



# Getting Started

We know it can be difficult to get your fundraising started and to work out what types of events and activities will be most successful. The key to good fundraising is not being afraid to ask for support and to make sure you are really organised. Alongside asking for good old sponsorship, the sky's the limit when it comes to ideas but don't be too ambitious at first. Stick to realistic goals and remember that quite often it can be the simplest idea that reaps the most rewards.

## Things you need to consider

### Who are your audience?

You will need to think about what will best suit their age, interests and lifestyle where will you hold your event? Check that the venue is big enough, accessible and does it provide equipment such as tables and chairs.

### When will you hold your event?

It is important to take into account the time of year and the likely weather conditions. Also check that your event doesn't clash with another event in the area or with key dates such as Mother's Day, or a major sporting event.

### How will you promote your event?

You will need to get as much publicity as possible so tell all your friends, family and colleagues. Contact your local newspaper, radio station and community magazines or newsletters and display posters in local shops, libraries, pubs and other public venues. List your event on community websites, What's on pages, special interest sites and use social media to spread the word (e.g. Facebook and Twitter).

# You Can Fundraise...

## With your colleagues

Organising fundraising activities at work can be really successful as you have a captive audience and most workplaces welcome an injection of fun into the working day! Activities held at lunchtime, pay day or on a Friday tend to work best as bosses are generally a bit more flexible. you could organise an afternoon tea, a quiz night, raffle, cake sale or a mufti day.

## With your friends, family and neighbours

Your fundraising can bring everyone together to have some fun and support Paul's Place. Activities you could think about organising include: a coffee morning, picnic or street party, fancy dress party, opening your garden(s) to the public, a pool or skittles competition in your local pub, a garage sale or making a donation instead of sending Christmas cards to each other.

## With your school or nursery

Working in partnership with you school or nursery can reap many benefits. Not only can you raise money but also encourage children and young people to think about social responsibility. Fundraising can take many forms including: sponsored reads or spelling bees, a concert or play, baking and selling cakes at a tuck shop, sport or art competitions, non-uniform or pyjama days or organising a summer fete.

## By raising funds from sponsored events

Sponsored events can be a fun activity such as a sponsored head shave, leg wax, beard growing competition or slim-a-thon. Or they can be something a bit more physically challenging for example organising or take part in a sponsored bike ride, walk, swim, trek or run.

## With large scale events

If you really want to organise something big such as a ball, run a concert, then remember that you will need to be highly organised and able to commit the time needed. Large events are best organised by a committee so why not ask your friends and colleagues to form a group with each one taking on a specific role. for example publicity, logistics, treasure hunter, sponsorship and promotion. There may also be other issues to consider such as insurance, licences and up front costs. Although there is a lot of organisation involved in putting on a big event the rewards are immense and there is nothing better than knowing that all that hard work has raised lots of money for a good cause but provided a great experience for everyone who took part.

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