



## Fundraising Advice

Tips on fundraising for your event



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**The Different Travel Company Ltd**  
[www.different-travel.com](http://www.different-travel.com)



Hooray! You have signed up for an exciting fundraising challenge. Where do you start? The charity you are supporting will be able to offer you lots of help and advice specific to your needs so use their expertise to support you. Here are some additional ideas to get you well on your way.

## Digital ideas

### Online giving pages

Set up an online giving page. Your charity will be able to advise on their preferred organisation. JustGiving: [www.justgiving.com](http://www.justgiving.com), Virgin Money Giving: <http://uk.virginmoneygiving.com/giving/> and Everyday Hero: <https://www.everydayhero.com/uk/> are some of the most popular services. These services offer an easy way for people to sponsor you and are a handy way for you to update your supporters with your fundraising and training progress.

### Text Donations

There are several platforms available for you to set up text donations which allow donors to give simply by texting a special code to a specific number. Donr: [www.donr.com](http://www.donr.com), DONATE: [www.nationalfundraisingscheme.org](http://www.nationalfundraisingscheme.org) and Instagiv: [instagiv.com](http://instagiv.com) are some of the most popular services.

### Social media

Networking websites such as Facebook, Instagram, YouTube and Twitter are a fantastic resource for reaching out to people. Try to utilise Facebook Live, YouTube Live, Instagram stories and much more to get your message across and share your fundraising ideas.

### Raise money by browsing the internet

Another great website to look at is [www.everyclick.com](http://www.everyclick.com) which raises funds as you browse the internet – no purchases required! Set up a page and ask friends to support you – all they must do is use the internet as they usually would, and their browsing will bring in a donation to your cause!

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### Raise money by shopping on Amazon

AmazonSmile (<https://smile.amazon.co.uk>) is a new initiative supported by Amazon. When supporters shop using the AmazonSmile weblink, you can raise money for your local charity. Please contact your charity to make sure your donations can be tracked against your fundraising target.

### Host a virtual auction on Facebook live

You can download auction software for online bidding, or you can livestream a live auction.

### Make money from streaming music or playing online games

Check if your charity is registered with [www.givepenny.com](http://www.givepenny.com). This online platform allows you to raise money while doing things you love like listening to music on Spotify or playing video games. Again, check with your charity to make sure your donations can be tracked against your fundraising target.

### Netflix party

Netflix has a new feature which allows you to host long distance movie nights and TV watch parties. It synchronizes video playback and creates a group chat so you can still crack out the popcorn and have that movie marathon with your friends without any of you leaving your sofa. Ask people to donate to take part.

### Entertainment and event ideas

#### Host a speed dating evening

It does not 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 is a big mixture of people! £5 entry. Combine with a quiz or raffle.

#### Arrange a BBQ, quiz and raffle night at your home or a local pub

Sell tickets for £13 which includes one item from the barbecue, a drink and entry to the quiz. Offer entry to a raffle at £2 per strip of tickets to round the cost up to an even £15. People pay a further £1 for every food item after that and further drinks are £2 each.

If you hold this event at a pub, why not keep it open to the general public and ensure you've got a collection bucket there too!

Standalone quizzes are also very popular and can be done on a regular basis, to include pub patrons as well as your own guests.

#### Dinner dance, black tie ball or themed party

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, black tie ball or themed party. Negotiate with a local venue and allow yourself plenty of time to organise the event and sell tickets. You can combine the evening with a raffle, auction, and games. Themes could include black tie, roaring 20's, 70's, 80's, film star fancy dress or even something in theme with your challenge e.g. Arabian Nights for a Sahara trek, or Bollywood for an India challenge etc.

#### Tupperware/ Ann Summers/ Body Shop / pamper party

Ask your local rep to hold a party and sell tickets to attend. You could also ask if the rep would consider offering any prizes or incentives to support your fundraising. E.g. if over £100 is raised, the rep will put everyone into a prize draw to win something, to be announced on the night.

### Food and drink ideas

#### Lunch and coffee money

Why not make lunch for work instead of buying it and donate what you would normally spend to your fundraising total. If you are partial to a speciality coffee or hot chocolate, why not brew your own and bring it into work in a flask and donate what you save on hot beverages to your fund.

#### Nights out money

If you regularly go on nights out to the cinema, restaurants, pubs or clubs why not take a weekend off and contribute what you would normally spend on your night out to your fundraising total.

#### 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.

#### Masterchef or Bake-Off challenge.

Ask friends or family members to use a set selection of the same ingredients and to come up with the most attractive dish to win a prize.

#### Pizza night

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!

## Fundraising tips and hints

### Local restaurant night

Contact your favourite local restaurant ask as if they can provide a simple set menu for you for £15. Sell tickets for £20 to £25 to family and friends. Ask the restaurant which nights are generally quiet and if you can fill the restaurant that night, everyone wins! You could also ask if they would be willing to add a small mark-up to drinks sales, say 25p per drink, which goes towards your fundraising total.

### Cheese and wine or wine-tasting evening

Sell tickets for a fun wine-tasting or cheese and wine evening at your home. Some wine merchants offer this as a service in your home (e.g. Waitrose, A Grape Night In, Pieroth etc.). Also check Groupon for local deals.

### Curry night

Hold a fundraising meal at home – sell tickets to family and friends £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 would like to play chef for the night. You could also contact local colleges or culinary schools to invite students to host a meal for you.

### Cake sale or coffee morning

Bake or buy your cake(s) and sell treats for £1-2 each. You can also ask people to donate baked goods for you to sell. Invite friends, family and colleagues to attend and make it a regular occurrence so people look forward to it.

## Fitness and sporting ideas

### Push up, squat or lunge challenge

Ask competitors to pay £2 then film themselves doing as many of the exercise as they can. The most repetitions completed wins a prize. A great way to keep the whole family entertained and fit! If you want to make it tougher, why not try a 'Bring Sally Up' challenge. Play the song 'Flower' by Moby and when the lyrics say, "bring Sally down" you will start your rep, such as a squat or press-up, then complete the rep when the lyrics say "bring Sally up", e.g. standing up from squat position or pushing up with a press-up. In the gaps between those lyrics you must hold the position. Continue until the song ends or you can't do any more!

N.B. Please ensure this is done safely and after taking advice from a personal trainer or doctor.

### Organise a sweepstake for a sporting event.

Ask everyone to donate and get them involved in your fundraising.

### Virtual Challenges

Sign up and take part in a virtual challenge from the comfort of your own home. Get sponsorship for climbing the equivalent number of steps it takes to get to the top of the Eiffel Tower or cycle the distance from Land's End to John O'Groats on your exercise bike. Run a 10k – on your treadmill, march the length of the Coast to Coast on the spot, hold a sports relay in the garden or bounce on a trampoline non-stop for a few hours. The possibilities are endless and it's a great way to get some training in too! Why not do a team challenge and invite friends or family members to place bets on who will complete the virtual challenge first or invite friends and family members to 'race' you after paying £2 to enter. You could also ask people to sponsor you 50p per 1000 steps.

### Online Zumbathon

Host a virtual zumbathon from your living room. Live stream your event and get people to donate to join in or watch!

### **Play virtual playground tig**

Who didn't love a game of tig in the playground when we were kids? Encourage your followers to play online by donating £5 and tag five of their friends to do the same. TAG you're it!

### **Cycle or walk to work**

Work from home, walk to work or cycle and put the money you would otherwise spend on transportation towards your fund - and reduce pollution at the same time!

### **Sporting events**

Hold a five-a-side football/netball tournament, go ten-pin bowling, or even crazy golfing!

## **Educational ideas**

### **Master classes**

Give online classes in something you are good at e.g. photography, cookery, languages.

### **Online tutorials**

Find someone else who is willing to donate their services for an evening to host an online tutorial. For example, a beauty therapist could host a live make-up tutorial, a baker could show people how to decorate cupcakes.

## **Games of chance and gambling ideas**

### **Lucky dip/tombola**

Gather prizes from local businesses, collect unwanted birthday and Christmas presents, and have an "instant raffle". Write the name of each prize on a piece of paper and put this into a sealed envelope with a number on. Sell the numbers and win a prize every time. The higher the value of the items, the more you can charge to enter.

### **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.

### **Bonus ball lotto**

People pay £2 to select a number between 1 and 59, and if that is drawn as the UK National Lottery Bonus Ball, the person who has chosen that number wins the prize pot (excluding a 50% charity donation).

### **Online quiz and raffle night**

Host an online quiz and a virtual raffle. This is great for involving friends and family from further afield or even just a fun evening on a rainy winter's day. Set strict rules on not Googling the answers!

### **£5 draw**

Each person paperclips their name to a £5 note and one is picked out of the pot. The winner gets 25% of the total, the runner-up gets their £5 back and the rest goes towards your fundraising total.

### **Balance 20p on a lemon floating in water**

This is a lot more difficult than it sounds. Place a lemon in a container of water and ask people to balance a 20p coin on it and they will win whatever has fallen into the water. It looks so easy that some people try it multiple times!

## Fundraising tips and hints

### Lotto

Collect £1 from everyone who wants to take part, collate the names and enter them into an electronic draw to pick out a random winner! Remember to ensure you are abiding by lottery guidelines.

Remember to stay within the Gambling Commission guidelines. Visit <https://www.gamblingcommission.gov.uk> for details.

## Games of skill ideas

### Virtual scavenger hunts

You don't have to leave your house to take part in an online scavenger hunt. Create a list of items (for example, a seashell, a blue teacup, yesterday's paper, a jigsaw piece) that participants must find within their homes within a set amount of time. They then share photos with other treasure hunters. You can host this as a live event – with people paying to enter a private Facebook group and release an item every 5 minutes. Or you can release the whole list and the winner is the person to 'collect' all items first.

### Online treasure hunt

Plan a virtual route. Give out directions at the start as cryptic clues that must be solved using Google Maps in order to find the next location. People pay to play, and the winner is the one to finish first. Be creative! Your clues can be all over the world.

For example, start in London. Clue 1: Let's get started, keep an eye on the time. I'm the subject of a nursery rhyme. Answer: London Bridge. Clue 2: From this bridge you will find, this majestic ship that's not Drake's Hinde. Answer: HMS Belfast. Clue 3: A doomed ship started life here but where was it supposed to end up? Answer: The Titanic's destination was New York. Etc.

### 'Real life' treasure / scavenger hunt combo

Plan a route to be followed and give out directions in the form of cryptic clues that must be solved. You could ask competitors to find things (for example a seashell, yesterday's newspaper, a pinecone etc) en-route to add interest. The winner is the first person to finish/ find all the clues. Add a prize for the winner as an incentive.

### Jailbreak

Teams have 8 hours to get as far away as possible without spending money or doing anything illegal! Teams pay an entry fee and can also raise sponsorship (and or have people place bets on who they think will win!). Award prizes for the best fancy dress, team that gets furthest away etc.

## Sales and entrepreneurial ideas

### eBay auctions or Facebook Marketplace

Make use of a rainy weekend at home and have a Marie Kondo day, where you sort through your belongings and decide what you can give away or sell. List the items on eBay or Facebook Marketplace.

### Car boot sale

Book a pitch for a car boot, tabletop or craft sale – sort through your belongings to find items to sell and ask friends and family to donate things to you too.

### Run an auction of promises

Think about what services or skills you could offer people e.g. babysitting, washing cars, hairdressing, gardening, photography, decorating, DIY, driving someone to the airport, portrait painting etc. and put these services up for auction. Do you have friends with skills? Ask if they would offer their time or skills for you.

## Fundraising tips and hints

### Supermarket bag packs and collections

Speak to your charity representative as the charity may have an existing relationship with a local supermarket or store. If they don't, the charity may be willing to introduce the idea to the supermarket on your behalf. Bag packing is a simple way to fundraise. Stand at a till and offer to pack people's shopping in exchange for a donation. You can also do a bucket collection to get loose change from people passing by. It is worth being flamboyant enough to make people notice you. Fancy dress can be one way to draw attention however don't be obtrusive or harass people.

### Cinema collection

Contact your charity representative to ask if they have any relationships with your local cinema to request standing in the foyer in fancy dress (something eye catching or connected with the latest blockbuster), holding a collection bucket with a sign saying explaining what you are fundraising for. Many cinemas offer half price deals through third parties (e.g. Meerkat Movies or Groupon), or have special off peak ticket deals, so people may feel more generous on certain days! Get a friend to help you in a joint effort and you can cover all the cinema doors and catch the highest number of people as they come in or go out.

### Local businesses

Local shops, cafés, libraries, pubs, restaurants and bars may be willing to collect donations for you or offer you raffle prizes, particularly if you have a link with them – i.e. you are a regular at the café or volunteer at the library etc. Offer to host a presentation for them about your challenge to gain more support or do this on your return.

## Workplace ideas

### Match-funding

Many employers and organisations are members of a matched funding scheme, where they will match the amount raised by an employee (or a friend or relative of an employee) for charity; ask them to match the amount you have raised. 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 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

### Office tuck shop

Buy multi-packs of chocolate bars, crisps and sweets to sell to your colleagues. Charge them a bit more than the usual retail price. It saves everyone a trip to the shop and supports your fundraising event!

### Dress up/down day

Ask your employer if you can hold a dress down or dress up day with colleagues paying £2 or more for the privilege. Offer a prize for the best dressed.

### Spread the word

Make your colleagues aware of your fundraising efforts (including your dress up/down day, and bake sales and so on) on your staff notice board, intranet or even ask if you can be featured in a newsletter or publication.

## Asking for support

### Flash fundraising

If you are having to cancel an event hold a flash fundraiser to start and end at the time you were meant to be hosting the event. Get your guests to donate online instead.

### A birthday, anniversary or Christmas card amnesty

Ask your friends to send you a small donation instead of a card or present.

## Daring ideas

### The ice bucket challenge is a classic

Why not come up with a new challenge that is just as daring!

### Sponsored head shave or leg/chest wax

A traditional fundraiser that always drums up support. Why not live stream to your followers while you are getting it done!

## Other sources of publicity and support

### Local groups

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 on your return and it will show them who benefited from their support and may encourage others to also take part next time.

### Contact the press

Press releases to local newspapers are a great way to advertise your fundraising efforts for your 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.

Approach your local radio station and try to persuade them to give you some airtime. 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 is 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.

## General tips

### Keep in touch

There is nothing stopping you from making phone calls or sending emails, texts or letters to let people know what you are up to.

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.

## Fundraising tips and hints

Use your contacts 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 to create less daunting figures. *See page 11 for an example.*

Make a list of all the people to contact, the digital events you would like to hold and the sponsored activities you could do well in advance. Fundraising usually takes several months! Allow plenty of time to raise your sponsorship; it will be less stressful this way.

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 do. Some ideas work, others might not, you'll know which ones to avoid next time

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

Be creative! Hold events that draw attention to you and your goals – it's then much easier to get publicity from companies and local press.

### **People follow the leader**

Try to have one or two 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 are asking for donations, a specific request will give a benchmark to your donors.

### **Combine and conquer!**

Try to combine more than one fundraising idea at one event. For example, hold a raffle during your online quiz night, or shave your head for a fitness challenge! Combining multiple elements to your fundraising event saves time and raises more money.

### **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.

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

This is more likely to help initiate a response even if it is an apology. Remember, making awareness about your charity is a big part of what makes fundraising so important.

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

You are asking them for support so make sure you are courteous and polite.

### **Focus on why you are doing it**

A huge desire to help people less fortunate than ourselves will bring in donations so share your story and explain what your motivations are. Include an emotional story and relevant imagery. Explain how your trip will impact the local economy in a positive way both through the charity and abroad.

### **Keep on going!**

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

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

Keep details of everyone who has supported you and remember to thank them for their time, sponsorship and prizes etc. It does not have to be complicated or costly – send photos from your fundraising event, let them know how much the event raised and how their support helped achieve that. When you return from the trip offer to give a talk to any organisations who supported you.

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 and the online fundraising events you'll be hosting.

### **Take a sponsorship form wherever you go**

You never know who might be willing to sponsor you!

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

See the online fundraising section for more ways to take immediate donations.

## Fundraising breakdown

When faced with a seemingly huge target it is easy to become overwhelmed and concerned about hitting the target. The secret to successful fundraising is to start early, make plans and consider the target in smaller, more manageable chunks.

Planning fun events your friends, family and colleagues can get involved in is one of the best ways to reach your fundraising target quickly and effectively rather than simply asking for sponsorship.

You can see from the spread sheet below how easy it is to raise a significant amount of money just through a few simple events.

### Events/activities

Event	Funds raised
4 cake sales at work	£50 a time = £200
BBQ and raffle	£500
Sponsored head shave or leg/chest wax	£200
Pub quiz night	£500
Online auction / auction of promises	£200
Sports sweepstake	£50
Ask 10 friends to raise £50 for you	£500
Bonus Ball lotto (5 weekly draws)	£295
Donations from friends/family	£150
4 bag packs at supermarket	£50 a time = £200
Halloween or Christmas event	£250
Car boot sale	£150
Make lunch instead of buying it for a month	£100
Easter Egg Raffle	£100
Collection bucket at local pub	£100
Virtual scavenger hunt or treasure hunt	£100
Dress down at work day	£50
Match-funding	£1,000
<b>TOTAL</b>	<b>£4,645.00</b>