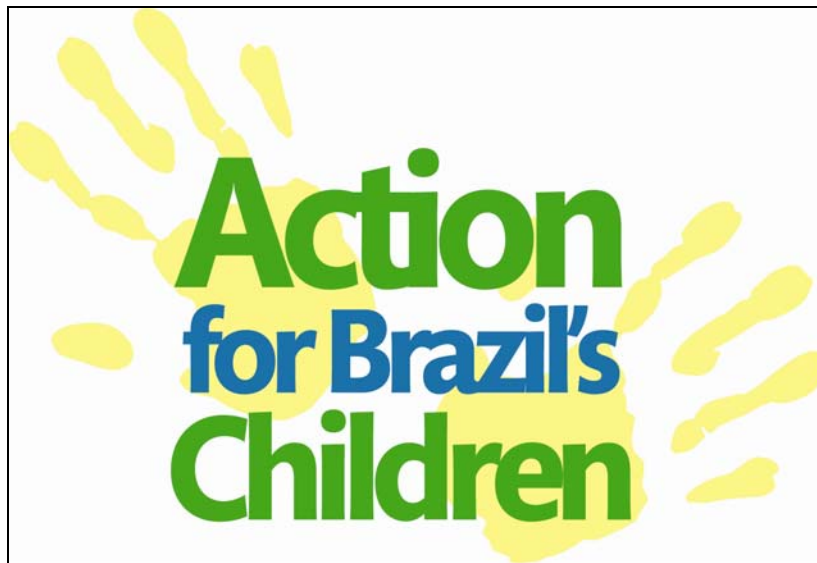


# ABC TRUST

## FUNDRAISING GUIDE



# THE ABC TRUST FUNDRAISING GUIDE

As a small organisation the ABC Trust relies on the support of volunteer fundraisers. We appreciate your efforts and would like to help with your fundraising projects as much as possible, so here's a guide to some of the ins and outs of how to raise funds.

**Important Note:** However you choose to tell people about your fundraising on behalf of the ABC Trust, please remember to include the statement found in the "Keep It Legal" section and make it clear that you are fundraising *in aid of* ABC, and not that you are actually representing ABC.

Good luck and if you have any questions, don't hesitate to contact us.

ABC Trust Fundraising Team: + 44 (0)207 287 3818  
[info@abctrust.org.uk](mailto:info@abctrust.org.uk)

This ABC Fundraising Guide includes information on:

## **1. How to Get Started**

## **2. Tell the World: Publicity**

## **3. How to organise your own Event**

## **4. A Sample Fundraising Plan**

## **5. What the ABC Cannot Provide**

## **6. Keep It Legal**

## **7. Keep It Safe**

## **8. 'Just For Fun' A-Z Fundraising Guide**

## 1. GETTING STARTED

### GOLDEN RULES

- **Plan:** Don't be overwhelmed by the target: devise a plan & timeline and break the targeted figure into smaller chunks, £50 at a time.
- **Ask:** If you don't ask for sponsorship you will not get it, so don't be afraid to approach people, and remember – most times, people want to be involved and appreciate being asked.
- **Keep It Simple:** Make it easy for people to sponsor you e.g.
  - for online sponsorship – give the Just Giving web-link
  - for face-face sponsorship – have the form ready and offer to accept cash OR cheque immediately if it is more convenient.
  - for sponsorship requests by letter, enclose SAE
- **Don't be a stranger:** Always respond to calls/ emails/ letters from people you have contacted ASAP
- **Make it Transparent:** Update donors regarding progress & any exciting developments
- **Publicise:** Let everyone know what you are doing and why.

### CONTACTING PEOPLE

Whichever way you choose to approach people, the most important rule is to always follow up, be persistent but don't pester!

- **Contact:** It is always good to make the initial contact by email, or letter
- **Gentle Reminder:** Don't be afraid to call them as a gentle reminder, and arrange a meeting
- **Personal Touch:** Face to face meetings with potential donors is always far more effective
- **Follow Up:** Find out if they need any more information
- **Final Update:** Let sponsors know how the challenge went and how much it raised in total.

#### 1. Friends and Family

Never underestimate the value of friends and family:

- They can provide a range of skills as volunteers
- They can provide a new set of contacts
- They can provide a range of resources based on their individual skills and contacts i.e. raffle prizes/ essential services such as transport/ catering/ use of venue for fundraising events etc
- Above all, they can provide enthusiasm and therefore likely to be supportive

#### 2. Approaching an Employer

Your Employer: Don't be afraid to ask the boss! Be bold and request your employer to match 'pound for pound'; for example, if you are able to raise £1,000 your employer may match this and sponsor you for £1,000. Some employers will turn you down flat but you will be surprised how many companies will support you in this way.

If they turn you down, don't be disheartened and don't give up, request a set sponsorship instead, go for big numbers! – remember 'it is always worth a try' then gradually trade down– use your negotiating skills to get the highest possible amount.

However you ask them and whatever the amount, always make sure that you present your ideas in an organised and professional manner detailing;

- **The Challenge** – what is it that you are doing
- **The Charity** – provide background information about the ABC Trust
- **Benefits** - how can the company benefit from your challenge.

- Outline your fundraising plan, highlight any media outlets you intend to target for coverage
- Emphasise ways in which the company can receive exposure/ publicity
- Finally, ask to be included on the company's website and newsletter

### 3. Other Companies

Plan and be organised before approaching other companies. The more organised the plan the more likely they are to want to support you!

Contact local businesses – propose to incorporate the company name and logo in any press releases, T-shirts, flyers and raffle tickets that you might send out.

Highlight any other benefits, i.e. potential media coverage – make a list of media outlets you intend to approach, better still, mention those you have already contacted.

### 4. Service/Rotary Clubs

Special Service Clubs such as Rotary or the Lions Clubs are often good places to approach for sponsorship and they will often invite you to pitch.

You will get a 15-20 minute slot to talk about your adventure. It is important to keep it simple and interesting so highlight the essential points: the Challenge, the Charity, & the basic logistics + any Publicity Plan.

Make the pitch interesting, e.g. use visual aid to illustrate the points and the cause. In addition, you can also use the ABC Appeal DVD (enclosed in this pack).

### 5. A Token of Appreciation

Don't turn your back on your supporters! It is essential to keep a detailed record of all your supporters, so that they can be thanked after completing the challenge. Let them know how the challenge went and how much it raised in total. A good way to show your appreciation is by sending a note of gratitude by postcard, or photograph.

### 6. Requesting Money £££

#### - Face to Face

Request a set amount rather than letting the donor decide, it is always better to trade down than up! "will you sponsor me £100 for the challenge" "no, sorry that's too much", "how about £50, thanks". rather than *the other way around!*

#### - By letter

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

- **Make your letter stand out!** Companies are often bombarded with requests, so make them notice yours!
- **Keep it simple** and to the point, be very clear about the challenge, your target, the beneficiaries: The ABC Trust and highlight the benefits to the person you are writing to
- **Know who you are writing to**, this will help you tailor your approach to the donor in question
- **Be friendly**, use a personal and friendly approach – even to strangers rather than a business like/ formal/ official message.
- Do your research and find out about them as much as possible
- Address all potential donors by their name including strangers – it is always better than 'To whom it may concern' or 'Sir/Madam'. At the very least, find out their official title and address them individually as either to 'the Managing Director' or the 'Community Affairs Director' if the company

has one. However, using blanket mailing may not result in as many responses as using personal local contacts.

- **Use your personality and sense of humour!**

### **Suggested letter layout**

- **Goal:** Your personal challenge and objective
- **Motive:** Why you are participating in the challenge – this will give you the opportunity to explain about the ABC Trust and the work we do. *If you have been personally affected by the issues highlighted by the ABC Trust, don't hesitate to talk about your personal connection to projects or the conditions you may have witnessed during a trip to Brazil. Focus on how your experience and observation affected you and those around you.*
- **Where will the money go?** Give a brief and clear outline of what the money will be spent on, who it will benefit and how (feel free to contact the ABC Trust for further information)
- **Contact details:** ABC Trust website and brochure
- **Donation options:** state the range of methods by which they can make a donation i.e. cash/ cheque directly by hand OR online (Justgiving is better as it will also give ABC Trust a further 28% through Gift Aid, please see Justgiving guide and Gift Aid section)
- **Follow up:** Request a good time for you to contact them to follow up on the initial request, a chance to provide further information before they make the final decision.
- **Close to deadline:** As you get closer to your deadline email or write to all the people you contacted originally and let them know if you are short of your fundraising target and that you still need 'x' amount. Ask if they will sponsor you in order to help you reach your target.
- **Email:** If you are able to change your email auto-signature at work and/or home, add a line about your challenge to raise awareness of what you are doing. If you have set up a web page for the challenge then create a link in the signature.

## **2. TELL THE WORLD: PUBLICITY**

Publicity makes a huge difference in any fundraising initiative so tell the world about it! The more exposure you can gain and the more people that know about it, the more support you will get and the more money you will raise. There are many things you can do to get your idea seen or heard.

Best of all is the good old-fashioned word of mouth. Tell everyone you know, giving them your leaflets and flyers for reference and let the people do the talking. Here are a few more ideas:

### **The Internet**

Set up your own personal online fundraising page on [www.justgiving.com](http://www.justgiving.com). Justgiving is said to be the most popular and successful form of fundraising, especially from family, friends, neighbours and colleagues from all over the world. It is very simple to set up and user friendly for donors, (please see detailed notes in the Justgiving step by step guide).

An additional advantage for using Justgiving is that sponsors can use a credit or debit card to make a donation and the ABC Trust can in most instances reclaim flat rate tax under the 'Gift Aid' scheme from the Inland Revenue (please see Gift Aid 'Double your money' section in the Justgiving guide).

### **Social Networking:**

A new way of generating awareness of ABC is via social networking systems. If you plan to email your friends to tell them about your event, why not set up your personal challenge page/ event on Facebook, MySpace, Bebo etc. Also, think how you may be able to use You Tube as a way to spread the word.

### **Other Publicity Methods**

Put up posters - in your library, post-office, doctors' surgery, leisure centre, and workplace.

Get a notice read out at school, at work, at the gym, or at a local event.

Request publicity in relevant company/ business newsletters, and websites in your local area.

Contact local community websites and request to have your event/ project mentioned.

Contact the media: try local media e.g. newspapers, radio and TV stations and always make sure they include your contact details.

Celebrities could boost supporters and help you raise more money. This is a long shot but you'll never know unless you try! It's best to target local celebrities, or celebrities who are likely to have a connection with any aspects of the ABC Trust cause i.e. those who are supportive of underprivileged children, approach them/ their agents to see if they could help promote your event in any way e.g. they could attend or advertise their support.

### **3. Organising Your Own Fundraising Event**

An organised event will give people something for their money, but most importantly it will give you the opportunity to stretch your creative imagination and have some fun whilst you reach your fundraising target. It also gives people who have already supported you directly a chance to contribute in a different manner. However, remember to budget carefully.

Make it interesting without being too outrageous! If it is interesting enough your local media will be more than happy to promote the event. Don't forget also your staff newsletter, parish magazine, notice boards and such like - the more people that turn up or get involved the more successful your event will be.

#### **Most importantly: Whatever you do, MAKE IT FUN AND FIT FOR YOU!**

Don't forget that this is all about your challenge and what you set out to achieve, hence, your enjoyment of the journey in reaching the goal is important, so whatever you choose, make sure it's fun for you. Besides, you are more likely to reach your target & exceed it if you choose something you enjoy ☺

#### **Some ideas, some examples**

##### *Sell things*

Jumble sale, car-boot sale, book sale, furniture sale – a great way for you and your friends to have a clearout of your stuff and raise money at the same time. All those unwanted Christmas presents, books you've never read, sell everything and feel much better for it.

##### *Have a party*

Hold a coffee morning or tea-party and combine it with a cake sale and even throw a raffle in there too – a good winter warmer and a great way to get friends together. For example, one of our ABC supporters raised £540 through a series of church coffee mornings.

##### *Sponsored give-ups*

New Year's resolutions not kept? Try again but this time it's not just for you. Get friends and family to sponsor you to give up anything you like for as long as you like - drinking, smoking, coffee, chocolate, watching television...

##### *It's your birthday!*

But, in place of asking for presents, why not ask your friends and family to give donations to ABC? You may not like the sound of that but Morag McIntosh from Glasgow did, she and her friends donated £155 rather than buy each other their usual highly amusing but ultimately useless Christmas presents.

##### *Themed evenings*

A bit more organisation needed here but providing great rewards. Fun for all the town as you showcase a night of Brazilian music and food.

##### *Hold a quiz, arrange an auction*

If your local pub doesn't already have a quiz night, why not organise one yourself? The landlord will be only too happy to fill the place and everyone can enjoy a charitable night out. Arranging an auction might seem like an ambitious project, but that's just what Bruce Cherry did. He raised £1400 auctioning items of rock memorabilia. If you haven't got a whole collection of valuables you can always add one or two things to an existing event.

##### *Active events*

Challenge yourself and get people to sponsor you to walk, run, swim or cycle. Get fit in training, and get collecting from all who'll support you to do it. For the more adventurous, try skydiving, abseiling or a parachute jump. The students at Marlborough College donated £2800 from their 20 mile sponsored walk and Ed Stafford and Luke Collyer made ABC one of the charities they are supporting on their "Walking the Amazon" event.

### *Sports tournaments*

A great way to involve as many people as possible in your town or at your work. Whatever your sport, organise a tournament, with teams competing for prizes. You might even get your company to donate the prizes.

### *Shows*

A big project but very worthwhile. A local fashion show, flower show, pet show or even game show will always bring in big audiences. A good-natured competition with great potential for raising large sums. Provide music, food and drinks and charge entry.

### **Helpful hints/Useful tips**

A really good way to help get your idea going is to include it at a local event. This will reduce much of your organisation and start-up costs and can be useful if you plan to hold any kind of sale or stall selling anything and everything.

If you need a venue to stage your event, ask to hire the space for free, (after all it is for charity!) Otherwise you can try local halls, community centres or sports centres.

Get as many people on board as you can. Create local interest but also try and get big numbers of people involved. (Many hands make light work!)

It's always worth asking if local businesses would be willing to lend a hand by donating prizes at a raffle or any other event. Or you could try getting them to cover the cost of your posters and other advertising.

## 4. A sample fundraising plan

### **Timing**

Timing is crucial to any fundraising plan. Plan ahead and give yourself sufficient time rather than leaving it to the last minute and risk missing the deadline. You are likely to enjoy the challenge if you pace yourself.

### **Target**

Set yourself a realistic target, one which will give you a real sense of achievement if you can exceed it.

Here's a rough plan of how to break up the target

Amount to be raised £1000

#### **Week 1-2**

Sponsor yourself £50 (£950 to go)

Send out at least 25 letters to friends and family and request £10 = £250 (£700)

#### **Week 2-3**

Follow up on sponsorship letters

Ask five neighbours to sponsor you £10 = £50 (£650)

Ask ten work colleagues to sponsor you £10 = £100 (£550)

Check with your company's human resource department to see if they would be prepared to 'match-fund'.

#### **Week 3**

Plan a fundraising party with at least 40 people at local pub, host a quiz night with a raffle, and charge £5 per head = £200 (£350)

Get three of your company's suppliers to sponsor you £50 = £150 (£200)

#### **Week 4**

Organise a barbeque/ cheese and wine evening and charge £15 per head for 10 people taking out £5 per head costs = £100 (£100)

#### **Week 5**

Organise another pub quiz based on the destination you are travelling to and charge £5 per person for 10 people = £50 (£50)

#### **Week 6**

Car boot sale = £50 (£0000) – YOU MADE IT!

#### **Week 7**

This is a chance to make up for any outstanding amount, in case you do not meet the above targets OR an opportunity to raise extra funding!!!

Final follow up on letters written earlier and sponsorship from other local companies/ friends/ family/ neighbours/ work colleagues and your boss – still worth checking if your company will match your 'pound-for-pound' OR a set sponsorship if you already have not approached the boss.

Remember: the bigger the target, the longer the time you should allow and the more detailed the plan e.g. for target of £3000, you could include a series of other smaller ideas and also raise the number of people targeted and the amount you request from each person and plan as above.

## **5. What ABC can and cannot provide**

The ABC Trust always welcomes committed and determined volunteer fundraisers and we will do all we can to support any fundraising event that includes ABC as a beneficiary.

For general advice on planning your event or for queries on any of the issues in these guidelines, please contact us at [info@abctrust.org.uk](mailto:info@abctrust.org.uk)

However, regrettably there are some things we just cannot do - which include:

- Provide any sponsors, celebrities or speakers for the event or project
- Provide insurance and/or liability coverage
- Provide funding for expenses and /or sponsorship
- Provide ABC Trust stationery

## **6.Keep It legal**

Whilst organising an event will ultimately be fun and hugely rewarding, there are some legal aspects involved that must be adhered to.

The ABC Trust may only be identified as the beneficiary of your event and must not appear in the event name.

The statement "In support of the ABC Trust, registered charity no. 1069022" must appear on all publicity and fundraising materials including posters, flyers, email invitations and so on. This is your means of advertising ABC as your chosen organisation as well as being a legal requirement.

If you plan to organise a raffle or lottery you need to comply with the Lotteries and Amusements Act 1976 and if you are planning street or house-to-house fundraising you will need to obtain a licence from your local authority.

If food is to be sold at your event food safety laws must be followed and to sell alcohol you will need a temporary licence (contact the Licensing Justice at your local Magistrates Court at least one month before the event) unless the venue already has one.

If your event involves the public in any way you will need to ensure that you have Public Liability Insurance. Again, your venue might already have this but if not it can be purchased from a variety of insurance companies.

Event organisers must accept any liabilities incurred from the event and are responsible for ensuring that any event organised in aid of ABC complies with the law. The ABC Trust cannot and does not accept liability for events run on its behalf.

## **7. Keep It safe**

There is a fair amount of common sense involved in this but just a few pointers to help you out:

Always ensure that children (under 16) are safe and that you do not allow them to ask for or collect money without an adult.

Everything you undertake must be in compliance with the Health and Safety at Work Act 1974. NB This applies to volunteers as well as employees.

For First Aid and Fire Safety contact your local branch of St. John's ambulance and your local Fire Station respectively.

## **8. ABC A-to-Z Guide for Fundraising**

**A** – Auction of Promises, Afternoon Tea, Arts & Crafts stall OR Abseil down a local landmark - great way to raise funds and get a lot of local PR

**B** - Bake cakes, Bring and Buy sales, Boat Race, Barbeque, Barn Dance, Beer festival, Book sale, Board Games evening OR Bingo night.

**C** - Car boot sale, Coffee mornings, Cake stalls, Club nights, Calendar sale, Concerts, Charity ball, Casino night OR Cricket match.

**D** – Dinner dance, Disco - always good fun! OR Darts tournament.

**E** – Eating marathon OR Expert seminar

**F** - Fetes, Fun run, Fancy dress, Football tournament, Fashion show, Film evening, OR Fasting

**G** - Game show, Golf competition, Garage sale, Garden party, Gardening, OR Greeting cards sale

**H** - Halloween party, Head-shave, Household sale OR Hair braiding - always popular!

**I** - It's a knockout competition OR Ironing service

**J** - Jumble Sales OR Jewellery making

**K** – Karaoke evening OR Keepy uppies

**L** - Line dancing, Loud tie day at work, OR Lunch money

**M** - Music quiz, Murder Mystery evening, Masked Ball OR Music concert

**N** - New Year's Eve party OR Non Uniform Day.

**O** - Odd jobs, Odd clothes day, Outward bound weekend, Outdoor activities

**P** - Pancake day, Parties, Plant sale, Play, Parachute jump, Pledges, Private tuition, Puppet show for families, OR Pub game nights.

**Q** – Quiz Night, get your local to run a succession leading up to your challenge.

**R** – Race night, Raffles are always good at raising funds and don't cost you a penny if you ask people to donate prizes - or use those unwanted Christmas pressies.

**S** - Sponsored anything, Slide show evening, Scavenger hunt, Skydiving, Sports competition, Stage play, Street entertaining, OR Selling unwanted goods.

**T** - Tea party, Treasure hunt, Tombola, Tuck shops OR Talent contest.

**U** - Uniform days, University challenge, Unwanted pressies, OR Underwear party.

**V** - Valentines ball OR Variety show.

**W** - Wacky races, Wine tasting evening, Walks, OR Water sports.

**X, Y, Z** - Xmas ball, OR Xmas panto; Yacht race OR Yard of ale contest; Zany parties or clothes day OR Zodiac evening.