

6.2 How to fundraise

Here are some general tips on how to do some fundraising:

- ★ **Brainstorm.** Spend some time writing down ideas without really thinking about their feasibility, often the best ideas are born when people don't limit themselves with practical concerns too much!
- ★ **Use your existing contacts.** People around you might have incredible fundraising potential you haven't noticed before. Do you know any stand-up comedians or bands? Pub or club owners/staff? Can you get a venue, performers or raffle prizes for free? Use those contacts, people are often much more willing to help than you think they are!
- ★ **Plan carefully.** Read the advice on 'Planning Projects' and on 'Events Organisation' in the STAR Guide and follow the steps.
- ★ **Create a budget.** It may only need to be small, but put down all the costs and realistic estimates of how much you'll raise. Calculate carefully to ensure that the event will raise money.
- ★ **Try to get as much as possible for free.** Also think about contacting local businesses and asking them to donate something. If you present your case well, you could quite easily get raffle prizes or refreshments, for example. Do offer something in return, a little "sponsored by..." note in your advertising might do the trick!
- ★ **Don't commit to large costs you can't afford.** When arranging an event, try to avoid paying large amounts of money in advance unless you can guarantee that you will make the money back.
- ★ **Secure money in advance.** Try to arrange your event so that you have some guaranteed money before main costs, e.g. pre-event ticket sales. This lowers the risk of hoping it goes ok on the night!
- ★ **Make it worthwhile!** Check that the time and effort you're putting in to fundraising will be

How much money will your event raise?

- £200 A pub night with a raffle**
- £100 Small-scale stall**
Remember that these require a lot of time and effort (it takes a lot of time to bake a hundred pounds worth of cake)!
- £500 Club night**
The sky really is the limit. Aim above £500, but think realistically about how many people will turn up.
- £100-300 Band/comedy/quiz night**
These fall somewhere in between, depending on whether you charge for entry or not.
- £200 Sponsored event**
You can base your estimate on a minimum sponsorship of £20 per head. So with ten people you could make £200!
- ★ With **bucket collections** you can expect something between £10 and £30 per head per hour, depending on how proactive you are!

rewarded by the amount of money raised (i.e. don't spend 2 months organising an event that will only raise £20!).

- ★ **Keep money safe.** If you're collecting cash (perhaps in buckets), then arrange a place to store it until it can be deposited and include this in your event planning.
- ★ **Be transparent.** It's good practice to ensure that if you're handling money as individuals that others can see where the money has come from, where it's being held, etc. Try to have 2 people present when money is being counted or transferred.