

Fundraising information for groups

This bitesize resource is intended for VCSE groups who are in need of charitable funds and wish to try an approach other than a funding application.

Fundraising ideas

When selecting an idea to fundraise it is useful to choose something that will interest as wider audience as possible. Some ideas for fundraisers are:

Auction	Car wash	Christmas stall	Family fun day	Jumble sale	Veteran event
Barbecue	Dance marathon sponsor	Dress Down Day	Flower show	Marathon run sponsor	
Bingo	Disco	Exhibition	Golf	Tea Party	

Try to incorporate an element of the project you are fundraising for within the event, to ensure profile is raised and funders know exactly what cause their hard earned money will go to support.

Budgeting

Fundraisers take planning, time and resources. It is hard to say just how much funding will be raised as a result your effort, therefore, stick to a budget that is manageable and have funds ready set aside before committing to any expense. Remember that you are aiming for a set fund in return, so don't be too extravagant to the cause.

Research

The whole fundraiser should be planned around community need. Research such as consultations, public surveys, client feedback, photographs of any items in need of repair will all help to show why the fundraiser is essential. The reason for needing the fund will be the driving factor behind the event and should be instilled at every stage to keep this message at the forefront and keep a proportionate focus.

Location, time and date

Fundraisers are held with intention, therefore, plan to hold the event well in advance of the time funds are required. To get the best result choose a location, time and date that would be appropriate to the activity chosen, ensuring there is ample time for planning. E.g. if a barbecue is chosen, an outdoor location close to public amenities, in summer and during the afternoon would get the best result in number of those attending and therefore more funds are likely to be raised. Ensure enough time is set aside to allow planning, applications, marketing, food safety certificates and insurance to be in place.

Managing

Appoint a person to co-ordinate the fundraiser, the team, resources, planning and monitoring etc. Ensure the manager has enough time available and experience to be able to deliver the best possible outcome.

Motivation towards the goal

Motivation is key when building a team to deliver the event. To get a heartfelt plea out to potential donors there needs to be passion for the cause behind the scenes deriving from a sound knowledge base. Therefore, ensure those planning are fully aware of the need and the implications of what a successful fundraiser will be and the consequences without success.

Explore and engage every avenue

When looking for sponsorship to plan the fundraiser, or trying to engage potential donors ensure you approach every possible contact in reach. Start with stakeholders who have a reason to show support then look to any other possible sources. Be fearless and always ask the question – the worst that can happen is they say no. Why not join Rotherham Pay it Forward to explore avenues with organisations you may not yet know exist. Email triage@varotherham.org.uk to find out more.

Being compliant

There are considerations such as insurance, temporary event notices, adhering to governing document, health and safety, regulatory rules and more when organising a fundraiser.

For information about GDPR and charitable fundraising visit the following website:

https://www.fundraisingregulator.org.uk/wp-content/uploads/2018/02/1_GDPR_Intro_04.pdf

When choosing venue and activities, ensure to get necessary permissions, such as a temporary event notice, agreement from the landowner and ensure any requests e.g. road closer are submitted in time for processing.

Risk assess

People, assets, funds and more need to be kept safe. Health and safety should always be the main priority. Do a full risk assessment prior to the event and put in place all reasonable safety measures beforehand.

Consider: Will vulnerable people need to be safeguarded? Will security be needed? Are there going to be people on hand who are emergency response trained?

Planning your fundraiser

When planning don't jump into the first idea, think things through and co-produce to get the most effective plan.

Have a time plan to keep to schedule and to ensure efficiency of the process.

Consider what has worked well before and build on past successful models. If this is a first time event, engage with stakeholders and plan an event that they would find of interest and in a way they would feel worth parting with their hard earned money. Remember, people are more likely to offer support if they feel happy about how they engage.

Marketing

When plugging for funds it is important to remember there are many other charities all seeking funding support. In a large pool of worthwhile projects, how do you make your idea stand out from the rest?

To appeal to a potential funder, try to tell the story of who you are, what you are known for and what you want to be known for. If your project is run by volunteers, if there is recent success or if somewhere similar has closed down, these are further things to speak up about and give good reason to the plea for funds.

When engaging people this may be by representative, by social media, website, poster, newsletter, word of mouth and more. Use methods of marketing that will get the largest possible reach for minimal cost. E.g. Social media is a fairly cheap option for groups who don't already have a domain set up for a website.

Handling the funds

Depending on type of fundraiser you may receive cash, cheque, bank transfer, payment by card or pledge of funds. Keep a record of all income for balancing the total later. Ensure there is a policy in place for handling transfer of funds and ensure this is followed. There must be secure storage for the funds and safety of people handling cash.

Evaluating your event

The primary aim of event is to raise funds for a project in mind. If the target fund is reached, then this equates to a success. Where funds raised are less than the cost for planning and holding the event then this has not been a success for funds, however don't despair, there is advantage in having raised the profile for your cause and word or mouth could bear fruit later. Note what worked well and what was not successful, to build on for the future.

To effectively evaluate an event you need a picture of the before, during and after. The best possible consistency will come from using a set template where numeric values can be assigned, or, where the same identifying factors are assigned at each stage. i.e. rating: 1 – 10 or using the same phrases: poor, satisfactory, good.

Customers, audience, those planning the event etc. are all valid perceptions for feedback to base the evaluation.

You may compare the evaluation with past or other known fundraisers to build on strengths and remove weakness.

Resources

Templates are useful resources to allow a consistent approach. The most common resource would be:

Marketing flyer	Time management plan
Feedback survey	Risk assessment including check list
Booking list / sign in sheet if applicable	Thank you letter

Support

Voluntary Action Rotherham members may request further support about fundraising events by contacting email triage@varotherham.org.uk or telephone 01709 829821.

You may also refer to the following bitsize resources to support with the event:

[Essential information for groups holding events – Planning](#)

[Essential information for groups holding events – Managing the risks](#)

