

FUNDRAISING TOP TIPS...

Choose your fundraiser

Know your market and choose something that will be popular with the people you plan to invite – or set yourself a challenge. The simplest ideas are often the best – check out the list on our website for inspiration!

Fundraise effectively

Set yourself a target... then try to reach it! You can charge an entrance fee, sell tickets or hold collections. Sponsorship can also work well, e.g. for a challenge. Creating a JustGiving page makes it really easy for people to donate (and see how much you've raised!)

Get the timing right

Would the event be best at weekend or on a weekday night? Make sure your event doesn't clash with any other event of occasion. Give yourself enough time to prepare.

Market your event

Use social media for free and effective marketing: create a Facebook event, tweet a link or Instagram – you can do this before, during and after your event to maximise donations! Try and use word of mouth, get your friends talking about the event.

You can make posters and flyers (but they have to say 'In Aid of St Basils. Registered Charity Number 1080154' somewhere) and please run them past us before printing!

You can also contact local media – try and generate even more donors and sponsors!

Getting the location right

Will the event still work if it's raining? What is the venues capacity? Will there be toilets, disabled access and adequate parking? Also check if the venue has a liquor license, if necessary!

Work as a team

Get friends on board, rope in family members and recruit volunteers! The more who take part, the more interest you'll be able to drum up!

Set a budget

Keep costs down by budgeting carefully – and seeing what you can get for free (or discounted), such as venues, food, printing.

Get your facts right

Donors will want to know who St Basils are (and why we're a fantastic cause to support!). All this information is on our website, and we can send you leaflets, too.

On the Big Day

Make sure you have enough helpers, and contingency plans in case of bad weather or unexpected illness. Check safety and security plans, and let people know what they are raising money for!

Stay legal

Raffles – some types of raffle will require a licence – so check out here if you'll need one www.gbg.org.uk

Collections – for collections on private property (a pub or shopping centre) you must gain permission from the owner/manager, to collect on the street you must get a permit from your local authority, and collecting door to door requires a

licence. We can supply you with a sealed collection tin if you want!

Alcohol – if you're selling alcohol you'll need a licence (from your local magistrate's court)

Food – for a one-off event you don't need a licence to sell food, but if it's any longer you will need to register with your local authority... always follow food hygiene standards (www.food.gov.uk). Make sure people are aware of any allergens!

Entertainment – if your venue doesn't hold a Public Entertainment Licence, you'll need to obtain one from your local authority if your event involves any entertainment (singing, dancing etc.)

Health & Safety

Emergencies – always have a phone to hand, and if necessary a first aider (St John's Ambulance might be able to help you with this). Make sure all helpers know what to do in an emergency!

Money - make sure you keep cash in a locked box, and take care when carrying this.

Children – make sure children are supervised and safe & obtain permission from parents/guardians before taking photos.

St Basils cannot accept responsibility for injury, accidents, damage or loss as a result of your event.

Let us know!

Let us know what you've got planned, we can make sure you're properly supported and lend you a hand with resources and anything else you might need!

YOUR FUNDRAISING COULD...

...buy a young person a travel card for a day to attend training and interviews

£4

...buy an emergency food pack for a young person entering emergency accommodation

£15

... fund a study kit or specialist clothing & equipment for a young person starting training or college course

£50

... buy a new bed for a young person at one of our supported accommodation schemes

£250

...provide literacy and numeracy training for up to 8 young people

£500