



HANDY HINTS FOR SAFE AND SUCCESSFUL FUNDRAISING

What are you going to do?

Choose something that excites you; you'll need to be motivated to get other people to be excited for you and give you their support. Have a look through our suggestions.

Now you've decided:

Tell the world!

How can I do this?

Let your local community know about what you are doing and who you are doing it for. Think about your local schools, companies, community groups, friends, family – extended and immediate, employers, colleagues and neighbours. They may be able to help you with sponsorship, donations, all sorts – you'll never know if you don't ask.

Make sure you let us know. We're a small team but we'll give you all the help we can by putting you in our newsletter, give some suggestions and loads of encouragement. Also, we can help explain Gift Aid and some of the legal stuff that can go along with fundraising (such as the licences you need for raffles, tombolas, lotteries, and other public events and collections).

Ways to reach your fundraising target

- Set up a page on www.justgiving.com and send it out to all your friends, publish the link on facebook, Twitter, My Space etc...
- Ask a really generous friend to sponsor you first. It might seem cheeky but people will want to match it and will sponsor you more.
- Personalise your page with a photo and a message. Tell people why you are doing it and how the money will help us at Reprieve.
- Don't be shy: ask everyone! It's a great way to tell people about Reprieve and why you have chosen to fundraise for us.
- Link your sponsorship page to your email signature.
- Make sure your online page is up-to-date. People will check it to see your progress. You can add to your message too – let people know about your training or planning.
- Send out a follow-up email nearer the time. People may have forgotten to donate and will be glad of another opportunity.
- Fundraise after your event. You'll be surprised at how much comes in once the event has taken place
- Be proud and confident of what you are doing.
- Make sure that you get Gift Aid from all your sponsor and donors. We will be able to claim additional income with no cost to you or your donor. Gift Aid can be declared by ticking a box on your sponsor form, with a Gift Aid envelope or with a declaration form. However, Gift Aid can only be claimed from donations not on money raised from raffles or donations received from companies.
- There are loads of ways to fundraise no matter what your ultimate challenge is. You can ask for donations in lieu of presents, hold a coffee morning, raffle, auction, concert, comedy night, dress up,

dress down, quiz nights or jump out of a plane (parachute attached, of course)!

- Write to local press

Top tips for the press

- The Headline – a summary in as few words as possible (under 10) of what you are doing. Be punchy!
- The Hook: try to draw in your audience with a one-liner about the event
AND MAKE SURE YOU HAVE THE FOLLOWING:
 - **What** your event is
 - **Where** it's to held
 - **When** it will be
 - **Who** you are raising money for
 - **Why** you are raising money
 - **How** it will raise the money
- The Body – this is the place for the most important information and quotes.
- Conclusion – a repetition of the most critical contact information.

Send your press release to the local papers and radio stations two weeks before your event and make sure you send photographs!

Stay safe and legal

- If your event involves others then you should seriously consider taking out insurance. Take out a risk assessment on the event. You can do this yourself by considering the following:
 - Identify any hazards
 - Decide who might be harmed and how
 - Consider the risks and decide on the precautions that should be taken
 - Record your findings so that you can implement them and use them as a check list on the day.
 - Make sure that you constantly review your assessment and keep it up-to-date
- Once you have carried out your risk assessment you should contact an Insurance Broker who will give you impartial advice about your event.
- First Aid: you should consider if your event will need to be assisted by either the Red Cross or St. John's Ambulance. You must make sure that you have First Aid should it be required whether you are completing the Three Peaks Challenge or holding a major public event.
- If you are holding a large event you should consider letting local public services know (fire, police and ambulance)
- If you are serving refreshments you will need to make sure it is provided in a safe way. Check out The Food Standards Agency (www.eatwell.gov.uk).
- Licences: contact your local authority licensing department for advice if you are unsure but you will almost certainly need a license for the following activities:
 - raffles, lotteries and auctions
 - public collections in the streets
 - putting up banners in a public area

Raffles made clear

Although raffles are often a great way to raise money in some cases it must be registered with your local authority. Here are some guidelines to help you understand the dos and don'ts....

You don't need a license for a Small raffle

1. Tickets are sold on the day of the draw and not before
2. The tickets cannot cost more than £1
3. A maximum of £250 can be spent on prizes
4. No money can be offered but gift vouchers are ok
5. all the proceeds must go to the charity

You don't need a license for a Private raffle

1. Tickets can be sold to people living or working on the same premises or who are members of an organisation or club.
2. You can only advertise this raffle on the tickets, to members or on the premises

You DO need a license for a Society raffle:

This raffle must be registered with your local authority to obtain a license.

To comply with the Gaming Board

1. tickets must be sold over a period of time
2. tickets can be sold to the general public
3. maximum charge for a ticket is £2
4. You will have to purchase a license from your local authority which costs £30-40 for a year
5. you must have a named promoter who is responsible for the lottery
6. you can register with your own name raising money for Reprive but you must not register Reprive (*you may want to get your own license under this name)
7. you must follow the authorities rules on how to administer the raffle and what must be printed on the tickets
8. tickets cannot be sold to people under the age of 16

To make absolutely certain about licensing requirements you can contact your local licensing authority or www.gamblingcommission.gov.uk

Sending in your donation

Thank you for supporting us!

If you have donations in cash please bank them into your personal account and raise a cheque for the full amount to send to us. The cheque should be made payable to the Reprive along with a letter giving us your full contact details and stating how you raised the money.

You must remember to return any sponsor forms, donation forms or donation envelopes that you may have used.

Please send them to:

Reprive
PO Box 52742
London EC4P 4WS

If you have any good photos of your event or copies of any articles that have been published, we would love to see them and might be able to use them in newsletters or publications to highlight the fantastic support of our fundraisers. Thank you again for your wonderful support!