



# HARD UP!

Continuing the regular series of 'pull out' features for *Change Your World*: four pages on the basics of fundraising and how, far from being a chore, raising money can be both satisfying and fun.

In this feature, Vanessa Cary, FOE's Fundraising Officer, outlines the basics of fundraising and gives some tips on making fundraising activities work for you.

## You don't get what you don't ask for.

*The first rule of fundraising*

You shouldn't be afraid to ask for funds to run your campaigns. After all, if you believe they will benefit your local community then why should you feel awkward about asking for money to make them work?

There are a number of prerequisites to ensure your fundraising activities generate money. You will need:

- the will to succeed,
- motivation (from everyone involved),
- an agreed strategy,
- good planning,

It is also important to be specific about what the money is for and what it can achieve.

You should consider investing some money short term for quick financial returns.

You could even attempt to raise funds without any initial investment, by campaigning to get the services required donated by others.

Don't forget to set yourself income targets (but avoid being over-ambitious).

Finally, you should solicit **feedback** once the activity is over and set aside time to discuss your fundraising with the other people involved.

There are many ways you can go about raising money, but often the most creative and interactive ideas will work best.

## Organising an Event

A good fundraising event can help you recruit new members, publicise an issue and raise funds. As you will appreciate, it is really important to plan ahead and get as much publicity for the idea as you can. Be creative and try to put an environmental 'spin' on your fundraising. Remember, that by using

our logo on materials you use, you can remind people who we are and help to reinforce a unified image of Friends of the Earth. Most importantly, make things fun so that you will all enjoy taking part.

*See overleaf for how to get started* ● ● ● ● ● ● ● ●

## Meet the Fundraising Team

*from left to right:*

**Back row:** Steve Montgomery (Fund Development Manager); Laura Price (Senior Fundraising Officer); Vanessa Cary (Fundraising Officer); Dylan Parkes (Fundraising Officer); Louise Shara (Fundraiser Major Donors)

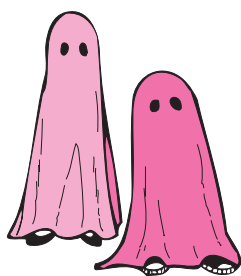
**Front row:** Sandra Hesketh (Fundraising Assistant); Jim Barker (Direct Marketing Manager); Gaille Debuisier (Marketing Data Manager); Angus Nelson (Trusts Fund Officer)



Jennifer Bates/FOE

### Objectives

Decide on your objectives before organising an event. If you do this then every subsequent decision will be easier. With clear objectives in mind you can decide what sort of event you want to run, when, where and how many people you want to get involved. If you can, set objectives that can be measured eg: "raise £500 and recruit 20 new members before the end of October". Make sure that any event idea you came up with is FUN and meets the OBJECTIVES set (if not, look again at your objectives – are they reasonable?)



*What do you mean, you've got another party to ghost to?*

### When

You will obviously need to consider when is the best time to hold your event (ie: October 31st for a Halloween Party) and what other local events might conflict with yours (other Halloween parties?). Do also consider the wider implications of the date you choose, eg. school holidays, or even how close to 'pay day' your chosen date is.

### Event Ideas

#### Holding a sale

These are easy to organise and can often raise a lot of money. The stall could be at a fair or local fete, a car boot sale, plant sale, book sale, jumble sale or theme market. Here are some tips on how to run one:

- decide on the best venue to hold the sale and get permission as necessary
- publicise and promote the sale as much as possible
- get together with friends and relatives to collect items to sell well in advance
- make the stall look as attractive and welcoming as you can.

#### Sponsored events

These events are a great way to raise money and can be a lot of fun. How about: a sponsored sports event, swimathon, walk, bike-ride, a clean up of your local environment by doing a sponsored litter pick?

These are just a few of the more usual ideas – why not think up more outlandish ones and they will attract more publicity, people and more money!

#### Other ideas

Pub Quiz, Medieval (organic) Banquet, Services/Training Auction, Talent show, Open Garden day, Painting or Cookery, Cabaret, Cake Bake, Second-hand Book Sale, Treasure Hunt, Bicycle Tour, Cricket or Football Match, Tennis/Bridge/Monopoly tournament, a Theme Party, Wine /Ale/ Cider/Whisky Tasting Evening, Horror Walk, a Board

Games night at a local pub. The list is endless but only you can come up with an idea which is suitable to your area, contacts and members.

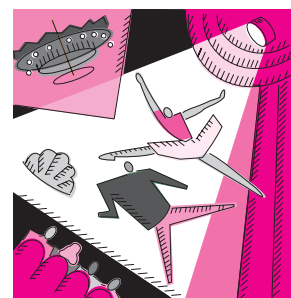
### Some tips

The following are some general pointers which might come in useful:

- don't do it all yourself, delegate as much as possible. You may want to set up an 'event committee' and allocate roles.
- set a deadline by which if you haven't arranged everything (sold enough tickets/arranged sponsorship/got that free venue you need), you should cancel or decide to postpone the event. It's important to be objective about this. Cancelling any event brings disappointment but if things are not going to work out then being a bit ruthless will save embarrassment (and money) later on.
- a 'plan B' may be useful in case of a foreseen eventuality, eg. "if we have sold more than 150 but less than 250 tickets by the 14th then, we will still run the event, but without the Ukrainian Dancing Clown Troupe."
- be aware that there may be local and national laws which you need to consider.
- above all, have fun. If you don't enjoy it then it will be really difficult to encourage others to do so.



*Fancy a cake, missus?*



*Cancel the Ukrainian Dancing Clown Troupe!*

### More advice

If you are ambitious, or want some more guidance, then there are a couple of good general guides available. You can order them through your local library:

**"Organising Local Events"** by Sarah Passingham. ISBN 1-873860-88-9

**"Tried and Tested Ideas for Raising Money Locally"** by Sarah Passingham. ISBN 1-873860-36-6

Both published by Directory of Social Change Publications

**If you have any queries or need further help, ring Steven Montgomery on 0171 566 1604.**

## Street collections

Collections are particularly valuable because not only do they generate vital funds, but the sight of collectors on the streets can create greater awareness of your work in the best way possible – by meeting people face to face. We can provide all the necessary materials – cans, tabards, lapel stickers and identification cards. Just let us know in advance how many people will be collecting.

The following are a few hints on organising a collection in your area.

- Appoint one person as co-ordinator for the collection.
- A collection is best organised well in advance. Once you have decided a date apply to the local licensing authority – usually the police or the County Council – for a permit. They will have a standard application form to complete – and it's best submitted well in advance. If collecting on private property, you must have written permission from the owner.
- Once a permit has been issued it's important that you read the regulations accompanying it carefully.
- Obviously you want to collect where a lot of people pass by. Work out all the most strategic places and how many people you will need to cover them. Popular locations include high streets and shopping centres.
- It's good to have a central distribution point to return cans to, co-ordinate collectors and keep them supplied with tea (especially if the weather is bad!).
- The co-ordinator must ensure that all cans are accounted for and the proceeds recorded in the manner instructed by your local authority. Detailed accounts will need to be returned to the authority after the collection – failure to do so will prevent future permits being issued.
- Once all the proceeds have been counted why not end the day on a high note by holding a party to thank everyone for taking part and to build camaraderie.

A street collection can raise a lot of money if you plan it well and generate sufficient interest – and the rewards really make up for the effort required to administer the event. Remember to get in touch if you want further advice.

If you would like more information, please contact Dylan Parkes on 0171 566 1627

## Running a Raffle

Raffles are fun to organise and easy to promote – not least because you can offer a tangible incentive for everyone to take part. Here are some things you should take into consideration when planning your raffle:

**Consult the Gaming Board:** Although they are relatively easy to organise, raffles must comply with strict regulations from the Gaming Board of Great Britain, so it is important to ensure that you follow their procedures. Broadly speaking, you need to register your raffle or lottery, name an individual as a promoter, and prepare a financial report on the outcome of your raffle. There isn't space to detail all the requirements here, but for a complete guide and further enquiries contact the Lotteries Section at the **Gaming Board on 0171 306 6269**. You can also enquire there for the Board's regional office.



**Source some prizes:** Prizes are important but don't need to cost a lot. Ideally, you should get them donated. It isn't hard to find a friendly local business that would be only too pleased to let you have a food hamper or two, gift tokens or free tickets to a local event.

**Choose a theme:** Raffle tickets are an excellent way of communicating a simple message about a campaign issue – Save Our Wild Places, Tame the Traffic, Switch on to Green Energy. At a local level, this is a perfect opportunity to appeal to people on an issue that concerns them directly. It is also important to have an objective to your raffle so people can feel inspired to donate to something specific. The theme should also help you in your choice of ticket design.

**Print and Production:** Printing up tickets can take some time and you will need to research the most cost effective method of production. Their style and design will depend very much on what you can afford. Don't forget that all tickets must be numbered and that you must keep a record of who is selling and buying them. There should be space for a name and address or telephone number on each ticket stub.

**Distribution:** You can sell tickets at local fetes and any of the aforementioned events. If you have a newsletter, how about distributing them with that? You may also find a local public outlet that would sell them on their counter. Do ensure that you keep a good record of your distributors.

For further information on raffles call Vanessa Cary on 0171 566 1613

## Fundraising from Trusts

Environmental funding is available from both private and public sources. These include the National Lottery Charities Board, statutory sources (local and national government), charitable trusts and companies. For a FOE local group seeking funds the last two are probably the most easily accessible. Money may even be available from the Landfill Tax, but there may be pitfalls associated with this. Please contact the fundraising team if you would like to pursue this route of funding.

At the Charity Commission for England and Wales there are over 200,000 charities registered, 20,000 of which are grant-making trusts and foundations. These organisations generate around £1bn a year in income, are exempt from tax and by law, they are obliged to distribute their income to good causes.

Even though the majority of these funds are controlled by the top 1,000 trusts, who mainly give to national organisations, there are a significant number of very local grant-making bodies. Two publishers – the Directory of Social Change and the Charities Aid Foundation – produce guides to these local trusts and environmental funding as a whole. Their publications are in your local library.

**If you need further guidance please don't hesitate to get in touch with Angus Nelson on 0171 566 1606**

## 2 for 1 Membership scheme

The 2 for 1 scheme offers new local groups members one year's national FOE membership for free. Our scheme – which started last Summer – has attracted over half of local groups, and has brought you nearly 400 new members. If you haven't signed up to the scheme yet then now's your chance. A registration form is included with this issue of *Change Your World*. The Summer should bring plenty of opportunities to advertise the offer and attract new members – at fairs, events and Days of Action.

We know that members give us more political strength when taking on local, regional and national government. In the same way, more membership, at local group level, forces regional and local government to take notice of and act upon local group campaigning activity. We know that local groups are keen to recruit more members because they are aware of the financial safeguard that supporters can provide to FOE's future. In order to raise regular funds for your group, why not try promoting membership with "2 for 1". We think the scheme provides an ideal incentive to help you strengthen your membership base.

National membership includes four free issues of our award-winning magazine, *Earth Matters*, which is essential reading for anyone interested in green issues and provides valuable information to help local people campaign actively at both a local and national level.

We have dispensers, attractive posters, join forms and a recruitment briefing available so please fill in the order form enclosed or ring us to place your order. Don't forget, the join forms can be used in conjunction with your existing materials, and we also have a template if you need help producing your own membership leaflet.



*Local Groups Recruitment poster and leaflet*

**Send the registration form back to the Fundraising Department at Underwood Street or ask for Dylan Parkes or Vanessa Cary on 0171 566 1627. We'd be happy to send you all you need to help attract new members to your group.**

These are only a few ways in which you can raise funds and increase membership. If you are planning a new fundraising initiative be sure you are aware of any relevant legislation before you start. Fundraising laws centre around not being a nuisance to the public so make sure you know the law and stay within it. Do get in touch with the fundraising department if you need any advice.