



**Challenges
coaching**

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Fundraising Handbook

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Information Disclaimer

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Fundraising Information

Starting point for your fundraising campaign is to be clear about what the money you are about to raise is to be used for. You'll need to distinguish between funds for personal upkeep while overseas, and donation to the host site. The Responsible Electives Programme encourages you to raise a minimum of £300 and this money is pooled into a fundraising account. Host sites are then asked to bid for the grants to support small projects at their sites. The process is monitored by an experienced team of the Responsible Electives Advisory Panel to ensure transparency and proper use of resources. Responsible Electives will keep you updated of such overseas grants and will be asking you to act as our 'eyes' once you get to the sponsored elective site just to make sure that the funds you raised are indeed being used for the intended purpose.

Always remember to tell people that main reason you are organising your elective with 'Responsible Electives Programme' is mainly to promote a more ethical approach to medical electives in developing countries, where you hope to add something to the medical team without drawing valuable resources away from the patients.

You could write a brief outline of your placement to support your need to fundraise. You could consider the following points in the plan:

- *The overall aim of the CWW placement.*
- *The reasons for your involvement in the Responsible Electives placement, outlining the personal benefits to you and additionally to the community where the placement will be based.*
- *What motivates you to go to a developing country*

FUNDRAISING TOP TIPS

Consider the following points when you are approaching fundraising:

- Always have a positive approach towards your fundraising.
- Begin by working out your target sum.
Write a budget projection for your fundraising targets, how these will be achieved and in what time scale.
- Apply for grants or funds from trusts, companies or community groups.
- Ensure your event is safe and legal.
- *Set up a Facebook/ Twitter account to spread the word to friends and family and to promote what you are doing, particularly if you are holding an event.*
- *Set up a Blog; ask us to create one for you on our Challenges Worldwide Volunteer Tales.*

- Try to get your first sponsor to give generously – it will encourage subsequent people to do the same.
- If you are using email to contact people, ensure you send regular updates - emails are great for an instant response but if they aren't acted on immediately, they tend to be quickly forgotten.
- Add the link to your fundraising page to your personal email signature. You may even be able to add it to your work email.
- Ask for a mention on your employer's website.
- Ask your employer to match your contribution.

Ask your friends, family and colleagues for introductions, you will benefit from the contacts.

Applying for funds or grants

National / international Trusts

Applying to trusts can be time consuming but highly successful if you are determined so it is worth putting time aside to really concentrate on finding and researching into the most appropriate trusts, writing the letters, making a follow up phone call etc.. If you would like one of the team to read over an application letter before you send it, please email a copy through to your relevant recruitment and overseas officer.

You can look in the '**Directory of Grant Making Trusts**' that should be available in the reference section of the library. You may find organisations listed which can help you, although many do not offer funding to individuals. Be selective, or you will spend more money contacting them than you might receive in a grant!

You can also call the **Directory of Social Change**: 020 7209 5151 to request an information booklet which incorporates the Educational Grants Directory, or try their website: <http://www.dsc.org.uk/acatalog/Fundraising.html>.

Community Groups

Approach local community groups and associations such as Lions, Round Table, Chamber of Commerce and youth groups, preferably through personal contacts, or arrange a time to go and talk to a member. Ask if they would let you fundraise at one of their events, or send a letter to their members. Past volunteers have also managed to get some sponsorship directly from these organisations so it can be worth getting in touch. Investigate any grants available from local charities and trusts - ask your local library, City or County Council, MP's Office, Rotary Club or any other source of community information. Offer to give a talk about your experience when you return.

The Lions

The Lions are members of Lions Clubs International, a community service organisation dedicated to the idea that the men and women who live in a community are in the best position to know who needs help and why. Local Clubs are part of the world's largest such organisation, with more than 1.35 million members within 45,000 clubs, serving in 200 countries and geographical areas. The association is both non-political and non-sectarian.

<http://www.lions.org.uk/>

Rotary Club

The Rotary Foundation, Rotary's corporate charity, is dedicated to furthering international understanding, goodwill and peace. The Foundation administers many programmes to aid the needy and deserving.

<http://www.rotaryclubs.co.uk/>

Round Table

Round Table is known for its efforts to assist in its own community and to help that community's less fortunate members; for its concern for the quality of life and for the help it gives to various charitable causes.

<http://www.roundtable.co.uk/>

The Chamber of Commerce

The British Chambers of Commerce is a non-political, non-profit making organisation, owned and directed by its members, democratically accountable to over 135,000 individual businesses of all sizes and sectors throughout the UK.

<http://www.chamberonline.co.uk>

Family Friends

Speak to the various members of your close family. People tend to have lists (Christmas Cards etc) which come in handy when you are trying to raise money. Draft a letter using the style we have provided and attach a Placement plan to let people see what you will be doing.

Fundraising activities

Choose activities related to your personality and skills - don't do a fund-raising ball if you hate dancing! This list is only a start, use your imagination and do feel free to call us and discuss your fund-raising activity. If it is an enjoyable event then the money raised will be a bonus.

Social events e.g. Ceilidhs, balls, pub or club nights - rent a venue and take a portion of the door or bar takings. Why not have a theme night? One 'cheese and wine' raised over £600. Depending on your interests, consider having an 'open garden' (and accept donations for plants, tea & cakes), a golf/tennis/rugby event, a guided walk with picnic lunch, a wine or beer tasting session, etc. Whatever event you are doing, a raffle or tombola can boost funds. Ask local firms to discount or donate whatever you need (food, drinks, venue, raffle prizes).

An auction of promises could work if you and friends/contacts donate 'promises' (e.g. to cook a meal for two, a tour of the Houses of Parliament (ask your MP), meals from local restaurants, a 'trolley dash' at a local supermarket, a morning's use of a private tennis court, use of a caravan for the weekend - whatever people will offer).

Remember!

Keep it safe and legal

- Seek advice from, and check, with your local Council for any necessary permissions, licensing, trading standards and health and safety issues.
- Contact your local police if you are planning an event in a public place. For example, if the event is to be held on public roads or if it could cause traffic disruption.

Other information resources:

- The Fundraisers' Guide to Law - Bates, Wells and Braithwaite
- The Institute of Fundraising (www.institute-of-fundraising.org.uk)
- The Directory of Social Change (www.dsc.org.uk)

Sales Have a good clear out! Sell your old clothes, furniture, books, CDs or other items at a nearly-new or car-boot sale. Or make and sell cakes, drinks, T-shirts, etc. Be creative: think about the time of year (make and sell Easter eggs, offer a Christmas gift wrapping service), use your skills (give computing lessons, make clothes or curtains, offer Maths tuition, cook cakes, sweets or ready meals to sell, whatever you are good at).

Sponsored events Be imaginative, choose interesting and worthwhile activities, preferably useful and relevant to your Placement and/or the skills you have. There are lots of marathons around the UK - for famous ones you need to apply very early to get a place. Search google.co.uk for the many smaller local events, e.g. Nottingham half marathon, Lincoln 10K run, Women's 10K run in Liverpool, etc. Previous students have succeeded with sponsored parachute/bungee jumps, ceilidhs, discos and silences.

Here are 2 web links for bungee/parachute jumping schemes to raise money for charity (i.e. CWW, who allocate that funding to your Placement Contribution). Search Google.co.uk for plenty more.

<http://www.jumpwithus.co.uk/frame.html> Jump for free - raise a minimum amount for charity to qualify then pay about £200 to jump - but this can be part of the money you've raised. Jump sites all over the UK.

<http://www.ukbungee.com> You need to raise £100 minimum - £50 for the cost of the jump, the charity gets £50. Any more money you raise goes to the charity (no upper limit on how much you can raise). Phone 07000 286433 to find your nearest venue and get a sponsorship form.

Please note that these are not partner organisations of CWW and we are not vouching for or recommending them in any way

- **Saving**

Challenge yourself - cut down on drinking/new clothes/smoking/chocolate/magazines or whatever you spend money on - set a target of say £50/month. Walk instead of taking the bus and you will get fit as well as save money. This is an ideal chance for

you to make a concrete commitment to ironing out that annoying habit which you have always wanted to quit - now you have a real reason to make the change. Alternatively, use your holiday fund - a week on the beach in Spain would have cost you £500 at least and just think how much more worthwhile your Placement will be!

• **Part-time or full-time work**

Perhaps the most reliable way to build up funds, this will complement any fundraising efforts and allow you to look at sponsorship funding as an extra means of reaching your target, rather than the main way. Investigate doing more hours, or asking for a rise in salary

Publicity

When publicising any event you should think about why you want publicity and who your target audience is. By doing this you should be able to put together a clear and strong message.

Top tips

- Put posters up – in community centers, doctors’ surgeries, clinics, libraries, shops, post offices, schools, churches, your workplace. However remember to ask first!
- Get notices read out – at church services, at local political party meetings, other events.
- Consider which media to contact – make a list, remembering local newspapers, radio, TV, magazines, specialist publications and journals, company newsletters or Intranet sites.
- Consider advertising in the local ‘What’s on’ newspaper column, radio slot or Internet page.
- The local grapevine – people hear about things in all sorts of ways so tell everyone (friends, family, neighbours, colleagues, customers, suppliers).

A-Z of Fundraising Ideas

A

Ask around, get ideas and support – you’ll never know what you could achieve if you don’t!

Art –do you know a painter, photographer or potter? Get donations and hold an exhibition/sale with a percentage to you.

Auction of 'promises' or a slave auction (get someone to offer to be a slave for the day or your manager to make coffee for the department for the week. Colleagues can bid for their services).

Afternoon tea party serving sandwiches cakes, scones and tea

B

Baby competition – ask colleagues or friends to bring in baby photos of themselves. People pay to guess who's who – great fun and prizes for the winners

Bring and buy, at work, garden, community centre

Be shameless! Keep talking about your fundraising efforts and training. Get people involved

Babysitting and child minding

Barbecues

Blog – CWW can set up a blog page for you to spread the word before and keep in touch while on assignment.

C

Car boot sale

Church, or place of worship collection

Company contacts – ask your suppliers for sponsorship, gift donations (get permission)

Coffee morning, cake sale – ask a local cookery class or school to help.

Chocolate tasting with prizes for guessing brands of chocolate etc...

D

Dress down for the day. Pay for the privilege

Diet – you, friends and colleagues - £1 per pound

Drink – get sponsored to give up alcohol

DJ – do you, your children or friends know one? Ask them to do the music for your event.

E

Email – invites and reminders to friends, their friends' friends

Ever ready – keep your eyes open to opportunities and your sponsorship form handy

F

Fashion show

Fancy dress party or day

Fetes and **fairs** – have a stall

Fine box for colleagues' swearing or lateness

Football kit day at work. Pay to wear one.

Film night – DVD – themed to your destination country perhaps – set up a cinema and charge entry to the film. Selling ice-cream, popcorn and snacks could be an added extra.

G

Golf Day - tournament

Guess the number – e.g. balloons in a car, sweets in a jar etc.

Games: monopoly, chess tournament, team trivial pursuit, scrabble – pay to enter, donated prizes.

H

Hobbies – what hobbies can help you raise money sport, walking, cycling, art and craft, aromatherapy, massage etc.

Horse racing & dogs – sweepstake at work.

I

Ink – write to everyone you possibly can

International – think about the country you're raising money to go to. Tie it in to your party, dinner or stall.

J

Jazz night – see case study

Jumble sale

K

Karaoke evening (pay not to sing perhaps)

Kick-off – 5-a-side tournament – work, pubs

L

Line dancing evening

Library – get your friends, family, colleagues to get a book from the library instead of buying it and to give you the money they've saved

Lambada party

Lunch-less – set a date for all your colleagues to bring in a packed lunch and then to give you the money they would have spent.

M

Matched donation from your company

Murder mystery party

Meal – ask a restaurant for reduced prices if you bring a large party on a weekday evening. Charge cover price plus extra. Raffle and games too.

N

Never give up.

Neighbours. Offer to wash their windows, mow the lawn or throw a street party (if its big and in the street, get council authorisation). Charge admission.

O

Organise events within events – why not hold a raffle at your party or an auction at your sports tournament?

Opera – try to get a group discount on opera or theatre tickets and then charge everyone a bit extra for the outing. Charge for a pre-theatre drinks and cocktails party at your place. Dress up and make it an occasion.

P

Party – theme it around your destination country, or make it a 50s, 60s, 70s, 80s, beach, Easter, out of season Christmas. Or no theme – just for fun!

Police Cell – ask if you can use a cell for the night. Get your work colleagues to sponsor you or your boss/director to spend the night there

Pub crawl (fancy dress or three legged) Make it a competition racing, or completing challenges along the way.

Public humiliations – get the director of the company in stocks and then throw tomatoes at them – the more senior the better!

Q

Quiz night – organise one, ask your local pubs to give you a percentage of the takings

Quiet time – get a local youth group to do a sponsored silence with you

R

Raffle – get local businesses to donate prizes

Races – Three-legged, egg and spoon, relay – Pick two key venues hold the race between.

Relatives – Make the most of talented relatives who may be able to donate services, artwork etc. Get all of your family to ask all of their friends to sponsor you/come along to your events too.

S

Services – ask a hairdresser, beautician, masseur, tarot reader friend to come to your event and donate their proceeds or a day's tips

Sponsored activities – you and friends can walk, swim, dance, fast, bungee jump etc.

Shave off your beard/moustache – or someone else's (and get people to sponsor you)

Street party

Smoking – sponsored abstinence, and/or donate the money you save

T

Treasure Hunt

Twenty-four-hour marathon: darts, stay awake or dancing. Sponsored or have a team competition

Tail – pin the tail on the donkey. Pay to play, donated prizes

Tin – collection tin or bucket to take to events: (make sure you get permission)

U

Use your network of colleagues and friends to come up with ideas and help with activities

Unwanted and unused gifts – ask friends and family, colleagues: use for prizes or car boot sale.

V

Valet service: offer to clean cars inside and out for all your family, friends and colleagues. Get them to agree that any money you find, you can keep as a bonus.

W

Website – ask work if you can have a bit of space

Wine and cheese party – homemade wine, prizes and cheese donated. Guess the wine’s country game. Charge admission and for entering games

Waltz – big band night (use old-time records if can’t find a band) dinner-dance, admission fee.

X

X-ercise - get your local gym to organise a work-out-a-thon

“**Xtra, Xtra** read all about it” – write a press release about your activity, or write to the Letter’s Page of your local newspaper for support, sponsorship and promotion.

Y

Young and old – organise a big family reunion for all ages. Ask for donations, they’re bound to vie with each other over who gives you the most!

Z

Zest and zeal – essential if you are going to make the best of your fundraising. Your challenge is demanding and exciting and your fundraising will make a real difference. You should feel proud that you’re doing it.