

FUNDRAISING - The Guide

Everything you need to know about organising your events and sponsored activities

First things first.....

What are you going to do?

Well the world is your oyster as they say, and the key is in the planning! Events that are fun and engaging as well as awareness raising will do the best. Maybe you have a great idea already or maybe you need a little help, whichever it is make sure you enjoy it. It doesn't matter how big or small the event is because every penny that's raised will make a huge difference to many lives in Africa, and thanks to our Pass it On Principle it maybe more than you think!



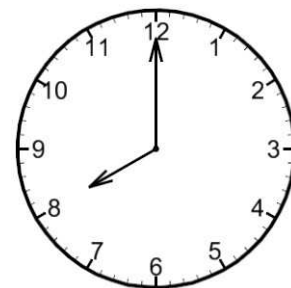
Your fundraising activities will probably fall into one of the categories below:-

- You are planning an activity for yourself and you will be collecting sponsorship?
- You are planning an event for other people to enter and collect sponsorship for themselves?
- You are planning an event that raises money in ways other than sponsorship?

Each one will require different considerations but if planned in the right way you will end up with a successful and enjoyable fundraising event. For a list of some of things you could do, see the A-Z of fundraising ideas on our resources page.

When are you going to do it?

Timing is crucial, checking your diary should be your first port of call, that's the easy part, checking everyone else's diary - that's where it gets difficult. You don't want your event to clash with something else so you need to do some research. If you have a village notice board or diary have a look on there, check your local what's on guide if you have one, also check the sporting calendar and maybe even the TV schedule – it may not be important to you but you don't want to book a sponsored walk when it's the Wimbledon final.



If there will only be a few people attending (perhaps for a dinner party) you can always pick a few days and then choose the most popular. Weekends are the best time to hold events as this is when most people are free, but this also means venues get booked up quickly. Also remember, if you are in need of donations on the day, be aware that pay day comes at the end of the month, people have more money around this time so donations maybe more generous.

Where are you going to do it?

This can be a tricky one. It all depends on the event you are running, the amount of space you think you will need and the amount of people who are likely to turn up. Venues book up early so this can also influence the date of your event. You can run them anywhere - from your home, to a local hall, down the pub or even in a field. Make sure you choose the right size for your event and make sure you think about parking! Sell tickets in advance if you can as this will give you an idea of how many are coming. If you need to hire somewhere remember to tell them you are raising money for charity as you may get it at a discount or even for free!



Who are you going to invite?



Will it be invite only or open to everyone? The more people who attend, the more money you can raise. Invite people from work, your community groups, church, your gym, get your family and friends to invite their friends and spread the word.

What's needed?

If you are planning a big event why not put a team together to help with the organisation. Decide what needs to be done and then split up the work. What will you need on the day, where will you get it and who can pick it up? Does anyone have any special requirements, what will you do if it rains? Get together and brainstorm – you'll be surprised at the amount of ideas you have.



Something extra

What else could you do on the day? It's very simple to run a raffle or perhaps a promises auction alongside your event. While you have a captive audience make the most of them. Perhaps you want to give a short talk on why you are raising money for Send a Cow, explain about the work we do and the benefits the money raised will bring, don't forget to tell them where they can find out more. www.sendacow.org.uk



Spread the word

Once you've decided who to invite its time to let them know. If you are printing posters, making invites or posting adverts make sure you include the name of the event, the date and time, where it's happening, what's involved, any costs and why you are doing it. (please make sure you read our branding guidelines at the bottom of this guide) If you have a specific target in mind, perhaps you are trying to raise the money for a cow; you can include this as well. Starting a chain of giving is often a good tagline, it provokes intrigue, gets people asking questions and gets you a chance to talk about our Pass on the Gifts principle. It's also something a little different.

Advertise



Get yourself some free advertising by contacting all your local newspapers. They're always looking for stories to print so make yourself a press release, find out their contact details off the internet or from your local phone book and then email it or post them a copy. Include who, what, where, when and why and keep it fairly short and to the point. Include a snappy headline and a photograph, mention a little about Send a Cow and what we do and don't forget to invite them along to the event as well.

If you have any 'What's On' guides in your area contact them, they sometimes allow free listing for events, especially charitable ones. If you have a parish magazine see if you can get a listing in there. Put up your posters in shop windows, in the pub, at work, down the gym but don't forget to ask permission first. If you have the opportunity to include your just giving address in the advertising, this can be a good way to raise extra funds for the event. People who can't go or don't want to go but would still like to help can access a safe and secure way to give a donation.

WWW

The internet is a great way to promote your event and collect sponsorship money. <http://www.facebook.com>

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

<http://www.myspace.com> and twitter are all great

networking sites that allow you to get in contact with large amounts of people. Set up an event page and send out invites. If you aren't a member of one of these sites or you don't know how to use them chances are someone you know will, ask them to give you a lesson and see if they wouldn't mind telling all their online friends about your event. Send out emails to all your contacts and don't forget to include your justgiving.co.uk address.



Justgiving.co.uk

This is a fantastic site that allows you to build a sponsorship/fundraising page for your event. If you follow the link below and create your event page



using the simple instructions, the money will automatically come directly to us. <http://www.justgiving.co.uk/sendacow> This is great to use when advertising as it gives people a direct link to somewhere they can donate, they can read more about your event, your fundraising targets as well as find out more about Send a Cow.

When you are done

Follow these simple steps to help us collect your money

1. Pay your money into one bank account and send us a cheque for the full amount
2. Send us any sponsorship forms with details clearly written
3. Try and get as many people to complete gift aid (You can find more information about gift aid on our website www.sendacow.org.uk)

Don't forget to say thanks to all those who attended and made a donation and don't forget to tell us exactly what you've been up to. Send us a photo and some information on the event. We like to thank our supporters and if you are lucky you may find yourself in one of our newsletters.

The legal stuff

As with all events there will be legal issues you need to consider during your organising process. As much as we appreciate all your fantastic fundraising efforts we unfortunately cannot take responsibility for any injuries, losses or damage that occur or are caused as a result of fundraising events held in aid of Send a Cow. We cannot accept liability for your event. We can however help you with lots of information you should consider as you plan the event.

Charity Registration

It is important for legal reasons that you put our registered charity number on any fundraising materials that you produce such as raffle tickets etc. Our charity number is 299717. If you want to use our logo, then please contact us for permission.

Health and Safety

- Make sure the venue your event is planned in has been checked for health and safety hazards. You can conduct a simple risk assessment yourself which is good protection for you if something did go wrong. The best way to do this is to search Google for risk assessment forms, download one and follow the instructions.
- Ensure that you have adequate access for disabled persons
- Make sure that you have first aid equipment and a first aider available. If it is a big event you could ask the St John's Ambulance if they could attend.
- Check the premises for suitable fire fighting equipment and make sure you learn the evacuation procedures for the building. Make sure your guests are aware of these procedures before the event begins.

Children

If you have children fundraising on your behalf you will need to have the written permission of their parents first. If you have children taking part in your event make sure they are supervised at all times and that you have procedures in place in case a child goes missing.

Raffles and Lotteries

Small Raffles such as selling tickets at a social event such as a fundraising dinner do not need to be registered. However it is important the following criteria apply:

Tickets are only sold at the same premises as the event, and only during the time when the draw is being held.

No more the £250 is spent on prizes and there are no cash prizes. You may use donated prizes with a higher value.

Tickets may not be sold by under 16's

For any other type of raffle, check out the regulations at

www.gamblingcommission.gov.uk

Collecting Money

Collecting and sponsorship from friends, relatives, and colleagues is legal. It is also legal to collect on privately owned premises such as supermarkets, pubs, or restaurants provided you have permission from the owner/landlord in advance.

You must be 18 to collect in London and 16 anywhere else.

If you are planning to collect in public areas, you will require a licence. These are obtainable from your local authority, but it is worth checking with them before you apply because what is considered a public area differs between authorities. You will also need to request official collection boxes and ID badges from Send a Cow.

Entertainment

If you are arranging an entertainment event with dancing or music then you will need to obtain a Public Entertainment Licence if the premises you are using don't already hold one. Most hotels and restaurants should have one so check with the owner. This applies if your event is open to any member of the public and is irrespective of a charged entrance fee.

The Private events for which you will not require a licence include those where entry is by invite only or entry is open only to the employees of a company/oranisation.

A Public Entertainment licence is available from your local authority. The licence fee varies depending on the event type and number of people attending. Your local authority will advise you. The council does have the discretion to waiver the licence fee when the application is made for charity.

Food and Alcohol

There are a whole load of regulations regarding the use of food and alcohol so here is a quick summary!

Alcohol

A licence is required to sell alcohol even if the drinks are being provided free with the purchase of a ticket. Occasional Alcohol Licences are available which enable you to sell alcohol for a period of less than 24 hours

These licenses are available from the Licences Justice department of your local magistrate's court. Licensing Committees are only held 6 to 8 times a year so it is advisable to phone the office at the earliest possible moment to ensure a meeting of the committee will be held in time for your event.

If your event is relatively small, it is possible to ask a local publican if you could use his licence for the event. There will be no problem with this if he is supplying the alcohol. However, if you are supplying the drink the publican will need to apply for an Occasional Alcohol Licence on your behalf. As a permanent licence holder, he will be able to obtain an occasional licence within 24 hours.

Food

If you are selling food on a one off basis, then you usually do not need to register but you will still be subject to Food Hygiene Regulations and Food Safety Acts. If you plan to sell food over a period of days, you will need to register with your local authority.

To get help, contact the Environmental Health Services dept of your local council or Trading Standards Office.

The Environment

Be kind to the environment and clean up after your event. Make sure you have bins for the public to use and try and recycle as much as possible.

Branding

All publicity materials for events or labels on homemade merchandise need to include the following:

- Send a Cow logo – downloadable from our website resources section.
- “All proceeds/profits will go to Send a Cow”
- “Send a Cow is a registered charity (no 299717)”

Commercial organisations cannot use Send a Cow’s name or logo without written permission. If you wish to involve companies in an event and they want to use Send a Cow’s name for their commercial benefit, please contact the Fundraising Manager.

Merchandise

If you intend to make and sell your own merchandise in order to raise money for Send a Cow, for example handmade cards or necklaces. Merchandise must:

- clearly display the Send a Cow logo, in compliance with Send a Cow’s branding guidelines
- clearly display the registered charity number 299717
- have appropriate warnings, e.g. on a necklace made of beads it would be wise to include “contains small parts and may be unsuitable for children under 5 years” on the label.

The money raised from merchandise sold by supporters will be treated as a donation. However, as there is a benefit to the person buying the merchandise the money raised is not eligible for gift aid.