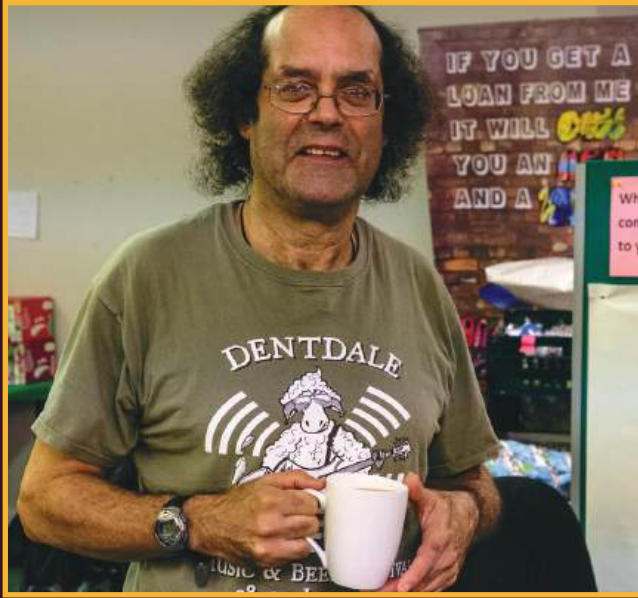




# HOW TO FUNDRAISE:

## A GUIDE FOR COMMUNITY GROUPS



This "How to..." booklet was researched and compiled by Muppett, our dearly loved and sadly missed colleague who passed away suddenly in August 2024.

This booklet, as well as the others in the series, are part of the legacy he left behind. They are a tribute to his love, commitment, wisdom, and compassion for the communities he worked with, and everyone he met through his hobbies and walking adventures.



# INTRODUCTION

This booklet gives ideas for a number of fundraising activities that you may want to consider in addition to applying for grant funding and follows on from the [How to write a fundraising strategy and a grant application](#) booklet.

## THE BASICS

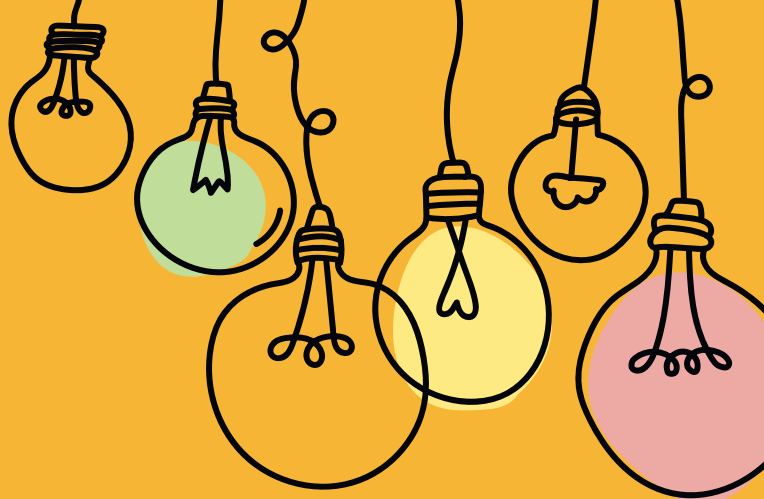
Before starting any fundraising effort, you will need:

- A clear idea of your group's future plans and what resources you will need to carry out your plans.
- Accurate prices / costings for everything you need.
- An idea of what skills you have in your group that could be useful for fundraising: imagination, financial knowledge, organisational skills, good community connections.

## SET UP A FUNDRAISING COMMITTEE

This should include a range of people, for example: two or three members of your group or organisation; a local businessperson; a local councillor; people to act as events organisers; and someone to chair the committee.

Keep written records of who is doing what, meet regularly to check progress, and make sure everyone knows what to do, how and by when.



# THINK BEFORE YOU FUNDRAISE

Make sure to plan ahead. Think about:

- How much money is needed, for what date and what it is needed for.
- What resources are needed for the activity.
- What are the legal requirements for carrying out the activity (public liability insurance, etc.)?
- Will the cost of running the event make the amount raised worthwhile?
- Risks (weather, etc.), and how these can be managed.
- Fundraising for a specific item can be helpful, for example fixing a hole in the roof of the centre, or a specific item of equipment. Aiming for a specific target can encourage people to give more generously.





# PROMOTE YOUR ACTIVITY

Flyers or leaflets circulated round your local area are a good way of letting people know what you are doing. Use a style that will attract the people you expect to be interested in your project (bright colours for children, etc.) and make sure it will be seen in the right places. Canva is a useful online tool for designing flyers. They have a free version which has a range of templates you can edit. Sign up here: [www.canva.com/signup/](http://www.canva.com/signup/). Social media, such as Facebook, Twitter and Instagram, are all great ways to get your message out.

## GENERAL ADVICE

- Fundraising is a good way to raise match funding for one-off items of equipment that you have applied to trusts or companies to pay for.
- Plan ahead; whatever you do will probably take longer than you imagined.
- Keep a note of which bodies you've approached, when you approached them, and what the result was.
- If you do get help from someone, thank them. Send them your annual report or press cuttings, tell them what you've done with the money, invite them to come and see what you do, invite them to one of your events - whatever seems appropriate.

# DIY FUNDRAISING IDEAS

- Tea and coffee mornings (you could also encourage members of different groups that meet at the centre to hold their own events at home, with the proceeds going to the centre).
- Concert or Battle of the Bands nights (charge an entry fee and sell refreshments). Whether you're playing music at functions or for entertainment purposes in community buildings, you'll usually need a music licence. More information on this can be found here: [www.pplprs.co.uk/business/community-buildings/](http://www.pplprs.co.uk/business/community-buildings/)
- Dance nights (maybe salsa, jive or bhangra. You could even host classes for beginners).
- Summer barbeque (ask local retailers for food donations or discounts for buying in bulk). Guidance on providing food in a community setting can be found here: [www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events](http://www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events)
- Teddy bears' picnic (sell sandwiches and cakes; you could even go on a bear hunt).
- Easter egg hunt (around the local area. Charge to enter the hunt). Local shops might be able to donate Easter eggs.
- Bonfire night (charge an entry fee and sell hot drinks and refreshments). Guidance on holding an event safely can be found here: [www.gov.uk/government/publications/celebrating-bonfire-night](http://www.gov.uk/government/publications/celebrating-bonfire-night).

- World food days (these could have a particular national theme).
- Quiz / games nights (in person or online, charge an entry fee and sell refreshments if in person, local businesses may be able to donate prizes).
- Bingo nights (you'll need bingo cards, markers and someone with a microphone or a loud voice with a basic knowledge of bingo-ingo). There are certain laws relating to gambling that you need to be aware of if you are considering having a bingo night. More information can be found on the Gambling Commission website: [www.gamblingcommission.gov.uk/licensees-and-businesses/sectors/sector/bingo](http://www.gamblingcommission.gov.uk/licensees-and-businesses/sectors/sector/bingo)



# OTHER IDEAS

- Raffles (ask around the group for prize donations and speak to local businesses; they could offer prizes such as a free MOT from the local garage, a beauty treatment from the local salon). Depending on what sort of raffle you want to run, there are certain regulations you'll have to adhere to. See the Gambling Commission website for more information:

**[www.gamblingcommission.gov.uk/public-and-players/fundraising-and-lotteries](http://www.gamblingcommission.gov.uk/public-and-players/fundraising-and-lotteries)**

- A World Record attempt (raise money through sponsorship and charging for drinks and refreshments).  
Information on holding a World Record attempt can be found here:  
**[www.guinnessworldrecords.com/records/how-to-set-or-break-a-world-record](http://www.guinnessworldrecords.com/records/how-to-set-or-break-a-world-record)**
- Sponsored events (these could be walks, runs, swims, or anything else you can think of).
- Collect money from recycling (this could be cans, mobile phones or other items). More information on collecting money from recycling can be found here: **[www.recyclingbins.co.uk/blog/recycle-equals-money](http://www.recyclingbins.co.uk/blog/recycle-equals-money)**
- Join Easyfundraising (turn your everyday online shopping into free donations for your cause). Information on setting this up can be found here: **[www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)**
- Hire out your venue (charge on a sliding scale for charity, public sector and private sector).

- Bake sales (a good tip is to make cakes, biscuits and sweet treats that can be sold individually, rather than one large item).
- Book sales (make sure to display reference or text books prominently, as these are often expensive when bought new and may command a higher price from purchasers).
- Online sales (Ebay or Facebook Marketplace are good for these).
- Car washing (charge different amounts for different services such as wash only, wash and dry or even a waxing service).
- Lawn mowing (advertise the service on online community pages and drop flyers through letterboxes).
- Packing supermarket shopping (supermarkets often have a Community Champion on their team who is the person to contact for charity activity).





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booklet in large print,  
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