group member's home or perhaps the back room of a local church or school.

Use a standard form (similar to the one shown below) for collectors to sign when picking up and returning boxes.

Box Number		Collector	
Box out – signed		Time	
Box returned – signed		Time	

Keep a careful check on which boxes come from which positions and make a note, for future reference, of each collection point's profitability. It is very likely that collectors will be asked about the charity they are collecting for. Make sure any new recruits have at least a basic knowledge of Tools for Self Reliance.

Writing Approach Letters

Approaches to local businesses, service clubs, Lions, Soroptimists, grant making trusts and other potential donors can be a very successful way of fundraising. This type of fundraising can be highly competitive so you need to make sure that your application stands out from the crowd. Here are a few guidelines to ensure that your application is noticed.

- You will get a better response by writing to local organisations, companies and trusts rather than national headquarters.
- Do your research – some trusts and organisations will not give to individuals or overseas projects.
- It is always better to write to a specific individual in an organisation, rather than, 'to whom it may concern.' This way you can follow up the letter and be sure someone has read it.
- Try to assess the appropriate amount to ask for. It is a common mistake to ask for too little.
- Personalise your letters, maybe using the name of a neighbour who suggested you write to this donor or refer to your volunteer work in the local area.
- Try to keep your letter to one side of A4.

Always, always, always remember to thank everyone who gives you a donation, no matter how small.

“Awards for All”

This is a Lottery grants scheme aimed at local communities and groups in England, Wales, Scotland and Northern Ireland. Grants, which range from £500 to £5,000, are for specific projects or activities and must be used within one year. Awards for All in England is split into nine regions, each with its own funding priorities, details of which can be found on the Awards for All website, www.awardsforall.org. To be considered for a grant you will need to complete an application form. To get hold of one, either call Awards for All on 0845 600 2040 or download from the website. After submitting your application you should only have to wait eight weeks for a decision. If you want to talk over your ideas or if you would like somebody to read your application before you send it, contact Larry at Netley Marsh.



THANK YOU FOR HELPING US!

To help you with fundraising, we can provide you with:

Posters

A4 colour posters are available by email or by post, highlighting the various aspects of Tools for Self Reliance

Newsletters & Annual Reviews

With the latest information to keep up to date with Tools for Self Reliance activities.

Information leaflets

General leaflets on all aspects of Tools for Self Reliance, brochures, fundraising leaflets, payroll giving, Christmas Card flyers.

Speakers notes and pictures

Slides, pictures and speakers notes should you wish to give your own presentation about Tools for Self Reliance.

T-shirts

If organising a fundraising event, Tools for Self Reliance T-shirts and polo shirts are available to purchase or to borrow.

Collection tins

Tins can be placed in your office reception, on your desk or for holding collections at fundraising/corporate events.

Your efforts to fundraise for Tools for Self Reliance are much appreciated.

We will help you as much as we can – just let us know what you need.

THANK YOU & GOOD LUCK

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