

'Do It Yourself' Fundraising



This guide is for voluntary and community groups who are considering 'Do it Yourself' (DIY) fundraising.

Introduction

This guide will cover:

- Planning your DIY fundraising
- Ideas for DIY fundraising
- Moving ahead
- Summary check list
- Useful contacts



Where to start?

Whether you are a new group or a more established group you will need funding to develop and carry out your activities or services.

There are different ways to fundraise and these will depend on your group and what you want to achieve. Many groups will explore different ways to fundraise which might include applying to various grant schemes including local pots of money or larger funds such as the Big Lottery Fund.

Different approaches will be appropriate to different groups - some may or may not be right for you. However, all groups can consider 'doing it yourself'!

DIY funding is a good way to bring members of your group together and get them involved. It can keep people motivated and ensure they feel valued. Not only that, most funders will be pleased to see that you have raised some of your own money too.

The aim of this guide is to give you some ideas about how you might go about DIY fundraising! Remember fundraising can be fun!!



Planning Your DIY Fundraising

First of all consider where your group is at this moment in time – what is your group aiming to do and why? Think realistically about what you want to do. Think about who could be involved and how you will go about it.

Making sure you have the answers to these questions will help in the long run.

It is important that you put a good plan in place. Don't forget to ask other group members for ideas and suggestions, get people involved, encourage ideas and make a list of questions.

Think carefully before you make any decisions. This will save a lot of time, effort and disappointment. Plan with care to avoid any problems further down the line. Make sure everyone is informed of the arrangements and their tasks.

All these steps will help you formulate and structure your DIY fundraising plan.

Important questions to ask:

If you can answer all these questions you are definitely on your way!

- Who is going to be involved? Your group might be large enough to establish a funding sub-committee, if not try to gather one or two people to work together, sharing responsibility and spreading the load will help.
- What is the fundraising for and how much money do you need?
- When do you need the money – what is your timescale?
- What resources have you already got?
- What else is happening locally?
- Is there a need for your fundraising event – will people come?
- Is the chosen venue accessible?
- Are there legal requirements associated with your fundraising activity?
- How much is it going to cost you and how much profit will you make?
- What are the risks?
- What health and safety issues might there be?
- What kind of publicity will you need?
- Where can you get extra advice and support if necessary?

Of course the main question is - what would be the best way to raise the funds you need?

Ideas for DIY Fundraising

Here are a few ideas to help you get started:

- Sponsored activities – can involve anything from walking to a parachute jump! Group activities have the potential to raise a lot of money
- Fun run – families and friends can get involved in this. It can also be a good way to improve health and health awareness
- Sporting events - cricket or football matches provide an opportunity to raise money and sell refreshments
- Party or disco - good for young people. Encouraging them to become involved can provide an opportunity to feel included whilst developing their skills and confidence
- Concerts – for the music lovers amongst you. Requires planning and a good team of committed volunteers
- Carol singing – includes children and families
- Fetes – can be seasonally themed and involve a wide range of people and groups from within the community
- Auctions – sell goods or services to the highest bidder

- Open days – good for groups who use listed buildings or need to raise their profile. This event also encourages people to become involved in the activities that take place at your venue or to use it themselves!
- Carnival / Mela – excellent for bringing communities together. Needs a team of enthusiastic people with many different skills but worth the effort
- Face painting / henna tattooing - decorate the public!
- Corporate sponsorship – local businesses or large companies may be persuaded to see your event as an advertising opportunity, especially if their enterprise has a themed connection
- Stalls - can contain homemade food / refreshments or handmade goods such as jewellery
- 'Bring and Buy' sale – make some money and pick up a bargain!
- Barbecue – this is a good summer event and one that everyone can enjoy, especially if the weather is hot!
- Food festival – exotic or traditional, everybody likes to eat
- Coffee morning – always very popular and cheap to organise
- Cheese and wine evening – something different, see the back of this booklet for Licencing Office details
- Raffle or tombola – can be part of another event
- Bingo – increase takings by incorporating into a coffee evening or other fundraiser
- Whist drive – more for adults but enjoyed by many people

Having Stalls – Useful Tips!

- If it is a seasonal event such as a Christmas Fair it is always a good idea to theme your stall to fit. Popular stalls are craft gifts, home-made cakes, chutneys and jams, plants, Christmas decorations and refreshments
- Make sure your stall looks eye-catching and that it is accessible
- Make price tags and any other information easy to read
- Don't forget to have a “float of change”
- Make sure you have something to sit on!
- Keep stalls close together but be realistic about the space you have
- As a stallholder remember to take care of the money
- Greet every customer with a friendly smile!

Collections

You might belong to a larger group, or a branch of national organisations who have street collections? Always make sure that what you are doing is within the law. If you have any doubts you can contact The Gambling Commission or your local licensing office (see page 14). A useful booklet is ‘Charities and Fundraising CC20’ produced by the Charity Commission (details at the end of the toolkit).



Moving Ahead

So once you have decided on your type of fundraising event make sure that you keep records of progress. Writing lists will help! Allocate tasks and set deadlines for when tasks need to be completed. Have records of who is doing what and by when and make notes when tasks have been completed.

Don't forget to allocate someone to find out about any legal requirements especially if you are having a raffle, selling alcohol or having a collection.

Regular meetings will help to structure progress and keep up to date with developments.

The Budget

Another very important thing is to remember to plan your budget for the event. You will need to know what things cost and how much you will have to pay out beforehand. Be sure that your event will be cost effective, raise money and make a profit!



Donations and Sponsors

If you are having an event, consider who could donate towards it, for example raffle prizes, or who might sponsor the event. Local businesses are often a good source to turn to when you are fundraising, especially if you have a raffle or need some other support i.e. printing posters and leaflets.

Remember to ensure that you name your sponsors and thank them.

You may know someone or a group who would be willing to come along and give a performance i.e. a local singer/band or even a cheerleader group. A local celebrity might help to bring in the crowds?

Publicity

Whatever fundraising activity you plan you will need good publicity - without it you will not achieve your goal.

Well produced publicity such as posters and leaflets can pay dividends, especially if they are displayed in the right places. Make them bright and colourful, but not too "wordy".

Don't forget "word of mouth" is also a great way of letting people know what you are doing, in other words, use your contacts!

Volunteers

Don't forget you are likely to need volunteers for a whole range of tasks: during the planning, on the day and afterwards. Volunteers can provide lots of skills and experiences that will help to make your fundraising a great success, such as publicity, marketing, selling tickets, setting up on the day, including refreshments and stalls.

Summary

Check list:

- ✓ Never leave the fundraising to one person, it can be overwhelming. Sharing tasks and responsibilities is crucial.
- ✓ Draw on your group members' skills and experiences, find out what people are interested in and give lots of thanks!
- ✓ Always check what resources you have, this is important. Without equipment, skills, knowledge and the most important resource of all – your volunteers, you will not be successful.
- ✓ Remember there are legal requirements associated with public events. You may need special permission depending on what you want to do.

Further points to consider during planning include:

- Whether or not a particular fundraising idea is cost effective and will make a profit
- Getting people involved and who to contact
- Sponsors and publicity. Relevant permits, licences and risk assessment

Remember - fundraising can be fun!!

Useful Books

Tried and Tested Ideas (for local fundraising)

Sarah Passingham - Directory of Social change

Organising Special Events

F Gray & Stephen Elsdon - Directory of Social Change

Complete Fundraising Handbook

Nina Botting & Michael Norton - Directory of Social Change
(this has been updated and has an appendix relating to The Charity Law 2006)

Voluntary But Not Amateur

Jacki Reason & Ruth Hayes - Directory of Social Change
New edition due out spring 2009

Other Toolkits

You may also be interested in other toolkits from Voluntary Action Wakefield District:

New Groups' Guide to Starting Up - First Steps

New Groups' Guide to Starting Up - Project Planning

Safeguarding Children, Young Adults and Vulnerable Adults
(Spring 2009)

Changes in Charity Law *(Spring 2009)*

Involving Volunteers in Your Organisation *(Spring 2009)*

Contacts

Companies House

Crown Way
Maindy
Cardiff
CF14 3UZ
Tel: 0303 1234 500
Minicom: 02929381245
Email: enquiries@companies
house.gov.uk
Web:
www.companieshouse.gov.uk

Charity Commission

PO Box 1227
Liverpool
L69 3UG
Tel: 0845 3000 218
Fax: 0151 7031 555
Web: www.charity
-commission.gov.uk

Directory of Social Change

24 Stephenson Way
London
NW1 2DP
Tel: 08450 77 77 07
Fax: 020 7391 4808
Email: publications@dsc.org.uk
Web: www.dsc.org.uk

fit4funding

The Charities Information
Bureau
93 Lawefield Lane
Wakefield
WF2 8SU
Tel: 01924 239063
Fax: 01924 239431
Web: www.fit4funding.org.uk

Gambling Commission

Victoria Square House
Victoria Square
Birmingham B2 4BP
Tel: 0121 230 6666
Fax: 0121 230 6720
Email: info@gambling
commission.gov.uk
Web: www.gambling
commission.gov.uk

Institute of Fundraising

Park Place, 12 Lawn Lane
London SW8 1UD
Tel: 020 7840 1000
Email: info@institute-of-
fundraising.org.uk
Web: www.institute-of-
fundraising.org.uk

Licensing Office

Horbury Community Centre
Cluntergate, Horbury
Wakefield WF4 5DA
Tel: 01924 302922
Email: licensingoffice@
wakefield.gov.uk

Pay and Employment Rights Service Yorkshire Ltd. (PERS)

Unit 14, Batley Enterprise
Centre, 513 Bradford Road
Batley WF17 8LL
Tel: 01924 428033
Advice: 01924 428030
Web: www.pers.org.uk

The National Council for Voluntary Organisations

Regent Wharf
All Saints Street
London N1 9RL
Helpdesk: 0800 2 798 798
Fax: 020 7713 6300
Email: ncvo@ncvo-vol.org.uk
Web: www.ncvo-vol.org.uk

Voluntary Action Wakefield District (VAWD)

11 Upper York Street
Wakefield WF1 3LB
Tel: 01924 367418
Web: www.vawd.org.uk

West Yorkshire Community Accounting Service (WYCAS)

Tel: 01484 543251
Web: www.wycas.org.uk



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