



**BONE CANCER**  
RESEARCH TRUST

# **Fundraising Guide**

# Fundraising Guide

## Have fun

The more people enjoy themselves, the more generously they are likely to support you. If they have a good time they are also more likely to support you again in the future.

## Scale

There are specific events and activities, which because of their size and detail, might be preferred by the more experienced fundraiser who has plenty of spare time and a good number of helpers to hand.

For example, dances, shows and parties contain many possibilities. It tends to follow that large events need a large body of public support. This is just as important as having all the time, helpers and materials you need, so it is wise to assess the likely support for your efforts as part of your early planning.

If you are a first time fundraiser start with something smaller, where less risks are involved. You can still raise a lot of money, as smaller events with little or no initial financial outlay still have the potential for fundraising and lots of fun.

## Legal Issues

Having decided on your fundraising activity, you must ensure before you start that you obtain any permission or licenses that may be required from the local authorities and/or police.

For example, public, street or house-to-house (this includes going from business to business e.g. pub to pub) collections have to be licensed and if you are selling or raffling alcoholic drinks this must be licensed.

You also need to obtain permission from the owner or manager for events or collections taking place on private property, e.g. supermarkets. If you wish to organise a collection, then please get in touch with us.

Bone Cancer Research Trust cannot accept liability for any accidents, so do please ensure that any fundraising events you hold are safe for anyone taking part or attending.

## Alcohol

An alcohol license is required for any event where alcohol will be provided or sold. If the venue doesn't have its own license you will need to apply to the

licensing justices of her majesty's court in the area where the event will be taking place, at least one month prior to the event.

### **Entertainment**

Several different types of licenses may be required for different entertainment events. A license may be required for events such as dances, plays, live performances and sporting events. Further information and details can be obtained from your local authority.

### **Lotteries and raffles**

Rules and regulations change depending on the size of these events. For small scale raffles it is usually sufficient to obtain a license from your local council/authority.

If you hold a raffle at your workplace or club, there is no need to obtain a license as long as the lottery is promoted and advertised by an employee and the tickets are sold on the premises. As lotteries are governed by many rules we would recommend that you contact us for further advice before organising one.

### **Things to consider**

Judging by some of the things that people have done for us in the past, it would seem that just about anything lends itself to fundraising. At a time when there is so much fundraising going on, coming up with something unusual will often help to grab publicity, gain people's attention and their financial support.

Adding a twist or two can make old ideas look a lot fresher, but do exercise your common sense! It doesn't have to be dangerous to be different. The key is to look at ordinary events and activities and then add something a bit different to them. With some imagination the most obvious ideas can seem quite new.

Check that other events organised in your area do not clash with yours. Is there something similar happening on the same day, which might reduce the number of people who will attend your event, or is someone else planning the same event a few weeks before or after yours?

If you cannot get around these problems why not approach the organisers of the event to see if you can combine the two and work together, even if funds are split between two or more charities.

## **Ideas**

### **Organise a fun event for colleagues or friends**

People are often keen to join in with a fun event that will raise money for charity. Why not plan a pub quiz night, treasure hunt, Trivial Pursuit evening, cheese and wine tasting or a bowls evening. We have listed a few more ideas for fundraising events below, in addition to our A-Z of fundraising.

### **Auction of promises**

Ask people in your office, or a group you are a member of to write down an activity that they will promise to carry out for the successful bidder. This could be to make tea every day for a month, or to teach the successful bidder a new skill (e.g. free juggling lessons). Remember to collect the bidding money quickly. Hold the same auction at home, e.g. 'I promise to do the washing up for a week' and auction to your family and neighbours.

### **Bring and Buy sales**

Ask people to donate unwanted items (in good condition) and then sell them to friends and colleagues.

### **Car boot sale**

Sell items you no longer want, and ask friends and family to donate them. Your local newspaper will usually advertise car boot sales taking place in your area.

### **Dress down or theme day**

Ask everyone to come to work (or a party) 'dressed down' in jeans etc or according to a particular theme, e.g. the 1970's, Rock n' Roll or famous film start. Charge £1 entry fee or £2 for those who don't dress up!

### **Sponsored personal challenge**

Why not ask people for a donation to see you shave your head, lose weight or any other personal challenge you can think of.

### **Gift Aid**

If you are taking part in a sponsored event don't forget about the fantastic Gift Aid Section on our sponsor forms. Gift Aid is a government scheme that allows us to reclaim the tax that you have paid on a donation or pledge.

For example, if someone sponsors you £1 and they tick the gift aid box, we can reclaim the tax to increase that donation to £1.28 (at the current level of income tax). There's no extra cost to the donor – all they have to do is make a Gift Aid declaration. This simply means that they confirm that they are a UK tax payer and that they are happy for us to reclaim the tax. Imagine what a difference that could make and it doesn't cost you a penny.

## **Just Giving**

If you are fed up with the hassle of going round with sponsor forms why not create your own Justgiving page. Justgiving is an online system, which enables a fundraiser to set up a sponsorship page where people can go to make a donation. Donating through the site is fast, simple and secure. Also if they are a UK tax payer, then Gift Aid will be claimed automatically making their donation worth an extra 28% (at current income tax rates) at no extra cost.

Charges made to Bone Cancer Research Trust from this site are minimal, and in the long run a Justgiving page will save time and money for Bone Cancer Research Trust. You can create a fundraising page by going to [www.justgiving.com](http://www.justgiving.com) and following the instructions.

## **Matched Giving**

Does your employer have a matched giving programme? Many companies support their employees fundraising efforts for charity by matching money raised pound for pound or up to a certain limit. Matched giving is a great way for companies to recognise and support the fundraising efforts of their employees. Why not ask your employer if they have a matched giving programme to support you with your fundraising.

## **Sporty Ideas**

Organise a fun event on a sporty theme. This could be football, squash, badminton or a tennis tournament, or a sponsored swim, bike ride or even a three legged race. Either charge an entry fee per person, or ask each team to raise a minimum amount to take part. You could even do the whole event in fancy dress to make it more interesting.

## **Publicity**

### **Shout about your support of Bone Cancer Research Trust**

Whatever you choose to do, publicising your efforts will encourage others to assist you. A letter or article in your local paper might generate wider interest.

Let people know your efforts are in support of Bone Cancer Research Trust and that by supporting you they will be helping people with Bone Cancer.

If you take photographs, you must let the subjects know that their picture may be published, to comply with the Data Protection Act. Check before the photo is taken so anyone who doesn't want their face in print can get out of the way. You can then submit your photographs to us for publication in our bi-annual newsletter, or your local newspaper.

Look to your local newspapers for free 'what's on' mentions. We can help you with writing a press release and contacting your local paper if you want.

Remember to always include:

- Who's doing it
- What's happening
- When it's happening
- Where it's happening
- Why it's happening

Also, local radio might mention you if your event is large enough or unusual enough to catch their eye. Again we can help you with contact details and advice. Don't forget one of the best advertising methods, word of mouth. Tell everyone you know and ask them to do the same.

We will do everything we can to help, support and encourage you. We can supply sponsor forms and a letter of authority indicating that you are raising funds of our behalf and encouraging people to support you. We would like to wish you all the best with your fundraising efforts and thank you very much for your support.

### **A-Z of Fundraising Ideas**

Antiques fair

Assault course challenge

Auctions

Afternoon tea party

Arts/crafts stall/exhibition/fair

Bad hair day

Bed push

Bad tie day

Baked beans bath

Barbecue

Barn dance

Balloon race

Bingo

Bring and buy sale

Cabaret

Car boot sale

Car washing

Carol singing

Coffee morning

Competitions

Computer games marathon

Concert

Conker championship

Dance marathon

Darts tournament

Dinner-dance

Disco

Dog walking

Donkey derby  
Drawing competition  
Duck race  
Eating baked beans with a cocktail stick  
Easter egg hunt  
Egg and spoon race  
Egg painting  
Exhibitions  
Face painting  
Fancy dress party  
Fancy dress sports  
Fashion show  
Football tournament  
Fun-run  
Gala evening  
Game show based on TV quizzes  
Garden party  
Golf day  
Guess the height/weight/amount  
Go-karting  
Head shaving  
Hopscotch  
Hula hoop competition  
Ice skating show  
Ice cream and movie night  
It's a knockout  
Jumble sale  
Jazz night  
Jigsaw puzzle  
Juggling competition  
Karaoke  
Kite flying  
Kiss-a-thon  
Knobbly knees competition  
Line dancing  
Loud tie day  
Luncheon  
Lego building  
Litter picking  
Magic show  
Murder mystery event  
Musical chairs  
Music quiz  
Movie night  
Nature walking

Name the face  
Netball tournament  
New Year's party  
No smoking day  
Non uniform day  
Obstacle course  
Odd job day  
Odd clothes day  
Pancake Day  
Parachute jump  
Pantomime  
Pet show  
Pie eating  
Pool competition  
Play  
Quiz night  
Record breaking attempts  
Raffle  
Race night  
Roller-blading  
Rock 'n' roll night  
Swim-a-thon  
Silent auction  
Salsa evening  
Sponsored anything  
Talent competition  
Tea party  
Three-legged races  
Treasure hunt  
Tug of war  
University challenge  
Umbrella dancing  
Valentines ball  
Variety show  
Welly-throwing competition  
Wine-tasting evening  
Wheel barrow racing  
Xmas ball  
Xmas pantomime  
Xylophone competition  
Yoga-thon  
Yodelling competition  
Yo-yo competition  
Zany clothes day  
Zoo quiz  
Zodiac reading