The Sustainability Centre

Community Fundraising Pack

Inspiring Learning
Creating Change

www.sustainability-centre.org
Organising your own event

Top Tips:

1. Focus
There are a huge number of tried and tested ways to raise money, you just need to find the right one for you! See our ‘A-Z guide’ for ideas if you need a bit of inspiration!

2. Set a target
If you set a target for your event, you are likely to raise more money. Once you’ve set your fundraising goal, tell everyone and ask them to help you reach it by coming along or helping out – or making a donation.

3. Get the basics right
Think carefully about what space you need; how many people are you expecting and what sort of activities are you planning?
Give yourself plenty of time to plan and get your event in people’s diaries; set a budget of likely costs against what you’re hoping to raise!

4. Materials
Why not see if you can borrow what you need for your fundraising rather than buy it? Ask local companies if they can help. We can also help by providing you with some useful materials, from sponsorship forms to banners – you’ll find details of these on the next pages.

5. Spread the word
Tell people why you are holding the event and how it will help the local community. A wonderful way to spread the word is on social networking sites such as Facebook and Twitter
- Follow us on Facebook, and post the event to our page so we can help spread the word to our followers.
Once you’ve decided on your event, planned all the details and made sure it is safe and legal (see our ‘Fundraising – The Legal Bit’ info sheet), start telling everyone about it.

6. Local media
Promote your fundraising activity through local media. Get in touch with newsdesks at local newspapers or try to get the local radio stations interested in your event.
Post details of your event on local ‘What’s On’ websites for free:
http://www3.hants.gov.uk/events/submitevent.htm
https://www.eagleradio.co.uk/listings/whatson/edit/
https://www.wherecanwego.com/whats-on/hampshire
https://www.inandaroundhampshire.co.uk/event/

7. On the day
Write a plan or checklist of all the things you need to do so you don’t forget anything. If possible, announce the amount you are hoping to raise at the event, remind everyone why you’re raising the money and say a big ‘thank you’ for coming.

8. After the event
Thank everyone who helped out, or came along on the day.
Tell people how it went using the local press and social media.
Count your money and send it to us. Details of how to do this are in this pack.

Hold a Raffle or Silent Auction at your event to raise more money!
Ask local businesses and friends if they’d like to donate an item for a prize.

Sell tickets in advance!
If you can, sell tickets in advance, or get people to RSVP – especially if you’re serving food and drinks, so you know how many to cater for!
Promoting Your Event

Posters & Flyers
Advertise your event by displaying posters at work, school and local community spots, but remember to always get permission first. We can provide you with a template for posters and flyers.

Many local radio stations also have an ‘events’ spot where you can phone in and spread the word about your event to their listeners.

Word of Mouth
Tell all your friends, family and colleagues about your event and ask them to pass on the details to their contacts. Remember Facebook is a great way to help spread the word far and wide.

Become a friend of The Sustainability Centre on Facebook: www.facebook.com/sustainabilitycentre

Email
Send an email to all your contacts about the event and ask them to forward it on to their own contacts. You can even attach the posters and flyers too!

Don’t forget to download our e-mail footer to help you spread the word about your fundraising every time you send an e-mail!

Contact the Media
Prepare a press release for your local media as they may be willing to publish information about our fundraising activities. Don’t forget to include all the information about where and when your event is taking place, and how people can get involved!

E-mail fundraising@sustainability-centre.org for a template press release.
How we can help at the event

Whilst we can’t guarantee that we can come to every event, we can certainly help you with some kit and tools. Below is a list of all the event kit that we can lend you...

**Pop-up Banners**

For indoor use only. Great for getting the message across and are extremely portable. These must be signed for and returned to the Centre.

**Buckets**

For collections and donations at stalls, stands and other places!

**Leaves For Learning T-Shirts**

Can be purchased at £15 each or borrowed and returned following your event.

**Slideshow**

A slideshow can be available on a memory stick to display at your event. You’ll need your own laptop and projector, or Smart TV though!

If you’d like to borrow any of these items, please e-mail us at fundraising@sustainability-centre.org at least a month before your event!
How to send us the money you raise

Once you’ve collected all the money from your fundraising event, there are lots of ways to get it to us.

**Direct into our Bank**

You can pay directly into our bank account with online banking. Our bank details are:

Earthworks Trust Ltd

Co-operative Bank

Account number: 70178425

Sort code: 08-90-81

Use your name as a reference on the payment, and then e-mail fundraising@sustainability-centre.org so we know to expect it.

**On the Internet**

You can pay the funds you’ve raised to us by going to our website and using the donation form – http://www.sustainability-centre.org/donation-form

**By Post**

There is a paying-in form overleaf. Fill in the form and post it to the address at the bottom of the page with your completed sponsorship forms and your cheque or postal order made payable to Earthworks Trust.

**Please do not send cash in the post.**
Paying In Form

Name of Payer: ..............................................................

Address: ...........................................................................

..............................................................

E-mail: ...........................................................................

Amount Paid: ...................... Date Paid: ......................

How Paid?: Credit/Debit Card – by phone □ Credit/Debit card – in person □
Internet / BACS transfer □ Cheque/Postal Order □

How the money was raised: ..................................................

..................................................................................

..................................................................................

Are there any photos?  Yes □  No □

Photos attached □  Please contact me for photos □

Can we use the on our website or Social Media? Yes □  No □
A-Z of Fundraising Ideas

We’ve put together a list of our favourite fundraising ideas to give you some inspiration for your fundraising at school, college, work, with your friends or by yourself...

**A**
- Afternoon Tea
- Art Exhibition
- Arts & Crafts stall
- Auctions: promises, silent, or items, the choice is yours.

**B**
- Battle of the Bands
- Bike Ride
- Bingo!
- Book sale

**C**
- Cake sale
- Car wash
- Clothes swap
- Coffee morning
- Ceildh / Country Dancing
- Crochet-a-thon
- Cheese tasting night

**D**
- Dog walking
- Donate an hour’s pay
- Dress Down Day

**E**
- Ebay for Charity

**F**
- Face painting
- Fancy dress
- ‘Fines’ jar
- Food & wine tasting

**G**
- Gin tasting
- Gift donations, instead of presents!
- Gift-wrapping service
- Give up...

**H**
- Half marathon
Individual events, like the London Marathon or Great South Run

Jog...

Jump...

Karaoke competition or party

Knit-a-thon

Late box

Line dancing evening

Litter-pick

Loud hat day

Musical concert/evening

Non-uniform day

Office lottery

Open Garden event

Pamper evening

Quiz night

Race night

Raffle

Repair Cafe

Sponsored...

Sweepstake

Teddy-bears picnic

Tombola

Treasure hunt

Tug of war

Uniform day

Variety show

Waxing...

X-factor competition

Yogathon

Zumbathon
The Legal Bit

We want you and your friends/colleagues to have fun, and enjoy your fundraising experience for us — but there are few legal bits we need to draw your attention to...

If you have any queries, please do get in touch with us on fundraising@sustainability-centre.org — and we will answer your queries!

Raffles and Lotteries

There are strict laws and regulations surrounding raffles, lotteries and prize draws.

All the information you need can be found at www.institute-of-fundraising.org.uk. If you’re in doubt, though, please do get in touch with us on 01730 823 166 and our fundraiser will chat to you about it.

First Aid

Assess your first aid requirements. Contact someone like St Johns Ambulance or the British Red Cross for help and advice. Below are links to their websites:

https://www.redcross.org.uk/first-aid/get-first-aid-cover-for-an-event

https://www.sja.org.uk/sja/what-we-do/event-services.aspx

Food & Drink

Make sure you follow all the food hygiene procedures if you’re planning to supply, or sell food at your event.

You can find the information you need at www.food.gov.uk or on your local council’s website; don’t panic though, it’s mostly common sense!

If you are planning to sell or supply alcohol, you’ll also need to check if your venue has a license to do so, and if not, you will need to contact the local council for a Temporary Events Notice.
Health and Safety

Carry out a risk assessment and contact any relevant bodies if required, such as police, council and trading standards.

E-mail fundraising@sustainability-centre.org for a risk assessment template.

Insurance

Check with your venue to ensure that they have Public Liability Insurance that covers you for the event, if not you will need to organise your own for the event.

Message

Make sure it is clear to people that you are fundraising ‘in aid’ of The Sustainability Centre but you are not a representative of the charity.

Data Protection

If you are going to create or keep records about people coming to your event, you will need to make sure they comply with the General Data Protection Regulations.

Please speak to our fundraiser on 01730 823 166 who will be able to give you more guidance.

It’s Your Event

Remember that as the organiser, you are responsible for ensuring your event is legal and safe. Whilst we are very grateful to you for your fundraising, we cannot take responsibility for any loss, damage or injury during any event organised by a third party.

If you have any questions, or need some advice, please do get in touch and with our fundraiser on 01730 823 166 and they will do their best to help and advise you.
### Fundraising Event ...

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>What’s Happening?</th>
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<tr>
<th>Tickets</th>
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### Venue
- **Phone**
- **Email**

This fundraising event is in aid of The Sustainability Centre’s ‘Leaves for Learning’ Appeal.

www.sustainability-centre/leavesforlearning

The Sustainability Centre, Droxford Road, East Meon, GU32 1HR
www.sustainability-centre.org  01730 823166
Registered Charity Number: 1079866