



Influencing CHANGE Toolkit

The
Children's
Society

How to: FUNDRAISE



FUNDRAISING FOR YOUR INFLUENCING PROJECT

Your influencing change project may need some resources to create a change. It might be a good idea to consider fundraising right from the start – it not only helps to raise money but is also a great way of publicising your project, raising awareness of young carers and getting new people involved.

The more inspiring your project, the more likely it is that people will want to support it!

Fundraising can be really fun for everyone involved! If activities are well planned and promoted in advance they can raise lots of money and publicity for your project.

- Fundraising is a great way to*
- * Publicise your project*
 - * Get new people involved*
 - * Raise awareness of young carers*

Map out any fundraising ideas that could raise money and awareness for your project below. You could hold an activity during an event (for more information please see section 2 of this pack, How to: Put on an event.)



IMPORTANT: Legal requirements of fundraising

Before you start a fundraising activity, make sure you check legal guidance. For example, you must always show your projects' registered charity status on fundraising materials or collection boxes, and only young people over 16 are legally allowed to collect money.

See more legal guidance to help you plan your fundraising activity here:

www.institute-of-fundraising.org.uk/guidance

FUNDRAISING EXAMPLES



Raffles:

Raffles are a good fundraising option because they are easy to organise

- * You can include a raffle in any fundraising event you are organising.
- * You can buy cheap books of raffle tickets at Post Offices and stationery shops.
- * Sell your tickets for £1 or £2 each at your event, then draw the winners towards the end of the event.
- * Some companies will donate the prizes to your cause (ask a friendly local business to donate a food hamper or two.)
- * You could also ask guests to bring small donations to the event as prizes.

Bucket Collections:

Bucket collections demonstrate how small change soon adds up!

They are really easy to do, just make a sign and stick it to a collection bucket. Make sure your bucket is in a safe place, or have someone to supervise it during the event. You also need to display your projects' charity number on the bucket.



MAKE SURE you have permission from the venue if you decide to use a bucket collection at your event.



Don't forget to write a story about your fundraising work on the YCiF Network- you can use it as evidence for a badge!

If you decide to make some leaflets or posters for your fundraising activity, upload a picture and earn your Designer badge.

← Click to find out more

1. Start early

Planning your event can take time, so start early. You could begin by telling your friends and family what you're doing.

Maybe they can join in, cheer you on, or help you fundraise. Or maybe they can organise a party for you afterwards...

2. Don't be afraid to ask

Don't be afraid to ask everyone you can think of for sponsorship. The worst they can say is "no"! The personal approach often works best, so talk to people or email them individually, and don't just tell them what you're doing, tell them why.

Set up a sponsorship form online on www.justgiving.com, or use a paper version.

3. Get connected

Tell everyone what you're doing, put up posters and ask for your event to be mentioned in announcements or school assembly.

The internet is a great way to get publicity. You could write a blog about the run-up to your event, or promote it on Facebook or Twitter if you have safe access to an account.

One simple way to raise awareness is to add a signature to the bottom of your emails with the details of your project.



Use your event as
an opportunity to
build contacts and
remember to write a
personal 'Thank You'
letter to anyone
who has sent a
donation or
supported your
event in any way.**

1. Why is fundraising a good idea? (four possible answers!)

- *
*
*

2. Is this statement true or false? 'Raffles are easy to organise, but cost a lot of money to put on.'

True

False

3. What do you need to remember if you are holding bucket collections at a fundraising event?

TEST YOUR KNOWLEDGE

Answers:

Answers: 1. You could have chosen from: helps to raise money, publicises your project, raises awareness of young carer issues and gets more people involved. 2. False, raffles are easy to organise and very cheap to put on! They're also a good way of getting more local businesses aware and involved with your campaign. 3. You must remember to get permission from the venue, to make sure the bucket is in a secure place or supervised, and display your projects' charity number.

How did you do?

If you got 2/3 correct, congrats! You understand that money matters when it comes to creating change; it's time to get out there and fundraise for your influencing change project.

If you got 0/1 correct, maybe have another good read through. Remember fundraising is one of the fun parts of a project. Can you imagine your project holding a sponsored silence?!

Useful Websites & Resources

* Find your Representatives

www.writetothem.com

* Government Information on Petitions:

www.gov.uk/petition-government

* How Government Works:

www.gov.uk/government/get-involved

* Know Your Rights

www.youngcarer.com/resources/ycif/know-your-rights

* Event planning guide: Eventbrite

<https://www.eventbrite.co.uk/t/event-planning-website>

* Legal Guidance for Fundraising

<http://www.institute-of-fundraising.org.uk/guidance>



We hope this section has helped you think of some ideas for a great fundraising event!