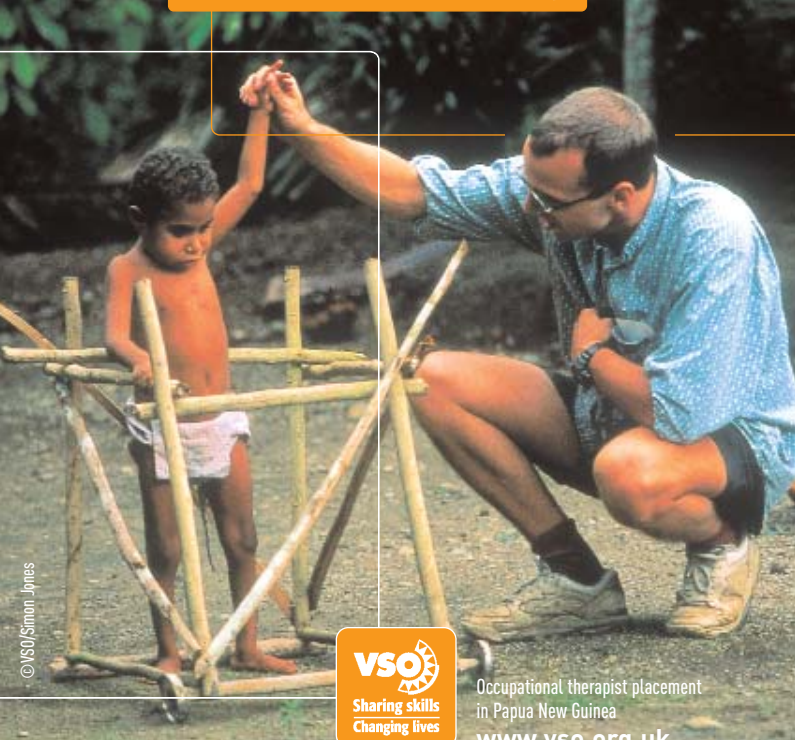


A Z

tips to ideas

of Fundraising



©VSO/Simon Jones



Sharing skills
Changing lives

Occupational therapist placement
in Papua New Guinea

www.vso.org.uk



©VSO/Zambia

The key to successful fundraising

is *originality* – an idea that offers something a bit different. This A-Z of fundraising is not a definitive guide, but will start you off with some tips and ideas to raise money for VSO. Fundraising is all about asking people for support – if you don't ask you don't get – and people are generally more than happy to help if you mention VSO. There's also no harm in keeping your fundraising simple: if you're already holding a birthday party, why not use it as a fundraising opportunity? Don't forget to talk about VSO, don't forget to be persistent, and don't forget to enjoy yourself!



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A

is for Auction...

Host an auction of promises or offers of expertise in a local hall. Ask friends with skills to donate their services, eg a decorator could promise a day's painting, or an hour of someone's time could be sold to the highest bidder who can assign them a task of their choice.

B

is for Barbecue...

Have a summer barbecue where everyone brings some food and drink. Ask them to pay an entry fee or give a donation. Invite friends, family and colleagues and make it into a big event. You could have an American, Hawaiian or South African theme, and decorate the garden accordingly. Your guests could bring appropriate food and music and dress up. The best time to have it is on a bank holiday weekend so that people have the chance to recover! Just check out the weather and go for it. If you decide to party on into the evening consider getting some form of lighting and outdoor heaters. Check out the following website for more suggestions:
www.barbecue-online.co.uk/bbq_tips.htm



Participatory
methodology
specialist
placement in
Namibia



©VSO/Jon Spaul

C

is for Cinema Nights...

Find a local cinema that is available for private hire and ask if you can hire it free of charge for a VSO charity event. The cinema will charge you for showing a film, but if you went for a less commercial, foreign language or independent film, it will be less expensive. Get lots of people involved and turn it into a première night: charge £5 a ticket and encourage everyone to dress up. Try to get a photographer for the night who could take photos of your guests as they walk down the red carpet, then you can sell the prints to raise extra money afterwards.

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D

D is for Dinner Dance...

Ask a local venue to donate the space for the evening and sell tickets. To accompany your dinner, buffet or barbecue, hire a local band or set up a disco, barn dance, line dance etc. You can raise additional funds through raffles and collections as you raise awareness of VSO.

E

E is for E-mails...

Send e-mails when approaching potential donors. For a sample e-mail contact VSO's Events and Community Relations Department. You could also encourage people to donate online. Using our secure online donation page is a safe, quick and easy way to give, and donors can make payments by credit or debit card. Visit: www.vso.org.uk/donate

VSO Mount Kilimanjaro
Trek 2003

F

is for Football Tournament...

Organising a five-a-side football tournament is a really fun way to get people involved in raising money for charity. Charge teams to enter and arrange a collection to go round the supporters, or set up stalls where participants and spectators can spend their money.

G

is for Gift Aid...

By encouraging your friends and colleagues to donate with Gift Aid, you can make any gifts you receive worth almost one third more, at no extra cost. Simply ask your sponsors to sign a Gift Aid declaration. For more information go to the Inland Revenue website: www.inlandrevenue.gov.uk/charities/chapter_3.htm or contact VSO's Events and Community Relations Department.

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H

is for House Party...

Whether you have a dinner party or a garden gathering, you can sell tickets or use games and raffles to raise money. Have a theme for the party and bring in entertainers, bands, a DJ etc. You could even sell accessories at the party to supplement your funds, eg glow sticks, cigars or party poppers. Make dinner parties more adventurous by having a theme or having different courses at different houses.

Flora
London
Marathon
2004

©Adrian Thomas

I

is for International Evenings...

Why not hold a themed evening related to a region or country? The possibilities are endless! You could provide music, food, drink, games and even guest speakers, if possible. Encourage everyone to dress up in traditional costume and charge an entry fee.

**J****is for Jumble Sales...**

Collect from friends, family and neighbours anything they no longer want. You could also give your sale a specific theme, such as clothes, arts and crafts, plants, food, or an 'as new' or unwanted presents sale.

K**is for Karaoke...**

Persuade a local pub to let you use a room for the evening free of charge and look for the best deal on the karaoke machine. Advertise your event in the pub and the local area and charge would-be singers to take part in the fun.

L**is for Local...**

Contact local shops, businesses, schools, pubs, press and libraries. If they know you or know that you live in their local area, they are more likely to offer support. Look into your local facilities – is there an army assault course, a sports ground, a college or university in the area you can use for a sponsored event?

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M

M is for Matched Funding...

Ask your employer to match any money you raise. Companies often prefer to do this rather than just making a donation as they are supporting your efforts and doubling the results.

N

N is for Nautical...

Why not organise a sponsored sailing event and motivate those taking part with a real challenge? Similarly, you could arrange a dragon boat race, a raft race, a boat cruise or a rowing race. And afterwards, you could organise a party with a marquee on the riverside. You could charge an entry fee and everyone could dress up in regatta style.





0

is for Odd Jobs...

The more supporters get for their money, the more likely they will give generously. Do odd jobs for people in your local community and charge them an hourly rate. DIY, gardening, decorating, cooking, tiling, furniture restoration and splitting logs are just a few examples of jobs you can do. Put a card through your neighbours' door offering your services, and explaining why you are trying to raise money.

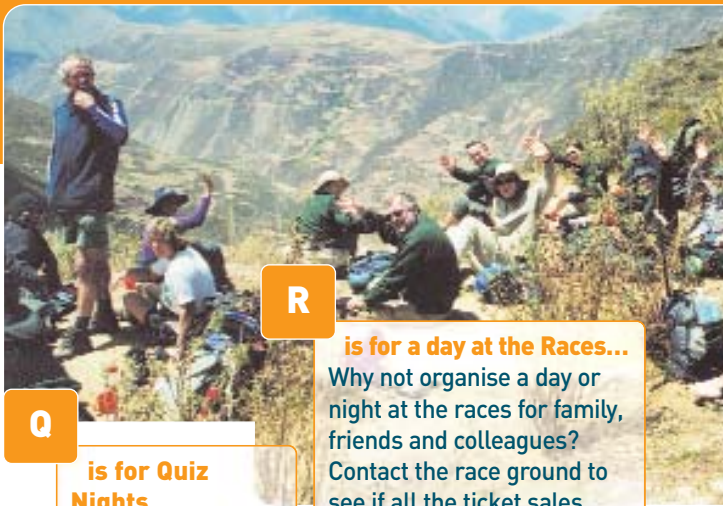
Nepal:
Annapurna
region

© Jennie Ling/TUTC

P

is for Parachute Jumps...

How much would people pay you to jump out of a plane? How much would people pay to drop your boss out of a plane? Get yourself some sponsorship and insist on a minimum target for your boss to jump. If they don't want to do it...they'll have to match your amount. Contact VSO's Events and Community Relations Department to find out more about parachute jumps.



Q

is for Quiz Nights...

Ask a local pub if you can hold a quiz evening on one of their quieter weeknights. Give the quiz a sports, music, or local knowledge theme. By running this kind of event on a regular basis, you'll have a consistent flow of funds coming in, and it brings custom to the venue too.

R

is for a day at the Races...

Why not organise a day or night at the races for family, friends and colleagues? Contact the race ground to see if all the ticket sales can go to VSO. Make it a real occasion, with an extravagant picnic of wine, champagne, lobster and poached salmon. You could even get a friend to act as a butler and serve you and your friends! Encourage everyone to dress up and hold a competition for the most extravagant hat. If you can get a photographer to take photos for you, you could sell people the prints afterwards to make some extra money for VSO.



@Zerin Osman

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S

is for Seasons...

Use the seasons to host your own event. Examples include: Christmas dinner, Christmas card sale, sponsored carol singing, Christmas panto, Santa's grotto, Carol service, Christmas fair, New Year's party, New Year's resolutions, Valentine ball, secret Valentine card draw, pancake day, Easter egg hunt, summer barbecue, summer ball, autumn meal, bonfire party, fireworks display, Halloween party.

VSO Peru
Trek 2003

T

is for Themes...

Try to have a theme for all your events as it makes them more fun and interesting. Your theme can be based on a country, film, music, sport, or an era. Examples of themes include: Caribbean, James Bond, American, French, 60s, African, fantasy, school disco, Wild West, seaside, house of horror, Parisian night, murder mystery, Hollywood, sci fi, medieval, wartime, roller disco...

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U

U is for Uniform Day...

Hold a uniform day at your work, school or college. At school, children could pay a certain amount to wear non-uniform clothing and teachers could wear the uniform. Encourage fancy dress, as this is fun for all involved. At work, all staff should have to wear some kind of uniform, such as: doctors and nurses, police and fire brigade, school uniform, army or air force, waitress or waiter, builder, or chef. If anyone doesn't comply with the rules, charge them more!

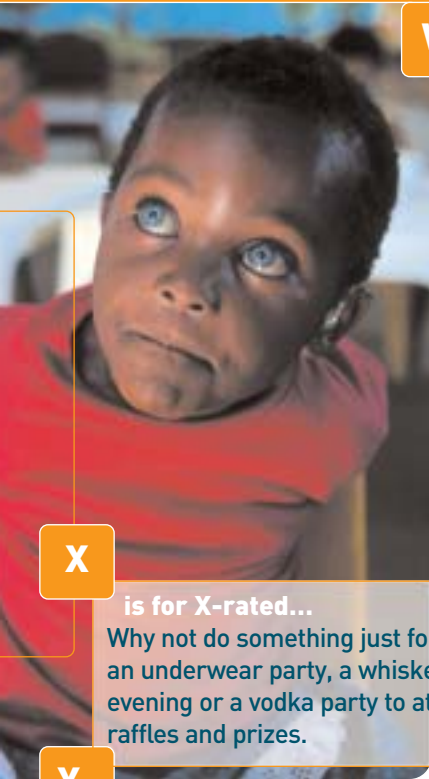
V

V is for Venues...

Approach a selection of venues and ask if they will donate a room/hall/space for your fundraising event. Offer owner's incentives as opposed to cash – eg if you hold a ticketed party, you can raise money on tickets while they will make money on food and the bar.

Special needs
educator
placement,
Namibia

©VSD/Mark Hakansson

**W****is for Writing...**

Write, write, write to local shops, pubs and groups. Contact your family and friends explaining why you are raising money, where it will be used, and how it will benefit those involved. Make sure your letter has impact, as it will be up against a great deal of competition.

X**is for X-rated...**

Why not do something just for the grown ups? Throw an underwear party, a whiskey raffle, a wine-tasting evening or a vodka party to attract attendees, with raffles and prizes.

Y**is for Youth...**

Target your local youth clubs. For example, Brownies, Guides and Scouts often fundraise for a cause of their choice and are potentially excellent sources of funds. You can also try to fundraise in your local schools, colleges, universities and youth clubs, by holding a party or just simply running a tuck shop or raffle.

Z

is for Zoo trips...

Why not organise a visit to the zoo for your friends, family and colleagues? You could go to a theme park, a National Trust building, a museum or an art gallery instead. With a large number of people you should be able to get reduced entry into your trip destination. Ask for a donation from everyone on the trip and raise extra money through raffles and competitions.

Fundraising *ideas*

Here are a few ways to raise money:

Ask ten colleagues for £10	= £100
Summer barbecue	= £400
Collection at supermarket	= £200
Uniform day at work	= £200
Themed ticket party at local bar	= £300
Raffle/sweepstake at local pub	= £100
Pledges from family, friends and colleagues	= £400
Quiz night	= £300
Football tournament	= £100
Car boot sale	= £150
Fancy dress pub crawl	= £250

Total: £2,500 and the experience of a lifetime...

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Zambia community project

VSO is a UK registered charity number 313757