



how to
fundraise
for your
community
project or
event

a **CNet**
guide for
voluntary and
community
groups



CNet
EMPOWERING
COMMUNITIES

Contents

Fundraising: the Basics	page 2
DIY Fundraising	page 3
General Advice	page 4
Expenditure	page 4
What about the Cake Stall and the Quiz Night	page 5
Fact Sheets	page 7
Fundraising and Sponsorship	page 17
Sources of Funding	page 20
Main Sources of Funding	page 21
CNet	page 23

Fundraising – The Basics

Fundraising can be fun - it often isn't. But it's not something you can ignore - getting the money to do what you want to do is a central part of a group's activity. If everyone takes it seriously, thinks about getting money well in advance of needing it, then puts some time and effort into getting it, the chances are that you will find yourselves with the money and the time to get on with the real work.

Before starting off any sort of fundraising effort, you will need:

- ★ A clear idea / vision of what your group's future plans are, and what resources you will need to carry out your plans.
- ★ Accurate prices / costings for everything you need.

An idea of what skills you have in your group that could be useful for fundraising.

- ★ Imagination – new ideas, seeing different possibilities.
- ★ Good head for figures – managed your own budget (never skint).
- ★ Good organiser – practical (arranged parties).
- ★ Gift of the gab – talk your way out of or into any situation.
- ★ Friends in useful places – but of course you wouldn't use them.
- ★ Etc...

A fundraising group – much easier, and more effective than leaving it up to one person.

Ask around your club. Whose parent is famous or well-off or well-connected? Ask your staff, management committee, coaches, volunteers. Produce a 'shopping list' for the ideal fundraising committee and try to recruit it. For example, you may want:

- ★ 1 lawyer (to provide services free of charge).
- ★ 1 accountant (ditto).
- ★ 1 prominent local businessperson (to raise money from colleagues in local businesses).
- ★ 1 local councillor (to lobby the local authority).
- ★ 1 events organiser.
- ★ 2-3 members of the club.
- ★ 1 person to chair the committee.

Alternatively, you could ask famous people if they want to be presidents or vice-presidents of the appeal. Presidents are usually 'figureheads' who add credibility to the appeal and feature on the letterhead. However, they would only usually expect to make three or four appearances at key points in the appeal (e.g. to open an event, present some awards, receive a significant cheque).

The trick with getting outside people in is to make sure you get what you want from them. There is no point asking the local Olympic champion to make six appearances in aid if the appeal only to find out that he/she keeps letting you down at the last moment, or (b) he/she charges you a fortune for each appearance.

The first case severely annoys your sponsors and those attending the event; the second case lands you with costs that you didn't expect, and which may even wipe out the event's surplus. When formally inviting people onto the committee, make it clear in the letter what you expect from them.

Also, avoid the temptation to go for too large a committee. It may be that the committee as a whole never or rarely meets. If you have busy people they do not have much time; get the best from them.

An organised system for your fundraising

Regular meetings, decisions written down with a note of who is to carry out those decisions, files and records. This need not be very formal or time consuming, but the biggest time-waster is not getting organised in the first place!

A plan of how you are going to fundraise to get the resources you need with the minimum amount of effort

If you are going to apply for a grant you need to be clear about the grant-makers timetable, to make sure it fits in with yours. The same applies to fundraising from the public – everything takes time to arrange, so think well ahead.

DIY Fundraising

There are lots of groups out there, all trying to raise enough cash. Planning well and using your imagination will pay you dividends.

Think before you fundraise

A lot of time, energy and heartache can be saved by planning ahead. Make sure you can answer some basic questions.

- ★ How much money do we need?
- ★ When do we need it?
- ★ What do we need it for?
- ★ Is this the best way to raise this amount in this time?
- ★ What resources will we need – equipment, skills, volunteers?
- ★ What are the legal requirements?
- ★ How much will our fundraising cost us? Will their be enough profit?
- ★ What are the risks – weather, etc, - and how can we manage them?
- ★ What else is going on locally for help/advice?

Be daring – and careful

Encourage new, wacky fund-raising ideas, but before you go ahead think carefully about every possible problem. If you can't think of reasonable safeguards, move on to a new idea or try to adapt the original one to make it more manageable. Remember – your responsibility doesn't stop where the legislation stops.

Use your members/volunteers

Everybody has different skills, experience and interests. Your fundraising will be most effective if it uses your groups particular skills in the best way possible. Why not ask people what skills they have? You could be surprised by the answers!

Keep a good eye on the money

Many groups go on year after year making fund-raising efforts that cost, rather than raise, money. For example, if you run a regular cake stall but don't, or can't, charge enough for your produce, you could find out when you have done all the sums that your group would make more money if everyone just donated the cost of making the cakes directly into the funds. If you don't set a budget for your fund-raiser, you could find that well-meaning volunteers have spent your profit before you even make it.

Start a Fundraising Group

This is a small sub-committee (members from your main committee) that can take over the day-to-day fundraising tasks. Don't leave it all up to one person – even a Saint soon gets fed up, and when they leave, their skills, knowledge and contacts leave with them.

Get organised

Keep written records of who, is doing or has done, what. Have regular meetings to check progress. Make sure everyone knows what to do, how and by when. Have a checklist of important jobs, and keep it updated.

Produce good quality, targeted promotional material

We are all used to glossy, well-produced advertising nowadays, and yours will be a lot more effective if you produce it to the best possible standard (but watch the cost).

Use a style that will attract the people you expect to be interested in your project – bright colours for children, etc, and make sure it will be seen in the right places. Promotional material that is not targeted in some way is almost useless.

Use your contacts

If you have contacts with local sports or hobby groups, there are lots of ways you can use them. For instance, a local Martial Arts group could do a display at your Fete, or provide a lesson in self-defence as one of the items in a Pledges Auction.

You may have someone in your group who is in contact with a local bigwig or celebrity. These people are used to being approached by people wanting help, so as long as you are polite, sensitive and reasonable in your requests you may attract their support.

General Advice

So what do you do?

The first thing is for the group (not just the treasurer) to make a shopping list of everything you might need. This may turn out to look like a budget for the next financial year, but it is not necessarily that.

Items might include:

- ★ rent of a building.
- ★ rates and insurance on a building.
- ★ money for electricity, phone.
- ★ wages or expenses for volunteers.
- ★ cost of publicity material.
- ★ cost of equipment.
- ★ hire of a hall or room.
- ★ cost of stamps and stationery.

Work out what each of these is going to cost and add it all up. It's then a question of deciding who to go to for what. In general if you want:

- ★ salaries and running costs you should look to statutory sources of money.
- ★ for one-off items of equipment try trusts or companies.
- ★ and you'll almost certainly have to fundraise yourselves as well, which can be used as match funding, showing that you have made an effort to contribute.

Plan ahead

Whatever you do will probably take longer than you imagined. Some statutory grants and other schemes happen once a year and you may need to start planning 18 months in advance. Some trusts only meet once a year. Think ahead. If you're going to go carol-singing round the pubs at Christmas, don't start planning it in mid-December.

Be realistic

It may be better to grow slowly and develop in the direction you want rather than go all out for any money that's around and find yourselves having to cope with a whole lot of bureaucratic red tape in a game where someone else always makes the rules.

Keep records

Keep a note of which bodies you've approached, when you approached them, and what the result was. Then you'll know who to go back to, and when. And if the person in your organisation who has been writing the letters leaves the group, they don't take with them - filed in their head but nowhere else - the only copy of all the precious information about grant-givers that you've built up.

Say thank you

If you do get help from someone, thank them. Send them your annual report or press cuttings, tell them what you've done with the money, invite them to come and see what you do, invite them to your Christmas party - whatever seems appropriate.

Expenditure

You, or someone else in your group will need to have basic accounting skills just as you might have for running a small business or shop or even for keeping on top of how you get money and then save, borrow and spend money in your household.

When making an application for funding you will need to convey confidence in your ability to handle money.

You need to be clear about the difference between the following so that you categorise your expenditure correctly and check that it fits the funding criteria of funders.

Capital Expenditure is for items that hold their value as assets and could be sold in the future. This includes land, buildings, renovation, vehicles, computers, photocopier, tools, equipment and furniture.

Revenue Expenditure is for ongoing spending. This includes salaries, bills for services such as telephone, gas, electricity, rent, stationery and other consumables.

Project Expenditure covers all the costs involved in the project for which you require funding. Remember to include revenue expenditure for administrative costs as a proportion that the project will provide of the total expenditure of your organisation as well as any specific costs of extra salary, office accommodation etc. needed specifically for your project. Even if you are willing to contribute administration or other items to your project yourselves it needs to be explicitly costed and then this can be used as your contribution to match funding for the project.

If you do not adequately fund the true cost of your project, the more successful you are the more it could be costing you above the funding you have applied for. This could use money from any core funding you may be getting and/or involve the risk that you will fold because you are going into debt. This serves no one - you, your clients or any employees you may have. There is a difference between being cheap and being under priced; being expensive and being overpriced. While funders do not want to fund extravagance and waste, neither do they want projects they are funding to fail to deliver or financially collapse. That is why funders want detailed and realistic funding proposals.

Some funders will only fund capital expenditure. Some will not fund revenue but will fund projects. So you may have to plan your core work around a project to satisfy a funder if you need to get money for revenue expenditure.

You can get help with this from your local CVS. To contact Bradford CVS: 01274 722772, Keighley's VS: 01535 66528, Bingley VA: 01274 781222, Shipley CVS: 01274 580186 and Ilkley CVS: 01943 603348.

You can get training in funding related matters from Fit 4 funding and from bfunded (www.bfunded.org.uk), contact them either by ringing 01924 239063 or their website is www.fit4funding.org.uk

What about the Cake Stall and the Quiz Night?

You can still raise funds with more traditional

methods such as cake stalls, fairs, quiz nights, etc, otherwise known as Special Event Fundraising. Many groups do raise funds successfully in this manner although they generally require much volunteer input and good planning.

If you want to make money from Special Events you need to be clear that this is the main purpose and plan accordingly.

The list that follows can be used as a starting point for developing your own ideas:

- ★ **Art Show** – of friends work or pictures on loan.
- ★ **Karaoke** – see fact sheet.
- ★ **Afternoon Tea** – see fact sheet.
- ★ **Apple Bobbing** – great fun for kids.
- ★ **Knit** – put your needles together and knit garments to be sold at fete's and Xmas bazaars.
- ★ **Knockout** Darts, pool or snooker tournament.
- ★ **Auction of Promises** – people offer goods or services to be auctioned (e.g. cleaning a car, chauffeur for the day, decorating a room, etc).
- ★ **Lotteries**
- ★ **Babysitting**
- ★ **Market Stall**
- ★ **Balloon Races**
- ★ **Memory Meal** – transport yourself back to the 60s, 50s or the 40s. Dress in the style of the day and try and cook some dishes of the day.
- ★ **Bed Pushing Marathon** – sponsored.
- ★ **Music Galas**
- ★ **Benefit Performance** – see fact sheet.
- ★ **No Smoking Week**
- ★ **Bike Rides**
- ★ **Non Uniform Day** – for kids at school.
- ★ **Bingo**
- ★ **Old Gold** – send us your old and broken jewellery for our old gold appeal.
- ★ **Book Sales**
- ★ **Onion Peeling Competition**
- ★ **Bring and Buy Sale**
- ★ **Outgrown Exchange** – a sales of children's clothing.
- ★ **Bungee Jumps**
- ★ **Pantomime**
- ★ **Cake Auctions**

- ★ **Pennies** – children make a pile or a mile of pennies.
- ★ **Carnival**
- ★ **Plant Sale** – next time your planting seedling's or taking out cuttings why not double the quantity and have a plant sale later in the year.
- ★ **Carol Singing**
- ★ **Ploughman's Lunch**
- ★ **Car Boot Sales**
- ★ **Poetry Recital** – get people to read their own.
- ★ **Car Washing**
- ★ **Pot Luck Supper** – where every participant brings either a savoury, salad or sweet dish and their own drink.
- ★ **Charity Ball**
- ★ **Pudding Party** – see fact sheet.
- ★ **Cinema Screening**
- ★ **Quiz Night** – see fact sheet.
- ★ **Cocoa Cabana Evenings** – see fact sheet.
- ★ **Race Night** – see fact sheet.
- ★ **Coffee Mornings** – see fact sheet.
- ★ **Raffles** – see fact sheet.
- ★ **Concert**
- ★ **Swear Box**
- ★ **Dances** – organise a disco, rave, ballroom or salsa evening.
- ★ **Slim** – why not raise the money while you lose the pounds.
- ★ **Dinners**
- ★ **Street Collections**
- ★ **Dog Walking**
- ★ **Stalls at Fetes**
- ★ **Duck Race** – see fact sheet.
- ★ **Safari Supper Party** - see fact sheet.
- ★ **Dutch Auction** – see fact sheet.
- ★ **Scrabble Competition**
- ★ **Easter Egg Hunt**
- ★ **Shave off** your beard or flowing locks.
- ★ **Exhibition** – get local artists (wood turners, jewellery, nick nacks, paintings etc) to hold an exhibition of their work.
- ★ **Sherry Evening** – sell tickets for an evening in your own home. Included in the price is one glass of sherry but further glasses are by donation only.
- ★ **Expeditions** – sponsored treks along coastlines or up mountains.
- ★ **Swimming** – kids and adults can do sponsored distances.
- ★ **Fashion Show** – large firms like M&S and Debenhams sometimes choose a local charity to be the recipient of money raised. Smaller shops with local reputations may also be happy to support events.
- ★ **Sports Events** – persuade a sports club to have a charity day. People could pay to enter a competition, or pay to play against a professional or celebrity.
- ★ **Fast Party** – see fact sheet.
- ★ **Talent Competition**
- ★ **Festivals** – craft and drama, etc.
- ★ **Tennis Evening** – you keep going...your opponent changes.
- ★ **Fishing Tournament**
- ★ **Theatre Preview** – could your local theatre be persuaded to do a preview for Alzheimer's?
- ★ **Flag Days** – see fact sheet.
- ★ **Treasure Hunt** – get some prizes donated and organise a set of clues leading people from one location to another. All participants pay a fee to enter.
- ★ **Flower Shows**
- ★ **Variety Show**
- ★ **Football Match** – collections at half time.
- ★ **Walk**
- ★ **Fun Day** – see fact sheet.
- ★ **Whist Drive**
- ★ **Fun Runs** – you decide the venue and the distance.
- ★ **Wine Tasting**
- ★ **Gardener's Question Time** – see fact sheet.
- ★ **World Meal** – have a Indian, Caribbean or Australian meal at your home for your friends and family. Get everyone to dress up and charge a entrance fee.

- ★ **Garden Party** – held in your garden with stalls, games, raffles and refreshments.
- ★ **Xmas Card Sale**
- ★ **Garden Open Day** – see fact sheet.
- ★ **Xmas Bazaar**
- ★ **Good As New Sale** – quality jumble!
- ★ **Yoga Marathon** – only for the very supple.
- ★ **Half Marathons**
- ★ **Halloween Party**
- ★ **Hat Sale** – get everyone to donate their old hats and then come and buy a new one.
- ★ **Individual Gifts** – gift day, pledges, an hours pay, donations, etc.
- ★ **Jam Making**
- ★ **Jelly Eating Competition** – great fun for kids.
- ★ **Jumble Sales** – see fact sheet.

Fact Sheets

■ Organising afternoon tea or coffee mornings

Resources:

You will need:

- ★ Tea or coffee! (and maybe some biscuits or cakes).
- ★ Invitations.
- ★ Guests.

Timing:

- ★ The afternoon tea or coffee morning can be run at anytime that is convenient for you.
- ★ To make sure that everything goes smoothly (your chosen guests are available etc), plan the event about four weeks in advance and send out your invitations about three weeks before the chosen day.

Venue:

- ★ The best place for afternoon tea or a coffee morning is in your own home or garden – this saves any costs being incurred by using another venue. However, if someone offers you a suitable alternative venue for free – why not use it?

Fundraising:

For fundraising purposes we suggest that these events are arranged in the form of a fundraising pyramid. Invite eight guests to your event. Distribute this fact sheet to each guest and ask them to hold their own coffee morning or afternoon tea for an additional seven people. These guests will in turn arrange a similar event for six people, and so on, until the final series of coffee mornings or afternoon teas are held for just two people.

Publicity:

Although not vital to the success of your coffee/tea pyramid, any publicity that you can get will help your organisation and could encourage other people to start their own pyramids.

The coffee morning pyramid could attract a reasonable amount of press from local newspapers.

How will my afternoon tea or coffee morning make money?

Your afternoon tea or coffee morning will make money by asking your guests to make a small donation. Ask each of your guests to donate for example £2. They can then ask each of their guests for a similar donation, and so on. In this way, the pyramid has massive fundraising potential.

Hosts	Guests	Contribution	Sum Raised	Running Total
1	X8	=8@ £2	£16	£16
8	X7	=56@ £2	£112	£128
56	X6	=336@ £2	£672	£800
336	X5	=1,680@ £2	£3,360	£4,160
1,680	X4	=6,720@ £2	£13,440	£17,600
6,720	X3	=20,160@ £2	£40,320	£57,920
20,160	X2	=40,320@ £2	£80,640	£138,560
40,320	X1	=40,320@ £2	£80,640	£219,200

An entirely perfect pyramid like this is probably very unlikely to happen! But even if it gets a bit wobbly here and there (e.g. one guest doesn't turn up, or a host charges £1 instead of £2) it doesn't matter, as every coffee morning or afternoon tea that takes place will help swell funding!

To add interest to your event and increase the funds raised, you could include a small raffle, a 'bring and buy' sale or a 'guess the weight of the cake' competition.

■ **Alternative Cocoa Cabana Evening!**

If you fancy a change from coffee morning or afternoon tea, why not have a Cocoa Cabana Evening? It can be run in exactly the same way – you just invite people around in the evening instead.

Ask people to arrive at about 9 O' clock for a really sin laden cup of cocoa. Make sure you have some squirry cream and a selection of toppings to create their own Cocoa Cabana extravaganza!

For example why not try

- ★ Grated chocolate.
- ★ Desiccated coconut.
- ★ Hundreds and thousands.
- ★ Mini marshmallows.
- ★ Chopped up Mars Bars.the list is endless!!

And why not be really naughty and use up some of those liqueurs from the back of your cupboard which only come out at Xmas.

■ **Organising a Benefit Performance/Show**

Local art centres, cinemas, amateur dramatic groups, orchestras, bands and university drama clubs put on a vast array of shows each year. By tapping into their efforts and audiences, you can raise funds and increase awareness of your group. Whether you are approached by an organisation offering benefits or you are doing the asking, the following points may be useful!

Resources:

If you are being offered a benefit performance it is essential to establish exactly what the offer entails and whether you have the resources to exploit it fully. For example, will you have to guarantee the sale of a certain number of tickets or underwrite any costs? Will the organisation concerned run a box office for you or will you have to sell the entire house? Always get any agreements in writing.

If you yourself are going to organise a show, and it is going to be quite a large affair then you should form a committee of volunteers so that all the work can be delivered between you all.

Timing:

Decide what date you want the event to be held, and try to discover other events on your proposed date, which may clash.

Then work out a timetable of tasks, working backwards from the date of the event. This should make you realistic and help to prevent hiccups. Keep everyone well informed of what needs doing when.

Decide who should be invited and how many people need to come. Ideally, allow, at least six weeks to sell tickets.

Publicity:

Publicity materials such as flyers, posters and booking forms will be needed. The organisation putting on the benefit may cover these costs. If not, sponsorship should be sought. Do not run up huge costs yourself unless you are positive you will make a profit. Remember that costs always seem to escalate.

You may be able to find a volunteer who has access to desk top publishing software who could design the posters or flyers for you – it saves time and money!

For PR advice please see our separate fact sheet but try and get the support of your local newspapers. Flyers and posters can be distributed to shops, hotels, local cinemas, art centres, universities, schools, local film societies, libraries, local businesses, etc.

Get all your friends and family to help. Most independent radio stations also have a free listing of all local charity events.

How it makes money:

Ticket sales minus hire fees, print and any box commissions. You need to decide how much you are going to charge people as you want to make money but don't want to frighten people off with large admission costs! The group doing the performance for you should have some idea of ticket prices.

If your venue is suitable, have a reception before or after the performance and charge a premium price for entrance. This need last no longer than half an hour and is an additional source of income.

Optional add ons:

During the evening you could organise various fundraising activities, for example:

- ★ The reception could include a raffle and auction. Invite local celebrities or VIPs to add a bit of glamour.
- ★ If time and money allows, a programme can be produced for sale on the night.
- ★ Ask the organisers if you can do a collection either inside the venue during the interval or in the foyer at the end.
- ★ Local businesses should be approached to sponsor the printing, buy advertising space in the programme, and provide reception drinks and catering.
- ★ If you are unable to get refreshments provided sell tea, coffee, ice creams or strawberries and cream during the interval.
- ★ If you want to sell alcohol you will need to get a licence from your local authority.

■ **Organising a Duck Race**

A Duck Race is when numbered plastic ducks are sold, say at £1 each, to members of the public and are raced from point A to B on a river (running water) with prizes for the backers of the first ducks to pass the winning post. They are very easy to organise and can make a lot of money. They also attract a great deal of attention, which means lots of publicity for the group.

The Venue:

You need to find a stretch of fairly fast running water, in a central location, in an area where the public can gather to watch. There must be easily identifiable start and finish points and the safety of the watching public, especially children, should be of paramount importance.

Once you have decided on the venue then decide on the date (checking carefully so as not to clash with other local events/inappropriate days etc.

Essentials:

You will need:

- ★ A large quantity of numbered plastic ducks (one for every ticket sold). Try and buy in bulk from a toy store.
- ★ People to sell numbered tickets, both in advance and on the day itself.

★ Attractive (preferably donated) prizes. Local shopkeepers are often generous – particularly if their gift is acknowledged on the ticket.

★ Volunteers with canoes (a) in case the ducks need some encouragement to move along, (b) for the winning ducks to be identified, and (c) for all ducks to be rescued from the water at the end.

Tickets:

Have an attractive ticker designed for free if possible, by a friendly student from the local art college or gifted friend etc. Printed tickets must include on them the:

- ★ Date and time of the event.
- ★ Name of the charity.
- ★ Charity's registration number (and logo if possible).
- ★ Name and address of the promoter of the event.
- ★ Name of the local authority which has issued the licence.
- ★ Price of the ticket.
- ★ Where the event is being held.

Find a printer willing to print the tickets for free – or at a good price.

Time needed to organise:

Make sure you leave enough time to plan the race day. Printing tickets, buying large quantities of ducks, gaining permission from local authorities, getting prizes donated and publicity, etc, all takes time. Give yourself at least six to eight weeks.

Publicity:

Begin your promotional programme (advertising and selling tickets) at least six weeks before the event. Try and get a local celebrity (e.g. MP/mayor/star in local theatre production) to start the race and exploit the resulting publicity.

Line up TV/local radio/locals papers to promote beforehand and be there on the day. And ensure maximum publicity on the day with banners, posters, leaflets, badges and T-shirts.

Legalities:

You will need to get permission from the land owners to use the water and banks.

You will need a licence from the local authority under the Lotteries and Amusements Act.

- a) in order to sell tickets in advance of the date.
- b) In order to be able to sell tickets in town on the day.

Optional add ons:

You could have a few different coloured ducks and sell them to local celebrities (at a higher price?). this will spice up the race itself on the day, and give more publicity angles in advance.

Run a raffle or guess or guess the name of the big cuddly stuffed duck. Try and get one donated.

Remember!

To thank everyone who helped in anyway. Then they will help you again next year!

■ **Dutch Auction**

How does it work?

The auctioneer offers items for sale as in a conventional auction. At the first bid he/she will start a timer which is kept secret from the audience. The first bid will come in at, £1.00. A steward will make a note of who made the bid and collect the money afterwards. The next bid may be £1.50 and the steward will note down 50p to that person; this being the balance to make up the £1.50. the next bidder might bid £2.25 but will only have to pay 75p and so on. The bidding continues until the timer rings and stops the bidding. The person making the last bid has the goods. The timer ensures that people will not wait around for ages to make a bid ensuring that the bidding is frenetic and the atmosphere is tense.

You may need to prepare a photocopied sheet explaining how the auction works. Usually a Dutch Auction takes place as part of another event; perhaps a dinner, wine and cheese party or maybe an art exhibition.

Expected return:

Your expected return will depend largely on the size of your audience as well as the quality and popularity of the goods. A large event could make £1,000 or more.

Getting started:

You can auction anything in a Dutch Auction. For smaller auctions people could donate plants, cakes, homemade jams and fudge. A local artist could offer an original piece of artwork. The local restaurant could donate a free meal or someone could donate some babysitting or a few hours of

gardening. For larger auctions try approaching non-chain stores for donations or ask a holiday company for some support. All auctions should include plenty of smaller goods so everyone can join in the fun.

You should maybe get together a small committee to delegate special duties – such as collecting the goods to auction or the publicity.

The Venue:

Preferably pick a venue with a stage if not you will need a podium of some sort. A local school may donate their hall for an evening. You will need lots of chairs for the audience and a room displaying all the items to be auctioned.

Ensure there is enough space for parking.

Publicity:

You can either advertise to the general public or send invitations. Send press releases to newspapers, radio even television. Obtain a logo from national office fundraising for use on publicity materials.

For large auctions maybe try and enlist the help of a VIP to help with attracting people to it.

Tickets:

Tickets can be free or paid for but you do need them, if only to work out how many people are coming. If you print catalogues before the event they can be sold as tickets or numbered (to hold a raffle) or be used to sell advertising space to raise more funds.

Remind people on their tickets to bring their cheque books or plenty of cash.

On the day:

Set out the hall like a theatre, and place all the lots with lot numbers in a separate room for viewing. The auctioneer starts the bidding as described and stewards bring the lots forward when appropriate. The more persuasive and charismatic the auctioneer the better – a well known character should be able to persuade everyone to bid for something no matter how small.

Arrange for the steward to make a record of names and amounts so amounts can be collected afterwards. Put a couple of really short times in to project some excitement whenever you feel interest is flagging. Save the best lot till last.

After the event:

It will always be appreciated if you write a letter of thanks for all the donations and include the final figure for your proceeds. Write an official letter of thanks to your auctioneer. You could also consider releasing a press release saying how successful the auction was, how many people attended and how much was raised.

■ **Organising a Fast Party**

This is when people pay NOT to attend a party!

So how does it work?

Guests are invited to a party which does not take place. They are asked to go without a meal on a particular day and to contribute the cost of the meal to the group or charity. Many may not actually bother to go without their meal but will send a contribution anyway.

Your 'guest list' can be quite large and your invitations should be witty. Have them printed on good quality card, standard size to fit into an envelope.

Time needed to organize:

It only takes a couple of weeks to arrange this as the most important part is selecting your 'guests'. Keep the 'tickets' down to a reasonable price, no more than £5 per family.

This event means that people can support your cause without having their diary clogged up with dinners/dances etc. Really, you can only do this as a one off (or at least once to each family).

Make sure the invitations are really amusing, with perhaps a SAE for the reply. To add to the fun, you may like to print a revolting menu on the reverse of the card to show what they would be thankful to miss!

Remember!

To thank everyone who donated. Then they will be more willing to support you again in the future!

■ **Organising a Garden Open Day**

Very simply you charge an entry fee for people to see around someone's private garden. You may or may not have added attractions to supplement the entrance money.

Essentials:

a) A small group of organisers to decide on garden or gardens and to persuade owners to open them up.

b) More organisers if you do decide that you want lots of additional activities.

c) Table and chair at entrance of each garden for entrance fee collector. Tables for stalls, tea and cakes if required.

d) Signs.

Time needed to organise:

You will probably need two to three months lead up time to allow for advertising.

Publicity:

Decide if you want the garden day to be a strictly local affair or that you would like people to come from all over.

Advertise in local garden centres – you may be able to persuade a journalist to interview you for the gardening section in the local paper or on local radio.

Don't waste time having really large posters printed – A4 sized sheets are more likely to be put up in shop windows etc.

Distribution is everything. Place wherever they are most effective. Try getting an insert service with your local community newsletter or parish magazine. See if you can obtain a list of gardening club members and deliver leaflets direct or advertise at one of their shows. Members of local heritage and conservation groups may also be interested.

Optional add ons:

★ Home produce stalls; garden stalls; plant stalls; dried flower stalls.

★ Treasure hunt – contestants pay to enter and are given a list of items to find. They can either look for numbers stuck on objects (to prevent damage or removal) or write down where they have seen them) the winner is the first correct entry drawn at a certain time.

★ Teas or barbecue.

★ If the garden has a pool, croquet lawn or tennis court charge people to use them.

Remember!

To always make it clear for whom you are fundraising. Remember date and time, place, what the event comprises, a contact name and telephone number and price.

■ Organising a Gardener's Question Time

A must for all gardening enthusiasts! You can charge people to come along to the event and have various fundraising activities going on at the same time.

Essentials:

a) A panel of gardening experts. If you don't know any gardening experts consider approaching your

- ★ Horticultural societies.
- ★ Garden centres.
- ★ Agricultural and plant sciences colleges/universities.
- ★ A local celebrity with gardening interests.

b) A chairperson – you will need to appoint a gardening expert/enthusiast to chair your Gardeners Question Time (read out questions, direct answers, etc).

Venue:

Find a suitable venue and fix a date! Consider:

- ★ A community centre.
- ★ A church hall.
- ★ A room in a local college/university.
- ★ An area in the local gardening centre.

Make sure your event doesn't clash with any other local gardening events.

Programmes:

Plan and print a programme, which is also an admission ticket. Maybe a local company could print it for you and sell advertising space to any other associated organisations.

Each programme should include a slip for a 'gardening question', which can be sent in before the event to the panel of experts. (Remember to write an address to where the question can be sent).

It is useful to number the programmes as it helps keep track of the numbers sold. It can also provide a 'lucky number' programme draw.

Time needed to organise:

Try and organise as far ahead as possible. First find your experts, then print your programmes and then publicise the event and sell your tickets. All this will take time and the longer you allow yourself the better organised the event will be. Six months would be a realistic timescale.

Publicity:

Invite all local gardening outlets, especially those concerned with the subject, to take a supply of programmes to sell (and/or posters which include details of a local contact for tickets). Consider:

- ★ Gardening shops.
- ★ Garden centres/nurseries.
- ★ DIY centres.
- ★ Bookshops.
- ★ Libraries/postoffices/churches/shops/newsagents.
- ★ Health food shops.

You could consult the National Garden scheme booklet to see which nearby small gardens will be open before your Gardeners Question Time, and ask them to place posters at these venues.

To generate more local publicity ask your local newspapers to feature the forthcoming event or get your local radio station to give you some airtime publicity.

Optional add ons:

During the evening you could organise various fundraising activities, for example:

- ★ Ask a local bookshop if they would like to run a book stall (books on gardening topics) during the evening, with a modest percentage of their takings being donated to the group.
- ★ Run a plant stall during the evening, asking friends and 'professionals' etc. to provide plants, cuttings of all sorts.
- ★ Run a raffle during the evening – maybe a gardening book signed by your celebrity gardener.
- ★ Sell tea, coffee and cakes during the interval or strawberries and cream.

Remember!

To thank everyone who helped in any way. Then they will help you again next year!

■ Organising a Jumble Sale

How does it work?

Old clothes are donated regularly until enough are collected to hold a sale. The traditional jumble sale involved bargaining with a helper, agreeing a price and handing over the money. You could however consider working out a price structure prior to

event, i.e. jumpers and skirts – 50p, trousers – 75p, babies clothes – 25p etc. If your jumble is of low quality or seriously out of fashion you could give each customer several carrier bags as they enter which they can fill with any thing they like. All carriers are then charged £1.00 at the exit.

Nearly New Sale:

A nearly new or 50/50 sale is run largely along the lines of a jumble sale. The main difference is that instead of the price for each item being recorded as profit, you are committed to return a percentage of the sale price to the original owner. In effect you are charging commission to sell something on behalf of someone else. You are likely to receive clothes in much better condition than for jumble sales, but they will be priced accordingly higher. You can insist clothes are freshly laundered or cleaned and intact with buttons and fastenings firmly secured. Usually the percentage is fifty percent, but it could be anything you choose.

Publicity:

Aim to start advertising your sale 2-3 weeks in advance. Pin up notices in local shops, newsagents and schools. Consider placing a small classified advertisement in your local paper and put a couple of lines into the community and church newsletter too. Include a phone number on posters for those who may want their jumble collected. Most independent radio stations also have a free listing of all local charity events. Always publicise added attraction such as a crêche or tea.

Before the event:

As soon as possible book a date at the hall you plan to use making sure it doesn't clash with too many other local events. Collect from those people who may not be able to take their jumble to any collecting points. Make sure the clothes are clean and sort your jumble into different sections, shoes, hats, outdoor wear, sports clothes, jumpers and men's and women's clothes. Children's and babies clothes should be sorted by age or size.

What happens on the day?

- ★ Start laying out your room early in the morning
- ★ Arrange your tables in two lines using two further tables to join the lines together to form

a rectangle.

- ★ Pile your jumble in sections around the table and place any clothes rails away from the door.
- ★ Ensure there is at least one helper per table or rail.
- ★ Provide some refreshments for your helpers.
- ★ Traditionally jumble sales start at 2pm so make sure helpers arrive at least quarter of an hour before opening.

Optional add ons:

You could charge an entrance fee. Or sell some tea and cakes in one corner of the room.

■ **Organising a 'Karaoke Night'**

Many pubs have regular Karaoke Nights. So you ask, why should someone pay to make a fool of themselves without some of the proceeds going to a good cause? The idea is to add to the night to make your money.

What to do:

Have a look around the various pubs that advertise Karaoke nights and find the most suitable venue.

Cultivate the landlords/landladies to agree to you holding a fundraising evening with Karaoke. This will mean that all legal requirements will already be met by the pub and save you a lot of trouble.

Get someone who can use a video camcorder to come along and record each singer on tape. Get people to 'donate' video tapes they no longer want (make sure there's nothing on them) or new ones. Edit the tapes so that each time a person sings, they are recorded and then sell them off at, say, £5 a time.

On the night get the compere on your side and pick his brains. Don't turn the night into a Karaoke competition – it doesn't work!

Try to have as varied programme as possible, some modern and some 60s and 70s perhaps. It's also a good opportunity to advertise other events such as sponsored runs and abseils etc. which might be happening in the not too distant future.

Publicity:

Make sure that you get plenty of advertising for the event in local newspapers and even on your local radio station. If you know a celebrity who would come along, all the better.

Optional add ons:

Have a couple of collection buckets to pass around.

Hold a raffle on the night using prizes that have been previously donated or have a yard of ale drinking contest.

■ **Organising a Pudding Party**

Puddings are many people's favourite part of any dinner party so why bother with a starter and main course! These parties can appeal to old and young alike and are a great way to raise money (and put on weight!).

Resources:

You will need:

- ★ Guests (the more the merrier).
- ★ A free glass of wine per guest (or soft drinks for kids).
- ★ A wide selection of delicious puddings.
- ★ Tablecloths, napkins, dishes, spoon, etc.

Venue:

Someone's house or garden is ideal. But if you want to arrange an enormous Pudding Party why not use a local church, school or village hall, or hire a room somewhere.

Time needed to organise:

Invite people three or four weeks beforehand if they're family or friends. However, allow at least six weeks to organise tickets if it is going to be a public event.

Content:

- ★ Each guest pays a ticket price of say £2.50
- ★ Each guest/couple brings along one large pudding and a secret gift, disguised by its wrapping.
- ★ On arrival they get a complimentary glass of wine and the free run of a wide selection of puddings.
- ★ During the evening the mystery gifts are auctioned. Often the larger the parcel the less its actual worth! At one pudding, a lady bid £10 for a parcel which was eventually revealed as a crunchie chocolate bar!

Note: It is perhaps a good idea to indicate a top value to the gifts people bring along.

Publicity:

If you are having quite a large Pudding Party advertise locally.

How it makes money:

Profit is made by

- ★ The entry fee.
- ★ Ensuring that people buy additional drinks.
- ★ The surprise auction.

Legal requirements:

You will need to obtain a licence for the wine if the Pudding Party is to be held in a public venue. To get around this, guests can be asked to make 'donations' for their wine!

Optional add ons:

- ★ Run a raffle.
- ★ Sell copies of pudding recipes.
- ★ You could always follow up the pudding party with a sponsored slim!

Remember:

To thank everyone who helped in any way. Then they will help with another one next year!

■ **Organising a Quiz Night**

Not everyone is able to organise large fundraising events but a Quiz Night is always great fun and substantial amounts of money are possible to raise (although it obviously depends on the number of participants)...and one successful quiz night invariably leads to another and can become a regular event.

Resources:

- ★ Participants – we suggest teams of four or five and as many teams as possible.
- ★ A quiz master – it is important to find someone who can speak clearly and has a certain amount of authority in case of disputes!
- ★ A scorer and a score board.
- ★ Plain paper, pencils plus a 'joker'. Also question sheets for running a competition.
- ★ A mini hi-fi for the music category.
- ★ A prize for the winning team – try and get something donated.

Time need to organise:

Allow at least one month to advertise and sell tickets – although bear in mind a lot of people will probably just turn up on the night.

Venue:

A local church, school or village hall is ideal, or maybe a local hotel may let you have free use of a room. Alternatively ask your local pub to hold a quiz night on your behalf.

Content:

- ★ Every team should think up a name for itself.
- ★ It is thought that eight or nine categories of ten questions is ideal. Suggested categories are: General Knowledge; History; Geography; Food and Drink; Entertainment; Literature; Sport; Music; Gardening; Trivia; Famous People; Medical
- ★ Questions and answers can be obtained from Trivial Pursuit games, reference books, encyclopaedias and quiz books.
- ★ Plain paper should be placed on each table. A sheet designed to resemble a 'joker' playing card should also be given to each team. This can be played only once during the evening on the category which the team feels it will excel. The 'joker' must be presented to the scorer before playing the category. The teams score on that category will then be doubled.
- ★ Each category should consist of no more than ten questions. Each question should be read out twice.
- ★ At the end of each category, teams should swap their answers with another team who then mark them as the Quiz Master reads out the answer. It is suggested that the Quiz Master makes it clear that his answers are final – this avoids numerous appeals which can prolong the evening!
- ★ Marked sheets are then handed to the scorer who keeps a running total of who's in the lead.
- ★ In addition to the main quiz you can have a running competition. This can consist of around 25 questions covering any topic. The object of this competition is to enable participants to have something to do whilst waiting for team members to arrive or fill in gaps during the evening. Question sheets should be placed on tables before people start to arrive and the scores can either be added to the main quiz score or kept separately.

Don't forget...it is important that categories consist of questions of varying degrees of difficulty in order to cater for everybody. It is also important that you do your research and can guarantee that your answers are correct!

Publicity:

Anywhere that the public will see your ad. If you are having the quiz in a pub or hotel ask them to put up posters too.

How it makes money:

Charge between £2 or £3 a head (which shouldn't be a problem if you have a good prize).

Legal requirements:

None – just remember that if you are using a village hall or school hall it is illegal to sell alcoholic drinks without a licence. Why not invite participants to 'bring a bottle'.

Optional add ons:

- ★ Run a raffle
- ★ Sell refreshments
- ★ Provide some sort of light snack in the price of the ticket.

■ **Organising a Race Night**

Race Nights are fun! They can be adapted to suit all tastes and considerable sums of money can be raised without too much effort.

Resources:

You will need:

- ★ A video recording of a race meeting featuring obscure races (available from Race Night organisers).
- ★ A suitable venue (social club or room large enough to hold quite a few people).
- ★ Race cards for the night, these can be simple and will list all the race sponsors and horse owners.
- ★ Tote tickets.
- ★ Adder – to calculate the odds

Timing:

Allow at least one month to sell tickets for the night and find your race sponsors.

Content:

Encourage your guests to purchase a horse for a small sum of money with a special prize in each race for the winning owner. The prize might be in

cash, or kind, perhaps from a race sponsor. The rest of the money raised by selling horses to the guests is money raised for the group.

The sale of the tote tickets will be the main activity of the evening. The audience are able to buy as many tickets as they want for any of the runners in each race. By retaining a percentage of the sales the group are guaranteed a profit. The final race can be made more interesting by the auctioning of each horse, with the incentive being the owner of the winning horse receiving perhaps 50 per cent of the total money for that race.

Publicity:

Anywhere that the public will see your poster. If you are having the race night in a pub or hotel ask them to put up posters too. And get all your friends and families involved.

Legal requirements:

You will need to apply for a licence if you want to sell alcohol on the night. And it is illegal to feature the country's top races and racehorses..

How it makes money:

As well as money raised through selling horse and tote tickets, an admission fee can be charged. This could be by pre-paid ticket. Approach local businesses to sponsor one of the races for a nominal sum. The sale of race cards will add to your profits. They could be numbered and entered into a Lucky Number Draw later in the evening thus encouraging your guests to buy more.

Your race night can be run as an event in its own right, or you can incorporate it into any other fundraising activity to boost your profit.

Selling refreshments on the night will also bring in additional funds.

Optional add ons:

Whilst you have a large group of people together, the opportunity can also be taken to raise further funds by organising tombolas and raffles etc.

For further information:

More details on hire costs and hints on how to run the evening can be obtained from:

Racefilm Services,
PO Box 485, Stoke on Trent, ST7 3BZ.
Tel: 01782 784666.

They have a video for hire which explains everything including working out the tote. If you

want to know more call Dick Mills at Racefilm Services.

Many local Rotary Clubs hold regular charity Race Nights – why not contact your local branch for some good advice and tips!

■ **Organising a Safari Diner**

How does it work?

Guests arrive at separate houses for different courses of a dinner party. Tickets are sold in advance via invitation only. You will need a co-ordinator, treasurer and two or three people who are happy to host part of your event in their house. Allow 8 weeks minimum to organise.

Expected return:

Work on a 200% mark up on the cost of ingredients minus the minor costs of invitations and postage.

Invitations:

Invitations should include date and time of the first course, names and addresses of all the hosts, an address or telephone number for the RSVP, the price of the tickets and the name of the charity / group. Divide the guest list between hosts for a good mix, keeping the number of places to between 8-20. You will probably need to send out at least a third more invitations than you think you need.

Timing of courses:

Assuming you are holding a three-course meal, a good basis to work on is an hour in each place and 15 minutes change over. If you decide on just two (or four or even five!) venues adjust your times accordingly. Warn guests 15 minutes before you are due to leave for the ext venue. If you are getting very behind telephone the next host to say that you will be late. If people are driving make sure there is adequate parking space.

What to serve:

- ★ Forget soufflés or other delicately timed creations.
- ★ You want to make money so don't choose expensive things such as smoked salmon or quail eggs.
- ★ Work your budget out to two glasses of wine a head or ask people to 'bring a bottle' to keep costs down.

- ★ Provide plenty of soft drinks for those who don't want to drink alcohol

Legalities:

If you do not restrict ticket sales to private invitation only, you will have to apply for a drinks licence.

Additional add ons:

You could also organise a raffle. Or if one or more of the guests play a musical instrument finish the evening with a concert of paid requests.

Variations on a theme:

- ★ Cycle Safari – for the environmentally conscious where all guests travel via bicycle (make sure all guests wear safety helmets and reflective bands especially at night).
- ★ Picnic Safari – you don't have to travel from spot to spot but get everyone to bring part of the picnic.
- ★ Safari Children's Party – choose a park or field and let the children go to a special tree for the sandwiches, another area for the jelly and yet another for cake.

Fundraising and Sponsorship

■ **Individual Donations**

The motives of potential givers provide important clues about how to appeal to them for support.

Lively, well conceived, emotional appeals also stand a better chance of success than dry, fact laden solicitations.

a) Giving and Asking:

Here are the six principles of philanthropic giving:

- ★ People give money because they want to – making a contribution to an Organisation of one's choice in almost every case gives satisfaction, even pleasure, to the donor. It is neither distasteful nor an unwanted burden. Asking for money, therefore, is not an act of arm-twisting; you are not trying to force someone to do something they don't want to do. Think of your own giving, you do so because you want to. You are solicited, in person or by mail, but you give of your own accord. You can say no. Even when you choose to decline, you don't hold it against people who have asked you to give unless they

are overbearing, tactless, or unfriendly in their request or toward your response.

- ★ People don't give unless they are asked. With few exceptions contributions are made in response to a request, they rarely come in "out of the blue". Certainly no Organisation can count on windfalls, simply being known and approved does not cause money to flow in – you must ask.
- ★ People give money to people. The personal equation in giving and asking is all-important – Person-to-person relationships underlie philanthropy. They play a key part not only in contributions from individuals, but also in the seemingly less personal corporate, foundation, and government grants. The one quality a contributor looks for more than any other quality is respect. Does the prospect respect the asker? Again, refer to your own experience. When you are solicited in person or by mail, you look to see who is asking and, even subconsciously, you let your judgement of that person guide you.
- ★ People give money to opportunities, not to needs. The chance to help an Organisation achieve an aspiration, meet a challenge, is more appealing than to help it make up a shortage or to bail out. When raising money, emphasise what the money will accomplish.
- ★ People give to success, not to distress. Just as you ask others to help you to fulfil opportunities rather than cover your current needs, so the request for support must indicate achievement, not despair. People want to help someone who is doing something positive or is achieving. Everyone likes a winner.
- ★ People give money to make a change for the good. Cultivating public support for an Organisation can be looked at as a progression; from first an awareness, to a familiarity and emerging interest, then an involvement, and all these stages all lead to a contribution. In fundraising terms, the progression translates itself into a series of activities; public and community relations, which include visual and printed materials to attract the first awareness, followed by cultivation to develop the interest and invite involvement. The contribution comes

with asking, which requires research, preparation and sometimes proposal writing.

From the start, your publicity, publications, cultivation activity, and solicitations must emphasise the core message of your case: what is needed in the community, what is missing that calls for action, for change, or for what it is your Organisation is doing. Everything you do or say in your publicity and printed materials should focus repeatedly on the “why” of its existence. What is the problem “out there” that your Organisation is in business to improve? The temptation to talk and write about the Organisation itself, its history, activities and needs must be firmly resisted.

b) Research and Preparation for Asking:

The success of fundraising is 90% based upon identifying potential funders, research, cultivation and preparation, and 10% asking. Research can reduce uncertainty. For individual major donation prospects questions you need to ask are:

- ★ What relationship does, or might, the potential funder have to your Organisation?
- ★ What are the potential funder’s interests?
- ★ What are the potential funder’s giving habits?

Past donors are the best for further contributions. The habit of giving brings strong loyalty, but it needs constant nourishment. Large one-time gifts and bequests come from cultivating annual givers.

Thanking supporters for their contributions is an act of cultivation. People appreciate the recognition of their generosity and feel closer to the organisation, which makes them more likely to give again and make a larger gift. Board members can be especially effective in expressing appreciation for donations by regularly sending notes to donors, making it know as a trustee that they are aware of the gift. Because cultivation is such a personal matter, and because it involves the donors and prospective donors of major gifts, board members must do the work. Knowing who the prospects are and how to reach them, and finding reasons to be in communication with them, is the beginning of cultivation. Escort them to events, seek their advice, ask their participation in programme projects, even in fundraising projects. Note that former Board members, often forgotten,

can be important to an organisation either as givers or for providing introductions to key prospective givers.

■ **Corporate Sponsorship**

When considering the potential for corporate support, non-profit groups should begin by analysing how their programme can serve the self-interests of businesses they may wish to approach. When attempting to narrow the range of businesses to a prospect list that can be explored in depth, the following criteria may be useful:

★ **Geographic Proximity:**

Businesses tend to favour supporting non-profit groups located in the same area, especially where it can be shown that the service provides some benefits to the businesses employees.

★ **Personal Relationships with Key Officials:**

Knowing someone personally in the right corporate department or, at least, someone senior enough to steer a non-profit group to the right person in the corporate structure, is an obvious advantage.

★ **An Image Fit:**

A business’s own advertising and public relations efforts may suggest themes or objectives for which the non-profit organisation’s programme can provide support.

★ **Existing Area of Interest:**

Corporations may have previously supported similar programs.

When preparing to approach specific companies, keep in mind that corporate support for non-profits is prompted by a pragmatic interest in enhancing some aspect of the company goals. Hence, in seeking corporate funds, a non-profit Organisation should be able to explain how supporting its programme will in turn further a particular corporate objective.

■ **Writing a Sponsorship Proposal**

a) **Identifying Potential Sponsors:**

Ideally, your members or participants should match the target market of the potential sponsor. Mindmap a list of companies you think may fit this criteria. From this list find out as much as you can

financial year, current financial situation, target markets, who the decision maker is. Try and look as widely as possible., particularly at a local level including any existing business contacts.

Watch advertisements also. Take note of adverts that target your members or participants. Note the type of image that companies are attempting to develop for themselves or for particular products and try and match these in your proposal.

b) What Potential Benefits can Sponsorship offer a Company:

Lateral thinking is the key to identifying potential benefits keeping in mind the following points.

- ★ Try to think from the sponsor's point of view.
- ★ Be specific in stating benefits.

Some possible ways to recognise sponsors are Sponsors name on:

- ★ All clothing.
- ★ All stationary. This can be done simply with a self inking stamp.
- ★ All promotional material, e.g. entry or registration forms, posters.
- ★ Noticeboards at your premises.
- ★ Cups, medals and ribbons.
- ★ Display in clubrooms requesting members to give the sponsor their business support.
- ★ Include logo on your banner.
- ★ Advertising in programs and the newsletter.
- ★ Promoting and fostering sponsors name and products on the PA system during the event.
- ★ Team or individual players lending themselves to promotional activities for the sponsor.
- ★ Giving the sponsor the opportunity to market products at the venue or to the participants.
- ★ Distributing sponsors advertising material at your premises or to all participants.
- ★ Venue advertising.
- ★ Use of photos of the event by the sponsor for own promotions.

c) Media coverage:

This is often the sticking point for local clubs and events but there will be opportunities if you appoint a PR person who chases media coverage.

Do not promise what you are not certain of being able to deliver.

- ★ Where possible put an economic value on these benefits. This can be estimated from direct sales at the venue or to participants.
- ★ Promotion on printed material can be given a value, especially if it is in the form of an advertisement, e.g. in the programme or entry form.
- ★ The value of the signage at the venue, i.e. what do non-sponsors have to pay?
- ★ The value of guaranteed media coverage. This is difficult to assess but can be compared to the cost of advertising in that particular meeting.

d) Writing the Proposal:

The purpose of the proposal is either to obtain a meeting to discuss the sponsorship or to be taken as a supplement to the meeting. Sending off written proposals on their own is not enough.

The proposal should be well set out and look good, it should be personalised to the company and show that you have put some effort into researching the background of the company.

The proposal should contain:

- ★ The proposal – what you are asking.
- ★ The benefits for the company linked with you.
- ★ What you will be offering, e.g. advertising, promotional opportunities, etc.
- ★ Details about the programme.
- ★ The programme budget.
- ★ Background of your group.
- ★ Future developments of the group.

An accompanying letter should contain:

- ★ A one or two sentence summary of the proposal.
- ★ Say that you would welcome the exploration of alternative ideas. Although you have outlined some benefits you don't want to pre-empt any more flexible approaches that might develop in discussion.
- ★ What happens next? Try to avoid saying that you look forward to hearing from them. Instead, retain the initiative by saying that

you look forward to hearing from them. Instead, retain the initiative by saying that unless you hear from them you will phone their office to arrange a meeting.

e) The Approach:

Arrange a time to make a formal presentation of your proposal.

Seek to build a bridge of ongoing communication. Offer to follow up with further information, photographs, samples etc relevant to questions they may ask. Clarify the next steps. Before leaving the meeting ensure you understand what they are going to do. If they agree to look further at your proposal ask when you can telephone them. It is in your interests to be able to initiate follow up.

f) Securing the Sponsorship and Follow-Up:

Be realistic, there is a lot of competition for the sponsorship dollar and another Organisation may be more in keeping with that particular company's image. When you do secure a sponsor, look after them. They may decide to stay with you and expand their sponsorship into other areas of your group. It is a good idea to have a designated person in charge of communication with the sponsor. A one on one link should keep information flowing freely between you. This person should ensure the sponsor is kept well informed and is accorded special treatment.

Remember, sponsorship is a business deal and the company wants to get value for its investment. Continually look for further avenues to promote your sponsor.

Always remember the thank you's, whether a company agrees to help you or not. The company, which says no today, may be in a better position to help tomorrow. Send a letter thanking them for seeing you and give them your contact address and phone numbers.

Keep the sponsor informed. Often there are delays between the time the sponsorship is confirmed and when the money is required. You should provide the sponsor with regular reports. Send the sponsor clippings of media coverage obtained, samples of any printed material with the sponsor's name or logo on them. Unless otherwise agreed the sponsor should see and endorse any

promotional material or press releases bearing their name.

Once the project is over the organisation and the sponsor should meet to discuss how the deal went. Find out if the sponsor was happy, why or why not? If the sponsor wants to keep up their involvement find out what improvements they would like made.

Produce a sponsorship report, which shows the history of the project from start to finish. Show how you used the sponsorship and whether it delivered all that was promised. Include a record of all the publicity obtained.

Sources of Funding

Some useful places to look for sources of funding:

■ **Websites**

www.bfunded.org.uk Free website providing information on hundreds of local, national, European, and trust funding sources.

www.fit4funding.org.uk - provides information on funding sources as well as training courses.

www.government.org.uk Free website on funding from central government departments.

www.cffc.co.uk Local grants available from the Community Foundation for Calderdale, mainly for the Calderdale district, but they also manage the Local Network fund for the whole of West Yorkshire, which funds children and young people centred projects.

www.grantsonline.org.uk Subscriptions are payable, however, you can get seven days free trial.

■ **Books**

★ A Guide to the Major Trusts, 2005-2006, DSC, Vols 1 & 2.

★ A Guide to Local Trusts in the North of England, DSC.

★ Directories of Grant Making Trusts, 2005-2006, CAF.

★ The Guide to Uk Companying Giving, DSC.

★ The Complete Fundraising Handbook', by Nina Botting and Michael Norton, 4th Edition, 2001, directory of Social Change.

■ Newsletters

- ★ Briefing Bradford – Bradford CVS's monthly newsletter has a funding section.
Tel: 01274 722772
- ★ 'Oddments' – Fit4funding's newsletter – produced monthly and available electronically or hard copy version.
Tel: 01924 239063.
Also see their website, which has useful information on sources of funding.
www.fit4funding.org.uk

Main Sources of Funding

There are seven main sources of funding for Voluntary and Community Groups. Each has different characteristics.

The seven main sources are :

- ★ Government (statutory funding)
e.g. Central Government, Local Authorities, Health Authorities.
- ★ Charitable trusts and foundations.
- ★ National Lottery.
- ★ Companies.
- ★ Individual Giving.
- ★ Do-it-Yourself Fundraising.
- ★ Trading (Earned Income).

■ Government (Statutory) Funding

Funding that comes from the taxpayer is often referred to as 'public money', government funding or statutory funding.

It usually comes through various routes, for example, local authorities, the health authority, central government, regional government and development agencies. It also includes all the pots of money from Europe.

Central government money comes from different government departments, for example, The Department for Culture, Media and Sport, The Department for Education and Skills (DFES), The Office of the Deputy Prime Minister (ODPM). Sometimes money from these departments is directed through specific agencies both nationally and regionally, for example, funding from the Department for Culture, Media and Sport is

directed through Arts England and Sports England.
Example

The Local Network Fund for Children and Young People

This money comes from central government from the Department for Education and Skills (DFES) but is managed regionally. For example, applications from West Yorkshire groups would be managed by the Community Foundation for Calderdale.

■ Charitable Trusts and Foundations

There are three types of charitable trusts and foundations – family trusts, company trusts and public giving trusts.

Family Trusts and Foundations:

Charitable trusts and foundations are usually set up with money left by people who have died, for example, the Joseph Rowntree Charitable Trust. This money is invested by the trust/foundation and then the income generated from the investment is given to charities, voluntary and community groups and not-for-profit groups. Some family trusts require applicant groups to be registered charities but not all of them.

Company Trusts and Foundations:

These are mainly banks and building societies, for example, Lloyds TSB Foundation. Most of these require you to be a registered charity.

Public Giving Trusts:

Trusts set-up to distribute money from public fundraising events, for example, Comic Relief, BBC Children in Need. Generally, you do not need to be a registered charity to apply for funding.

There are 1000's of charitable trusts and foundations in the UK. To search for funding from these trusts you can use the following:

- ★ FunderFinder – database of trusts and foundations available at Bradford Resource Centre, tel: 01274 779003.
- ★ Bfunded - www.bfunded.org.uk
- ★ Directories of grant making trusts at Bradford resource Centre, tel: 01274 779003.
- ★ www.fit4funding.org.uk

■ Lottery Funding

There are lots of sources of funding from lottery money.

The money comes from the sale of lottery tickets to the public. 28p out of every £1 spent on lottery tickets goes to good causes through grant making.

Some of the more commonly known lottery funds for voluntary and community groups are:

Awards for All – a small grants pot from £300 to £10,000 for projects that help people to take part in art, sport, heritage and community activities and projects that promote education, the environment and health in the local community.

Reaching Communities – funding from £10,000 up to 3500,000 to help improve local communities and the lives of people most in need. Grants for up to 5 years, including capital costs up to £50,000.

New programmes will become available at different stages throughout the coming year, therefore, check the Big Lottery Fund website for further details: www.thebiglotteryfund.org.uk

Arts, Sports and Heritage Projects

Other lottery distributors specifically for Sports, Art and Heritage programmes and activities include:

Arts Council - www.artscouncil.org.uk

Sport England - www.sportengland.org.uk

Heritage Lottery Fund - www.hlf.org.uk

■ **Companies**

Many high street shops, banks and building societies and companies give money or donate items to voluntary and community groups. This is sometimes through grant giving.

As well as grant giving, companies may donate materials or equipment or offer services for free or volunteer staff time for a particular piece of work, e.g. decorating, gardening. They may also give money through donations or sponsorship.

For lists of high street stores, banks and building societies and companies that give, see the following websites:

The Charities Information Bureau website:
www.cibfunding.org.uk

Bfunded website:
www.bfunded.org.uk

A good local organisation to contact about matching up companies who provide volunteers for a particular piece of work is:

Bradford and Leeds Cares –
Trish Rogers - tel: 0113 2058200

■ **Individual Giving**

This may include donations directly from members of the public or it could be through payroll giving or covenants, which are tax exempt, or leaving money to a charity in a will.

■ **Do-It-Yourself Fundraising**

Groups often raise money through putting on summer fetes, raffles sponsored walks, social evenings and jumble sales as well as many more activities.

This is a fun way of raising money and the group's profile – good publicity for your group, especially if you can get the local press up to cover your event or activity.

For further information on how to do your own fundraising and useful tips see:

The Charities Information Bureau website
www.cibfunding.org.uk

'How To Put Together an Event', a guide for community groups produced by CNet.

■ **Trading (Earned) Income**

This could be money you make from selling goods and services.

Many organisations called Social Enterprises do this, for example community cafes and shops. The profit they make is put back in to the organisation to meet social objectives. They are still classed as 'not-for-profit' organisations, as the profit they make does not go to any individual for personal gain.

You can receive support and funding to become a social enterprise. See West Yorkshire Social Enterprise Link: www.wyselink.co.uk

CNet Community Empowerment Network

What we do:

CNet

CNet is a Community Empowerment Network. We work with agencies across Bradford to ensure that the views of voluntary and community groups and individual advocates are heard on key decision-making partnerships.

Partners

We work with a number of partners across the District to help plan and improve the delivery of services.

Individuals

- ★ We offer support and training for individuals who want to engage in community advocacy and public decision making.
- ★ We promote the benefits of getting involved in groups and networks.

Groups

- ★ We support groups by providing small grants to enable them to fund an idea or project which will benefit the community.
- ★ We link groups to networks and encourage them to share information and good practice.

Networks

- ★ We work with existing networks and get actively involved in the development of new ones.
- ★ We distribute a wide range of information for networks to share with their members.
- ★ We provide meeting facilitate and resources.

How to find us

385 Canal Road, Frizinghall, Bradford,
West Yorkshire BD2 1AW

Tel: 01274 714144

Fax: 01274 714140

Email: contact@cnet.org.uk

Check our website: www.cnet.org.uk

You can also download a copy of this booklet and others in the series by going on our website.

Thanks to Voluntary Action Calderdale for the help and support in producing these booklets.



CNet
EMPOWERING
COMMUNITIES