

# A - Z OF FUNDRAISING



**200 IDEAS FOR RAISING MONEY**

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# INTRODUCTION

## About this book

This useful booklet originally produced in 1997 and periodically reviewed, has over 200 money raising ideas for local groups with the accent on fun. The whole alphabet is covered from an Auction of Promises to the need for Zest and Zeal to hold a successful event.

The suggestions remain relevant today and can produce useful funds towards your goal. **Please** be careful though when organising events – legal requirements and insurance for some activities have moved on considerably in many respects and you should ensure up to date professional advice is taken before you go ahead.

How do you organise a fete? What is a Safari Supper? The book is packed with ideas and practical information for organising events with a complete appendix of suggestions for stalls to have at a fete.

**Appeal Letters** should be straightforward. They should include (not necessarily in this order).

- What the charity or community group does, whom it helps, how it helps them and some background information on its foundation.
- Why the charity needs to exist; for example, what gaps in existing services it fills.
- Why the charity needs funds and how donations would be spent.
- Why the cause is urgent, and by implication why support should be given for that cause rather than any other charity which approaches the firm.
- Why it is appropriate that the particular company should give; for example, if it is a local business stress its obligation to help local charities.
- If the firm's or generosity is to be made public, through advertising or any publicity then emphasise the goodwill that this will create for them.

**Advertising Balloons.** These can be overprinted with the name of your organisation or event. You may know a company who use printed balloons to promote their business. Ask them to supply you with balloons for your event, and/or pay for your details to be added.

You can also sell them on a stall either to be blown up or already inflated with helium and attached to a string or you could have a balloon race.

Suppliers will have gas, tags etc, and will offer advice. N.B. Do make sure that the balloons you use are made of environmentally friendly biodegradable material- beware of upsetting local livestock and animals. Suppliers will advise on notifying aviation authorities.

**An Auction of Promises** is a great fun; the 'lots', as you will see from the list below, includes skills or other non-financial contributions from people in the community. The satisfying thing about this fund-raising idea is that it brings together people who have something to offer, and those who are prepared to bid for it! Get as many different lots as possible; the more lots, the better the auction.

Funds can be raised in many ways. Produce a catalogue of the lots offer. Try and get advertising in it; combine the auction with a buffet supper and charge inclusive admission. If you don't have food, then sell tickets to include a drink and charge for additional drinks (check you have a licence). Use a waitress service if you want to avoid people queuing during the auction.

A good Auctioneer is essential. Try and find a professional, alternatively a live-wire amateur. The auction should be speedy but achieve as much for each lot as possible. The Auctioneer's assistant keeps a careful note of who successfully bid for what and collects the money at the auction.

Possible promises

- Three sailing lessons
- A free manicure
- Two hours ironing
- A week's break in a holiday cottage
- Dog walking once a week for a month
- Two bottles of wine
- Basket of produce from an allotment
- Three one hour maths lessons for ages 13-15
- Free meal for two at a pub
- Dinner for four cooked in your home
- Six hours baby sitting

**Balls** used to be very popular way of raising funds, but increased costs have made them a high risk event which few organisations are prepared to tackle. You must have a large number of supporters, who in turn must have friends, neighbours and acquaintances to whom they can sell tickets. It is nearly always fatal to base your success on attracting uninvolved members of the public.

One of the problems in running a Ball is the number of fixed costs which you have to pay whether 50 or 500 tickets are sold. You can set a date and get the committee to canvas support in advance but even so, people will blithely say 'yes' in theory but 'no' when you actually ask for the money.

Think long and hard about organising a ball. Not only can it fail to make a profit, it can also be a big money-loser.

A Ball (or dinner) can also be the vehicle for an Appeal, with people being “shamed” into giving generously. Whilst this practice is acceptable in some circles, in others it would be greatly resented and would become counter-productive as people would avoid going to such functions again. If organising an on the spot appeal, make sure that those attending are expecting one. Have a stirring, emotional speaker making the appeal, who will pull at the heart strings. Keep the speech short.

The appeal must be good humoured, the audience must not be berated for a miserly response, but rather congratulated on its generosity, whether or not it is generous. It is helpful to have some key members of the audience (committee members and past committee members) approached before the meeting, and asked to set the ball rolling, and also setting high standards of generosity. Appeals at dinners are quite usual. The event should be made attractive by the presence of distinguished guests and interesting after dinner speakers.

**Beetle Drives** are an old fashioned sort of fundraising event, but are the most enjoyable. Beetle cards are available from one of the many fund raising sundries suppliers, with full directions.

**Bands.** You can probably find a local silver band, brass band or a folk group which will play for a modest fee. Information on Army Regimental Bands within the various Commands can be obtained by writing to Command Recruiting & Liaison Staff at the appropriate Headquarters. (Information from the Royal British Legion- see Yellow Pages).

Apart from Bands, the Services can offer a variety of teams trained to provide spectacular displays and arena events, mounted and motor-cycle rides, free-fall parachuting by Army teams and aerobatic displays by RAF teams who also have police dog and helicopter displays.

**Bookstall.** Ask your local newspaper, freesheet or regional magazine for redundant review books, as well as making regular collections from private households. People tend to throw away books on a weekly basis, rather than a big clear-out. If you have the room to store them, and people know they can drop books into you at any time it is better way of getting a bookstall together, than a once-a-year collection.

Books can be sold:-By the bundle, all the same subject or random lots. By the yard in the case of attractive bindings. By the pound, weight or money.

The best way to display them is with the title/spine upper-most in wooden boxes. If the sale is outside a polythene cover takes minutes to rig up and will make all the difference if it rains.

**Buy a Brick, Seat or Tile.** This type of fundraising for new premises or extensions to buildings allows individuals and groups or companies to contribute. A record should be kept of contributors and left on display- perhaps a framed list. If a company buys” a wall. If an area is to be tiled, the tiles could be decorated in honour of the sponsor or carry their name.

Buy a brick is a very practical way of helping to build or extend facilities. Again a framed or lettered list of contributions is essential, possibly even hand lettering on the bricks in the finished wall may be possible if you have a volunteer letterer. You could “gift wrap” each brick and sell them at fund raising events, giving the buyers, maybe, a printed card of thanks.

Then have a handing over ceremony (another fund raising event possibly) when their wall is going up. This could have good local press photo appeal. A word of caution though; your building may be made of more blocks than bricks, and modern construction methods may not lend themselves to a Buy a Brick scheme.

**Buy a Seat.** This is a good scheme for conservation projects, old people’s homes, or gardens or village halls. Different sorts of seats are required. In the case of village halls, or community centres, stacking plastic seats are the most practical, but for outdoor situations, wooden amenity seats look attractive and lend themselves to a commemorative brass plaque or wood engraving.

Don’t forget to add the cost of producing the donor’s name to the cost of the seat, whether plastic or wood. A more traditional bench can be obtained from local garden centres and other suppliers. Your Yellow Pages will have details under garden centres and equipment.

**Barn Dances.** They should ideally be held in a barn, but equally well could be held in a hall or school. Barn dances are popular with Parent Teacher Associations perhaps because the participants are energetic enough to join in the fun. A barn dance is not just for sitting down and tapping your foot to the music.

The time of year could be important if you do manage to find a barn- they can be rather chilly, even in summer. From the farmer’s point of view, before mid July is the best time: after that, most barns are in use. Many become free again after September, depending on the farmer’s needs. Whatever time of year you decide on, some form of initial heating will be needed which will hopefully become superfluous when everyone “gets going”.

A good caller is absolutely essential; he or she frequently belongs to a group of musicians or knows the best groups. Records can be used to save money, but a live group will create a more dynamic atmosphere. A Barbecue or Buffet goes well with this event, or you could ask a fish ‘n chip or hamburger van to come, charging a rent for the evening. A Bar is essential from a thirst and a fund raising point of view. Don’t forget about a licence.

**Barrel Organ Collection.** A barrel organ or similar may be borrowed from local enthusiasts or exhibition. (Make sure about insurance cover). Barrel organs always sound good in the street. Try and get one next time you're doing a street collection, house to house collection, or distributing handbills. A street licence is needed from the police.

**Bingo.** The venue is important. It should be in a convenient place and be warm enough in the winter. To make a success of the evening a good caller is needed. A visit to the local Bingo Hall to see how the professionals do it will help. Helpers are needed to take entrance money and sell tickets and refreshments. Bingo cards need to be printed. The cards include 15 numbers, any between 1-90, every card being different. These are sold to the players, either individually or in groups of say five.

The caller can use a bag of counters numbered 1-90 to draw the numbers in each contest or 'sitting' as they are known. Such sets of counters are often in family games sets.

The winner is that person who fills the whole card one line, etc, (as directed by the caller) and shouts "Bingo". Full instructions usually come with the Bingo kit produced by commercial companies. If Bingo is developed as a weekly event, an association can start to gain a useful steady income. However, it is essential to know the law concerning this form of fundraising.

**Blanket Collection.** Find an outdoor event which will be well attended (sporting ones are ideal) and get permission to send people round the crowd holding a blanket for money to be thrown in. If the event has a programme or a commentator, ask if they would advertise the collection and what it is in aid of.

- Baby sitting
- Bed race
- Bring and buy sale
- Bridge Drive
- Bulb growing contest

**Car Rally.** You can't expect to be expert in all fund-raising events. We would recommend that you contact an enthusiastic Car Club who may be persuaded to run an event for you, or in conjunction with your organisation.

**Cinema Collection.** Seek the agreement of the management first. If you have any posters or printed material then this is a good place to display them/give them out. A good location is after the box office (change going into pockets from tickets) or at the entrance (hands going into pockets for the ticket money).

**Co-op Charity Number.** All you have to do is write to the HQ of your local Co-op and apply for a number. Of course, all Co-op societies have a general charity number

for those who can't remember their own; the checkout assistants know what it is. Run a campaign to encourage people to donate a year's worth of "Divi".

**Coin painting.** Find a place where there are lots of passersby (A wide pavement or outside a supermarket- get permission!) and make a simple design on the ground which can be "painted" by placing different value coins on nominated colours on the painting.

**Children's Painting Competition.** This can be organised through local schools in advance of a fund raising event, at which the entries would be exhibited, and admission charged. The children who enter should pay a small fee, and the entries should be sent to a central place, where they will be judged.

Not a big fund raiser, but it does get children themselves involved. It may be best to connect it with a particular project (i.e. some play provision for a hospital or special needs provision) or facilities relating to children.

**Covenants.** Basically, an organisation must be a registered charity to receive funds under covenant.

**Clay Pigeon Shoots** need proper organisation to be run successfully. The Clay Pigeon Shoot Association has a free booklet on how to do it. Write to them at 107 Epping New road, Buckhurst Hill, Essex, IG9 5TQ. Tel: 0181 505 6221.

**Casino Royale.** Have a gambling night, with admission for entry, qualifying each person for tokens or chips to a predetermined amount. Black Jack, Roulette, Wheel of Fortune, Poker, Tombola, Dice etc, are set out around a suitably decorated hall or room. Gamblers use their tokens or chips to play, their "winnings" entered on a card, initialled by the croupier or dealer. At the end of the evening, everyone counts their "winnings". The highest total wins a prize- with smaller prizes for second and third etc.

Participants can wear evening dress, you could have a buffet and drinks, (licence required) a raffle or lucky draw and so on.

**Car Washing,** is good for involving younger people in groups of two or three as teams. See if a busy supermarket with a car park would allow you to offer a car wash to customers while they shop. Look for a large outdoor event and see if the organisers will let your "teams" into the car park.

**Chopping Firewood.** Do be careful, wear goggles; dry wood splinters very easily.

**Collecting boxes/bottles.** These are very good for capturing loose change but do remember to collect/empty regularly. Leave a couple of 50p pieces in the bottom of a large glass bottle to encourage people. Do thank those on whose premises the boxes, bottles etc, are and let them know the amounts collected.

**Choose a Hymn.** This grew out of going to church and not liking the vicar's choice of hymn, or the tune. All you need is a box an agreed charge and a dated list.

**Car Boot Sale.** This is a type of event that has grown in popularity in recent years. It is a way of running a selling event, normally lasting 2-3 hours relatively simply and without too much hard work.

The basic aim is to find an open space ie field or car park. Pubs are often pleased to help. The aim is to get it at no cost. The profit comes from charging sellers and possibly having an entrance charge. The stall holders provide their own tables and keep all their profits.

It is obviously vital to advertise well in local papers, news- letters and other leaflets, by posters and local radio. If there is a similar event to be held in your area a few weeks before, hand out leaflets to all the stallholders there.

You need people to: - organise the publicity, set out the layout on the day, direct cars to their spaces, collect stallholders' money and that of the general public, generally keep an eye on things around the area during the event and run any stalls you want to have to improve the profits. If an area is used for car boot sales on a regular basis, it could constitute "change of use"- consult your local planning department for advice.

- Christmas shopping evening
- Children's theme party
- Community market
- Coins in a fountain
- Car treasure hunt
- Carol singing
- Charity lunch
- Cabaret
- Concert
- Coffee morning

**Design** is very important when you are producing a poster, news-letter, or any other communication. See if you have local talent (in possession of a computer) who would be willing to help. Contact your local school and try and involve them in your project.

**Dinner** with a good speaker is much enjoyed and can be profitable if you choose an economical menu. A dinner may be organised in a large private house (and individuals supply the food, or outside caterers brought in) or you can get quotes for a meal from a number of local hotels. A raffle may enhance the funds during the

evening. It may be worth paying for a local celebrity, related to the club's interest, (a well known actor for a drama group, for example). Good speakers are booked up months ahead so forward planning is essential.

Write to: - The Artists Index, Room 3114, White City, 201 Wood Lane, London W12 7TS.

They will supply you with the names and addresses of artists' agents who look after their clients' speaking engagements.

**Directory of grant making trusts.** This is the major source of information about the many hundreds of grant-making trusts in the United Kingdom. It is available in the reference section of most libraries.

**Double or Nothing.** Give willing individuals say, £10 and get them to turn it into £50, eg-buy items at cost and retail them, supply wool to knitters and sell the garments, invest in baking materials for cake stall, buy timber and make items for sale.

**Duck Race.** If you have a reasonably fast flowing river in your area then you could have a Duck Race. First you need to buy ducks- the sort you play with in the bath! The ducks should be numbered and you sell correspondingly numbered discs or key rings. The ducks need to be all released together to float down the river and first past the post wins a percentage of the income from the key rings, don't forget to catch all the ducks at the end of the race!

**Dutch Auction.** Unlike the usual auction where once the bidding starts the prices rises and the person offering the highest bid buys the item. In a Dutch Auction the auctioneer opens the bidding at a high figure and reduces the price. The first to bid succeeds, so if you want something you must decide very quickly and bid.

**Exhibition.** This can be of paintings, pottery, knitting, handcrafts or whatever. You can charge for admission and catalogue and sell raffle tickets.

Agree the commission payable by the artist to the organisation in advance. In the case of paintings being shown over an extended period, keep a simple duplicate book for sales, give the top copy to the buyer and arrange for the pictures to be collected at the end, otherwise you end up with empty walls half way through the exhibition. Red "sold" stickers look professional. Make sure who is insuring the exhibits!

**Expeditions.** There are specialist tour companies dealing with groups, remember you are trying to make a profit for your organisation, so don't pass all the savings on to the passengers.

- European funding

- Electric train exhibition

**Fair or Fete.** A whole book could be written on how to organise these big events, but just make sure and then doubly sure, of who is definitely doing what, as opposed to “hoping to”. If you have an HQ- village hall, community centre or whatever, put up a big notice so this is clear. I/C means “in charge” to distinguish who’s in charge. If a helper drops out, it’s the person I/C who has to find a replacement; otherwise it will always be YOU. Learn to delegate.

Keep your ear to the ground when deciding on a date- make sure your Fair doesn’t coincide with an equally attractive event elsewhere.

Think about investing in a well- known personality to open your event. The BBC have a list of artists and their agents. Contact them for a copy of the Artists Index at Room 3114, White City, 201 Wood Lane, London W12 7TS.

You may decide to rent out stalls to local enterprises. The alternative is to man all the stalls with volunteers from your group and take all the profits. This isn’t as good as there’s not such a high calibre or variety of stalls, and it stretches your helpers to the limit. Much better to use your troops to man stalls and stands which get visitors doing things-skittles, welly winging, coconut shy, bowling etc (see check list of side-shows and stalls) and make money that way.

A wide range of stalls and sideshows is a good draw and brings in a bigger crowd. Of course, promotion and publicity is very important, you should encourage your stall holders to promote the event and distribute the posters wherever they go. Deliver hand bills door to door by arranging to have them delivered with the local free sheet or newspaper.

Appoint a Publicity Manager and use every single outlet for promotion at your disposal.

Contact the RAC for road signs- can be expensive. \*

- Erect hoardings on the site and on approach.
- Pin up posters, distribute handbills
- Advertise on radio and in the press, but set a budget and don’t exceed it
- Use the free “ what’s on “ section of the local press and free sheets
- Send details of the event and what will be happening to the press, radio and television companies in the form of a press release.

Invite the press to attend; a good photograph or story appearing after the event may encourage people to come next year. But if it’s a one-off, get all the publicity you can before the event.

Remember car parking is profitable. You can rope off an area of, say, a field or if you’re holding your event in a school, an enclosed playground. Set up a CAR WASH team so visitors to the fair come back to a shiny clean car. Decide if you are going to charge for car-loads or individuals, or issue a ticket for car parking and driver, passengers paying separately.

Various rates for entrance can be worked out with rule-of thumb rates being applied to big families. Give clear guide- lines to those on the gate or, in the hurly burly, they'll get flustered. Don't forget to contact your local Kennel Club Breeders Association, Hot Air Balloonists, Acrobatic Display Team, RAF establishment, Fire Brigade and so on, for displays of their skill. Appoint a Gopher- someone whose job is to make sure everyone is managing. This person should be fit and willing to GOPHER (" go for" ) anything needed- change etc. or stand in whilst the stall holder goes to the toilet, has five minutes rest, or holds the fort until the " next shift " comes on. In order to keep in contact with everyone, a good PA system is a must for outside events, and walkie talkies are marvellous to have. Take advice on insurance- you must have public liability insurance but be wary if insuring against rain!

If you, as overall organiser, make sure a fund-raising Fair is fun for the helpers, they'll volunteer again and again.

**Fashion Show.** Most local dress shops are very keen on organising charity fashion shows as it gives them an opportunity to show their clothes on attractive models in glamorous surroundings and attract useful publicity for themselves and your charity. Most people will be pleased to have a bone-fide reason for visiting some local moated hall, so choose the right venue.

A fashion show usually lasts about an hour. In order to make the most of your models it may be possible to stage an afternoon as well as an evening show. Rehearsal time before the event is essential, especially if the models are local amateurs.

If expensive items are being shown, insurance and security staff are essential.

Even if the show is stretched out with details of models hair and make-up, the show will still occupy just over an hour. To make an evening of it incorporate a buffet supper or cheese and wine event. Admission tickets may be sold and you could run a raffle with a dress from the collection to be won.

**Film Premieres** rely on supporters paying a premium price for attending. If you can persuade a glamorous celebrity, or royalty, to be present your chances of success are greatly enhanced. An evening-dress event with a sponsored reception before or afterwards would be enjoyable, but you would have to charge much more for tickets.

To organise the film, contact the film companies and get details of suitable films being released. Forward planning is essential, of course. Don't be surprised to find yourself in a queue for a particularly suitable film, you may have to settle for "first local showing of" rather than "world premiere of". The bigger draw you can provide in the shape of your celebrity, the better. This will help promote the film "which is what the film company is interested in". Even if you are offered the film free of

charge you may still incur the costs of hiring the cinema and staff. Then all you have to do is sell the tickets.

**Firework Display.** This can act both as a publicity stunt for another event and also, as a fund-raising event of its own. The big problem is the fact that firework displays can be seen over a large area, and therefore all those enjoying the display need not pay an entrance fee.

It is therefore a good idea to have other attractions within the firework ground- perhaps a local funfair, or a musical attraction, or a dance. Obviously, there is a potential demand for refreshments such as hotdogs, hamburgers etc.

We would recommend contacting the professional firework companies when organising an event- look in Yellow pages.

**Flag Days** and street collections. These can be most profitable, but also the most difficult to get a licence for. Other disadvantages include the large number of collectors required if your collection is to be confined to a single day. The weather is also a hazard. Door-to-door collections can be spread over a large period (the entire period must be arranged with the authorities) and in this respect can be carried out with few helpers. Leaving boxes or envelopes cuts down explanation time, but calls for a further journey to be made to retrieve donations.

Always try to seek advance publicity through your local newspaper or radio station. Have bold labels on collection boxes and/or flags. Choose sites frequented by large numbers of pedestrians. With a door-to-door licence you will also be able to collect at public houses. Brief collectors in advance on the techniques and etiquette of collecting and make sure they look presentable and are always ready with a smile. Many people object to "having their privacy invaded" at home, even though they will still donate. It's important to try and leave a good impression behind.

Do not attempt a collection unless you are a member of a well-established group with a large and dependable band of volunteers. Don't give any one collector too large an area, for security reasons, and try to have your collection in the summer, when evenings are longer.

**Foreign Money.** Collect and convert all these pesetas, lire and francs (especially the notes!) into sterling. The Banks prefer notes, but Thomas Cook will take notes and certain coins- contact your local branch for details.

**For Sale Boards.** Most newsagents have these for sale and wanted boards, because they provide a useful community service and create a lot of interest. Someone, of course, has to remove old cards, put up new ones, and take money. Have a regular changeover day to streamline administration.

**Friends of the Association.** These are relatively easy to set up, but can come adrift after the initial reason for them has been achieved. Motivating the old Friends can be

an uphill task and the answer is continuous recruitment- fresh blood means fresh ideas and enthusiasm.

**Fast Party** people give up a meal and donate the cost of that meal to charity.

- Forums
- Festivals
- Fun Day
- Fun Run
- Fortune Telling
- Fishing Tournament
- Flower and Feather Show
- Football Match – with celebrities
- Friends of the Village Hall
- First Day Covers- stamps

**Gala, Film or Theatre Evening** For this you need the co-operation of a friendly cinema or theatre. You next need a good general interest film/play. You may have a “late night” Gala so the cinema or theatre can do their normal paying show beforehand and not lose revenue. But late night also means no public transport, or reduced services, so if you are able to call on theatre/cinema staff, then it would be helpful gesture to arrange transport home for them. Alternatively, use volunteers from your organisation.

The Gala aspect comes from personalities from the show/film, the evening dress of the audience, the price of the tickets ( expensive! ) and the festive decoration of the building ( a rush job, this, if the theatre closes at 10-10.30pm and your midnight matinee starts at 11.30pm ) Good promotion, and pre-publicity is essential, every move recorded in the local press.

Make sure the press take photographs of the famous guests on the night, and have them report the films or shows the celebrities have appeared in. If people are paying a premium price for the tickets, a little extra “ hype “ before the event will create extra excitement on the night.

**Gardens** open to the public on certain days, one day or a special weekend a year are very popular. Well organised car parking is absolutely essential, and if wet, make sure cars won't get bogged down. Prepare a guide to the gardens and sell it. Make sure lots of plants, crafts etc are for sale. Refreshments facilities and toilets are essential and profitable.

An individual garden even of modest size can be open on several weekends or days, and the same toilet/refreshment/ goods for sale ideas apply. Size is not as important as interest and attractiveness.

**Garden Parties** can be fun but the weather can cause problems.

**Gardening.** Recruit a team of gardeners and offer their services to the community for a fee. Get people to sign up for a regular visit rather than only ringing the co-ordinator when the grass is two feet high. Don't forget to pay for the petrol for your volunteers to put in their mowers.

**Good as New Sale.** Be firm, and reject anything not up to a predetermined standard. These items can, tactfully, be put into the next jumble sale. Have clothes ironed and sized if necessary, and hung up. Remember, you are going for a premium and must make the things look worth it.

**Grant Aid.** That is money from statutory or "official" sources (such as local or national government departments).

**Greeting Card Sales.** Sell cards, gifts, wrapping paper etc to your friends or work colleagues and earn commission for your charity.

**Group Photos** of your team, club, organisation etc. can be sold at a profit. Many local photographers offer this service (to schools, mainly) but could equally well extend this to adult groups. Look in Yellow Pages for a local photographer.

- Garage sale
- gardening
- Go karting

**Hat Stalls** are fun. Obviously, you need a mirror, which also helps to display the hats attractively. Shady straw hats are always popular, followed by "wedding types" hats and knitted, woolly ones are the least sellable. Men's hats fetch a premium if you can get them.

**Hitching Box.** A collecting box in the car for contributions to a charity.

**Hot Air Balloons** are always exciting to watch but this kind of event can take a lot of organising and at the last moment, the weather can ruin everything.

The summer months, traditionally the time for fairs and shows, are the worst time for hot air balloons. Hot days create unsuitable thermals and balloons can't fly in winds above Force 4 or heavy rain and 65% of planned flights won't happen, because of unsuitable conditions. The same constraints apply to balloons which are merely to be inflated and tethered.

It is evident that a hot air balloon should never be the central attraction to any event. Even in perfection conditions, the end of the day will nearly always provide the most favourable conditions, so at best; a hot air balloon finale is the safest to go for in the

Spring or Autumn, with a philosophical sponsor. Look in Yellow Pages for local organisations.

**House to House Collections.** This needs a big team of keen collectors who won't be demoralised totally when told "Not today, thank you". Big fierce dogs are also a hazard. Do use these visits to distribute a leaflet telling givers what it's all about; who you are, what you do in the area and where you can be found.

Remember to use some of the space on your leaflet, or handbill to say a big thank you. If people are out, at least you will have publicised your message and not wasted your visit. Good organisation is essential, to avoid two people knocking on the same door which wastes time and irritates both collectors and givers.

The law of collectors is strict for two reasons. Firstly to prevent abuse by dishonest or negligent collectors. Secondly, to save the public from too frequent appeals which would become annoying and even threatening if not controlled. Organisations should apply to their local District Council for permission. Before a licence is granted, if at all, the authority will want to know the name of your fund and its purpose, the area in which you intend to collect, the dates you propose collecting, and the method you intend to use, eg door-to-door or street collecting. Application should be made well in advance; a year is advisable, while a month is the absolute minimum permitted.

If you are granted a licence it will be on the condition that you obey certain regulations. For example: collectors must always be over 16 years of age, official identification badges must be worn and carried, boxes must be sealed, and envelopes should be opened in front of dependable witnesses, and so on. Above all, any claimed expenses must be minimal and collectors must be of good character.

**Host a Sale.** Hold a party plan sale in volunteer's homes or in the village hall and donate the commission earned.

- Halloween Party
- Home decorating
- Home made goods sale

**International Evenings.** These are not only fun, but can help to foster understanding between different cultures.

Try the Tourist Boards of foreign countries in London for posters and other information. Flags, bunting in the relevant national colours, plus music, food newspaper and magazine cuttings, and drinks of the country, all help to create the right atmosphere.

Greetings, directions and other organisational material can be in the language of the country, for example for a French evening. It all adds to the foreign flavour.

- Indoor Games Competition

- Individual gifts and donation

**Jumble Sales** must be one of the most popular forms of fund raising, but they are very labour intensive both before, during and after the event. Variations on the jumble theme are: - pay an amount at the door for a big black dustbin liner and fill it up. Pay an amount and take all you can carry. Give everyone a piece of cardboard when they arrive; the helpers write what the people have brought but no money changes hands until the buyer leaves and pays up at the exit. If you announce “everything half price” at some point, the helpers draw a line on the card, write the original price which is then halved when the goods are paid for. This avoids the problem of giving change and keeps the cash in one point.

Remember to check with other organisations and avoid the most popular 2 pm start. Begin at 1.30, or 3.00 pm in the summer. Join with other organisations and have a Mammoth Jumble Sale with several jumbles on one day. What bliss for those who spend frantic Saturday afternoons running from one to the other.

Refreshments at these events are appreciated. Consider asking commercial operations to bring their ice-cream or fish and chip vans, and charge a rental. Think how many people you are likely to get (keep records of attendances, they are useful next time) to judge what proportion will buy ice cream, so you can ask a realistic fee.

- Jam making
- Jazz evening with picnic
- Jobs around the house
- Joint project with neighbouring village

**Kick a Goal.** This can be terrific if you can persuade a professional goal-keeper to face would-be goal scorers; two attempts allowed.

**Knobbly Knees.** These contests are usually entered by men or children.

**Knock a Nail In.** This is harder than it sounds. Choose a dead tree and invite competitors to drive a 6” nail into it in three hits.

**Kiosks** to sell refreshments at events.

**Las Vegas.** Similar to the Casino Royale night, with a Wild West theme. Decorate the room or hall like a gambling saloon of the old wild west with a long bar, sawdust, swinging saloon doors, hanging oil lamps, small tables covered in gingham cloths, a bar with “shots “ of whisky, a suitable menu and of course dress of the period and style, jeans, western boots and “ ten gallons hats “ for the men, frilly dresses for the ladies. Drinks such as “Red Eye” and “snake bite” can be served. Have a country and

western group to perform, or play records or put on a cabaret if you have a potential Mae West in your group.

**Lawn Mower Race.** Sponsors mowers or charge entry to compete and get the communal grass cut at the same time.

**Lecture Service.** If your group is a specialised one interested in historic churches, music appreciation or an unusual museum you probably have a good speaker who knows his subject well enough to talk about it in public for a fee. Various groups with a social programme welcome talks, with or without slides, on an interesting subject, and will pay a fee plus travelling expenses. The speaker gets the travelling money and his organisation the fee. This has a dual purpose in that it promotes your organisation therefore should arrive armed with membership details and forms.

**Letter Appeal** – is one way of getting in touch with a large number of individuals but make it as personal as you can or it can look like a circular. Be prepared to send several different letters tailored for the recipient, then you can use words that will ring a bell with them as individuals. Although your letter is destined for the sales manager he or she is still a person, so find out his/her name.

If you are hiding behind a letter, and he behind a telephone, often nothing happens. Try and follow up letter with a personal visit. If you go to see him personally, you can explain, answer his questions, get him involved. You don't just want his money, after all, but his interest and concern. Fund-raising should be a long-term project, with the giver kept in touch with what you've done with his money, or his company's money. If the giver can see you've used it well, he feels satisfied and he will give again.

Instead of "may I come and talk to you about the XYZ project", try, "I'd like to come and see you next Wednesday morning". If the answer is "I'm in a meeting all morning", say "fine, Wednesday afternoon then, does 2.30 suit you?" Don't be defeated too easily, remember the worthiness of your cause. He's trying to avoid seeing you personally because, face to face you'll probably persuade him.

**Lucky Straws** – cut one ordinary drinking straw in half, push into sand along with lots of full-size straws. The winner is the person who draws the short straw.

- Ladies Night
- Lawn Mowing Service
- Local Trust Funds
- Low Interest Loans

**Medieval Banquets** and fairs. A great number of these are being enjoyed all over the country and take a lot of organising – from the wooden platters to the goblets for mead, the wenches, minstrels and jesters. You may consider linking up with a professional operator and taking just a percentage of the profits, negotiated in advance. You would make extra cash with sideshows, selling sweetmeats, mulled

wine kits, Olde English Recipes, ribbons and other Merrie England goods, so long as they have been agreed with the professional organiser.

**Mugs.** They can be printed with your organisation's name or symbol and are a practical way of raising funds. You would need to order a reasonable quantity to make sufficient profit.

**Musical Evening.** You could have records, tapes, one talented local musician, or a fully fledged professional trio, quartet or band. See Pie and Punch for venue suggestions. Alternatively book your local theatre for a Sunday or Monday night when they are frequently closed, or check with local hotels/pubs who may give you an attractive room at a charitable rate. You will probably be morally obliged to let them do the refreshments, thus losing a potentially profitable source of revenue, unless you can negotiate more favourable terms. The simplest thing would be to try a rent free venue and make your money on the tickets, after expenses. Run a raffle, draw, etc. on the night.

**Music Hall.** Try and get a leading light from one of the many excellent Dramatic and Operatic Societies in the area to be "the star" and you'll probably be astonished how many "supporting acts" you can find. Elderly people remember the music hall days with great nostalgia and affection and will be a good source of information on style, delivery and authenticity. This sort of evening gives everyone a tremendous chance to dress up and you don't need a marvellous voice to sing the tunes. Costumes can be hired from the local theatre.

**Mystery Tours** must be kept a secret as they lose their appeal once the destination is leaked out; hard to maintain this element of surprise when all 12 committee members know the truth. Consider a very small sub-committee (of two?).

- Make up demonstration
- Marathon Session – music/sport
- Market Stall
- Model Making
- Model Railway/Aircraft exhibition

**Name a Room.** Contact people individually for this, you may be very successful and run out of rooms in your new village hall! Exact funds needed must be established with an architect or builder. It is tricky for the amateur to apportion the cost of a room in a building, a guess-timate will not do.

You should know exactly what is included in the sum quoted, carpets, curtains, etc; you should also know if the potential your organisation will accept. How will donors be credited? A major giver will want to know, and you must decide whether all donors will be acknowledged, alphabetically or in lettering proportionate to their contribution.

**Newsletter.** However modest, the advertisements carried in your newsletter must be clearly presented and legible. Encourage advertisers to keep their simple; try and find a sympathetic graphic designer to improve the look of your publication. Keep to deadlines, and make sure each advertiser gets a copy.

The proportion of ads to editorial material should be noted and if you are very successful at selling advertising space, add more reading matter to maintain the balance. Do ask a reasonable price for the space, based on cost of numbers printed divided by the number of pages, then divided by the number of advertisers.

Try to make the advertisements not only pay for the publication costs, but enable you to make a profit. To help you do this, get several quotes from various printers – it really pays to shop around, unless you're printing it yourself. Find out from each one precisely what you're getting for your money and when you've made your choice, get the quote in writing.

- Nearly New Sale
- Newspaper Collection

**One Price Stall.** Everything is one price based on the goods for sale.

**One Hundred Club.** You need 100 people to form the club and members pay a registration fee and a regular monthly amount. Lucky numbers are drawn each month and small prizes are awarded with large prizes perhaps once a year. Check regulations on setting up a club.

- Office Appeal: arrange a collection in a large office
- Outgrown Exchange
- Outing

**Photoflash.** Digital Photographs taken at an event can be sold at a good profit. The photographer (s) should have an assistant who will pin the pictures up on a board in a prominent place (if not sold on the spot), for people to enjoy. Photos may also be sold from this board.

**Photographic Competition.** Photography is a popular hobby and most people have a camera these days. Many people will be pleased to pay an entry fee to submit their work for a competition. Structure the subjects so you have the basis for an exhibition of entries (have an Official first night opening-with wine, tickets at the door) and thereafter an entrance charge to see it. The pictures could also highlight your organisation, be used in a newsletter or magazine and gain you local press coverage.

Prizes, hopefully will be donated and winners chosen by a small panel of judges. Try and find a well known local photographer, the picture editor of your local paper and

maybe a local radio or TV personality to ensure knowledgeable judging- and good media coverage. Remember to ask for return postage from entrants and clear identification of material.

**Pie and Punch Evening.** Try and persuade someone in your area with a particularly large/grand/interesting house to let you use it, for a pie ‘n punch evening (wine and cheese, cakes and ale, coffee morning, curry night, musical evening can also be tremendously successful). The atmosphere of a beautiful country house adds to the pleasure of the evening.

Of course, you must discuss who will be responsible for any damage, and it is best to sell tickets in advance so un- welcome gate crashers are less likely. Make it clear on the tickets when the event will not only start but finish. “8pm until 11.30pm”, or “9pm until midnight”. We all know that awful feeling when friends just won’t go and it’s ten times worse when they’re mostly strangers.

A raffle, draw, etc. could be incorporated into a Pie ‘n Punch Evening, or a “Guess How Many Rivets in the Suit of Armour” may be appropriate for a Baronial Hall.

**Plant a Tree** should come before Buy-a-Brick with a new building project; it’s a good idea to start off with the landscaping so the trees and shrubs can get established. Whatever the schedule of events, do seek professional advice as to what trees to put where. Do try and make them as vandal-proof as possible and think about who will look after them until they are established and do necessary maintenance thereafter. It’s best to buy a good quality, container grown tree and a relatively fast grower, so the donor and community can see some growth fairly quickly.

Local Authorities would be pleased to help with advice. Many local nurserymen stock trees of all kinds and will be able to give help and advice on the site and the most suitable trees.

The Tree Council, 51 Catherine Place, London, SW1E 6DY, 0171 828 9928, have information on planting, choice, and care of trees.

**Plant Sale.** Wherever you are selling the plants keep them looking fresh. A small hand sprayer will work miracles on plants standing in the hot sun, or in a stuffy hall. If your stall is outside, try to borrow a couple of those promotional umbrellas from your local pub, to create shade and add a touch of colour and gaiety.

**Promotional Videos.** Many people have home videos and you may have a budding Director in your community. People enjoy seeing themselves “on film” and you can have a social evening in the village hall to show off the results.

- Pageants
- Panel Games
- Pantomime
- Pennies – pile/mile/jar of
- Personality contests
- Pledges – of an hours pay etc

- Postage stamps
- Pound stall
- Pram race
- Puppet show

**Quizzes.** Try to find a local quizmaster willing to organise the questions for you, book the village hall and advertise well. Charge an entrance fee that includes a drink or supper. Have a bar, sell refreshments and have a raffle but don't forget prizes for the winners.

**Radio Roadshow.** Local radio stations are open to offers but you may have to pay for them to attend an event.

**Raffles and Draws.** These must be organised in line with the relevant rules and regulations.

- Rallies
- Record Swaps

**Retail Goods** bought wholesale. Nearly everyone knows somebody "in the trade", who can get things at wholesale prices. This is particularly good for sports clubs, tennis clubs etc. If you have a club house of some kind try operating a Pro-shop if you have a source of suitable sports equipment.

**Roadside Stall.** Sell produce from your garden clearly priced and leave a box for money. No licence is needed if the stall is in your garden.

**Safari Supper.** The courses of a meal are eaten at different houses – good if they are in walking distance. Sell tickets in advance so everyone knows how many to cook for!

**School Kit.** Children prepare drawings of themselves and their friends and they are professionally printed onto T shirts, tea towels, kit bags, peg bags, etc.

**Special Weeks.** Sometimes it pays to concentrate all your fund-raising activities into a week-long event, with something happening every night of the week. Kick it off with a special Saturday event, followed by a dance, disco or some other social activity in the evening. Publicity for the week can be coordinated and several events promoted on your advertising.

Establish a theme and follow it through consistently. As a development of this, in a village all community organisations could combine their forces to raise funds for a specific purpose; a community centre, for example, or playing field, which is of value to all. For just this one week in the year, everyone sets aside their individual projects.

**Sell Seeds** by E.W.King. They will supply you with seeds for resale to your members, and you can make profit on each packet.

**Snowball Parties.** Throw a party, coffee morning or lunch, charge a fee and invite a few friends. Make sure 3 or 4 of those friends will agree to hold a similar event for their friends and so on.

**Standing Orders.** See if you can persuade donors to make out an annual Standing Order payment to your charity – don't forget to send an acknowledgement. Direct Debit payments are a possibility but they are a little more complicated to organise.

- Sale – key fobs, pens, pencils etc
- Sale of Work
- Secondhand Market
- Side Shows
- Scavenger Hunt
- Slide Show – with supper
- Sponsored Activities
- Sports Day
- Street Collections
- Stalls and Sideshows
- Stunts – adseiling, parachute jumps etc
- Swimming Gala
- Swap Shop

**Ticket Games.** All these games are based on the tombola principle and your profit is approximately half of your takings. Win a football or a soft toy – you can usually get a sale or return service from these fundraising suppliers so shop around.

**Treasure Hunts.** Charge an admission fee for taking part, and have a printed list of clues, with prizes. Local garage sponsorship may include an advertisement on the clue sheets. Contact a local car club for help with organisation and complying with regulations.

**Trolley Dash** Raffle tickets are sold and the winning prize is a dash round a supermarket filling up a trolley. The supermarket will probably allow you to advertise your cause and sell tickets in the store.

- Talent Contest
- Tombola
- Toy Making – sales

**Universal Helping Hands.** A group who are willing to go anywhere and do anything legal for money.

**Vending Machines** are not only a very convenient way of providing snacks and drinks, but can also make your organisation a reasonable profit after rental charges have been paid. Addresses of local vending machine suppliers can be found in Yellow pages. One note of caution, it's very tempting to cut corners and stock your machine with inexpensive biscuits etc., but this is a false economy. However ravenous, many people simply won't eat some of the second-rate supplies available.

**Vintage Car Rally.** If you have a vintage car enthusiast in the area, try and get him/her to persuade other members of his club to stage a Rally in the area for your benefit, or split the proceeds 50-50. These old cars (and displays of other beautiful collectables) are always popular with the public and the collectors are always pleased to show off their prize possessions. Again, do check insurance, in case of damage, theft etc. (see car rally)

**Welly Winging.** This makes an unusual sideshow at a fete. All you need is a collection of different sized old wellies. People pay to throw any two from a marked line. The furthest throw is marked with a stake and the thrower's name recorded. As it is bettered, move stake and up-date name. You can have two classes, grown-ups and children (also men and women), but beware of the not uncommon 6ft. fifteen year old. A prize, hopefully donated, is awarded to the furthest throw in each class. You need an energetic person to run this sideshow, because a lot of running up and down is involved.

**Wine Tasting.** First find a wine "expert", and an interesting venue. Sell tickets which include a certain number of vouchers which can be exchanged for "tastes", of wine – more vouchers for the better wines. You can sell bottles of wine for prizes.

**Wishing Well.** Throwing coins in the fountain. If you can't get permission to use an existing fountain try and borrow a self contained water feature from a garden centre (in exchange for advertising) and get permission to site it in a busy, prominent position. Surround it with eye catching information about your cause and add some coins to get it started.

**Waste Collection** – then sell the old clothes/papers/scrap metal etc

- Whist Drive
- Window cleaning service

**Xtra Terrestrial party.** Dress up as "aliens"- a new slant on the fancy dress theme. A whole room full of E.T.'s is quite a sight and some ingenuity is needed to make the

costumes and masks. Refreshments can be renamed for the occasion – Mars mulled wine, Saturn Cup, Pluto punch etc.

- Xmas Card Sales
- Xmas Draw

**Year Planners.** Good to have for sale along with your mugs, pens and pencils. You can put your own events into the relevant date squares, and sell advertisement spaces around as a boarder. This needs quite a big print run to be viable.

**Yarn Telling.** This can be incorporated into a concert or similar event where the audience is sitting down. Make a cassette recording for future use, and/or invite your local radio station- another Pam Ayres may live in your area.

The audience pays to listen and the winner is decided by the volume of applause. Yarn tellers may use props to help their tale and a time limit of ten minutes is set. Prizes can be awarded for the most ridiculous, the most far fetched, the most exciting, the most appealing. You can also get the audience to guess which is the true/untrue story, with a small prize.

**Zest and zeal** to be successful, but if at the end of the day, people say it was great fun- you've succeeded. Make fund raising fun and you'll nearly always make money. Good Luck!

## STALLS SIDESHOWS EVENTS

**Here are a few fundraising ideas for fetes and other events.**

Donkey Derby	Children's Painting
Mower Race	Competition
Apple Bobbing	Vegetables and Garden
Dog Show	Produce
Judo/Karate Demonstration	Balls into Buckets
Cakes and Confectionery	Guessing Weights
Bands and Entertainment	Silver and Jewellery
Morris Dancing	Aerobatic Display
Jams and Pickles	Pony Rides
Candy Floss	China, pottery and glass
Afternoon Tea Tent	Disco Dancing Competition
Ice Cream	Trampolines
Roundabouts	Puppet Shows
Cider Bar	Air Gun/Clay Pigeon Range
Handicrafts	Cork Gun Range
Bouncy Castles	Archery
Bran Tub	Snuff Candles with Water
Plants and Flowers	pistols
Strike the Bell	Aunt Sallys
Darts	Face Painting
Nearly New Clothing	Guess the doll's name
Bottles and Tins	Knocking the hat off
Hoopla	Goal-Kick
Books	Kick a football through a car
Books and Records	tyre
Bingo	Bowled Over
Toys	Races and Competitions
Sweets and Toffee Apples	Tossing the Sheaf
Coconut Shy	Nailing the Peg
Smashing China	Hitting the Nail in (least hits
Cosmetics	wins)
Swings	Knobbliest Knees
Greeting Cards and	Most Glamorous
Calendars	Grandmother
Balloon Race	Most Shapely Ankles
DIY Equipment	Best Decorated Pram
Pluck a Straw	Most Elaborate Hair Do
Tossing a Bale of Hay	Beauty Contest
Hot Dogs	The Funniest Walk
Christmas Grotto	Good Driving Competition
Coin/Stamp Stall	Model Railway
Snack Bar	Egg and Spoon Race
Tenpin Bowling/Skittles	Three Legged Race
Bowling for a Pig	Sack Race
White Elephant	Slow Bicycle Race

Tombola  
Tug of War Competition  
Smashing a Piano  
Wishing Well  
Fortune Teller  
Punch and Judy Show

Treasure Hunt  
Baby Show  
Brass Rubbings for Sale  
Fancy Dress  
Obstacle Race  
Sheepdog Display

## **Rules and Regulations**

Information sheets are available from Suffolk ACRE on the topics below.

- Alcohol
- Bingo
- Charity Trading
- Consumer Safety
- Community Premises Licence
- Deeds of Covenant
- Declaration of Charitable Status
- Friends Groups
- Food and Drink
- Gift Aid
- Public Entertainment ( film/video shows/plays )
- Performance of Copyright Music
- Public Collections
- Public Events
- VAT