

A fundraising guide to help you do it your way



christian
aid

We believe in life before death

Contact us

This guide is full of ideas and inspiration, but if you want to discuss your fundraising ideas more, or if you need further support or advice, please get in touch – we're here to help you every step of the way.

Email: events@christian-aid.org

Online: caid.org.uk/yourway
christianaidthe.ie/yourway



Contents

Thank you for choosing to do it your way for Christian Aid.

Your fantastic fundraiser will help communities across the world and will bring an end to poverty closer.

Whether you're planning a sponsored swim, a tea party or an art exhibition, you need to think about the practical details. But don't worry! This guide gives you everything you need to get organised and make sure your fundraiser is a huge success.

1. Fundraising ideas 2

We've had lots of people fundraise in many different ways, so read through our ideas to choose how you're going to do it your way.

2. Step-by-step event planning guide 4

You've chosen your fundraising idea, now it's time to turn that idea into a reality. Our step-by-step guide runs through everything from budgets to volunteers, and risk assessments to promotion.

3. How fundraising your way will help 10

A quick reminder about why you've chosen to fundraise for Christian Aid and how the money you raise can really help to bring an end to poverty.

4. What's in your fundraising pack? 12

A helpful list of what's included in your pack and how it will help you raise money.

5. Handy checklist 15

A handy checklist to cut out to ensure you have everything you need to make your fundraiser a big success.

1. Fundraising ideas

Maybe you already have an idea for fundraising or perhaps some inspiration is needed. Whatever you choose, pick something you enjoy doing. If getting active's your thing, then organise a sponsored run, walk, swim or bike ride. If you're more of a social butterfly, how about organising a quiz night or a concert? Or use your hands and bake cakes or knit some items to sell. Read through our fundraising ideas to help you on your way.

Do It Your Way ...



In your community

- **Quiz night:** get quizzical with your friends and hold a quiz night at your church hall, community centre or local pub.
- **Ceilidh:** pull on your dancing shoes, hire a good band and recruit a caller who knows all the dances and can help those with two left feet. Charge for admission and refreshments.
- **Talent show:** organise a Britain's Got Talent style event and charge for admission.
- **Supermarket/train station collection:** arrange a date for a collection at your local supermarket or train station. Ask your local Christian Aid office for more information on how to do this.



At work

- **Different dress day:** whether you dress up in your finest clothes, or dress down in your comfiest clobber, charge everyone to take part. Mix it up a bit and do a fancy dress day, or a wear your funniest shirt or tie day – be as creative as your boss will allow!
- **Car wash:** wash all the cars in your office car park and ask for donations.
- **Matched giving:** many workplaces match what you fundraise – ask yours if they do too! It's the easiest way to double your total.



At school

- **Non-uniform day:** ask your headteacher about a dress-down day with each child donating to take part. Make it more fun and wear red for Christian Aid!
- **Collect coins:** give each child in your class a tube of Smarties to fill with £1/€1 coins when they've finished the sweets. Or ask each child to collect copper coins from their friends and families.
- **Sports day:** turn your school sports day into a fundraiser, charging people to enter. Don't forget to sell refreshments to raise extra cash!



At church

- **Coffee morning or afternoon tea:** whether morning's your thing, or afternoon is more your cup of tea, invite your friends, family and congregation to join you for tea, coffee or cake in your church hall.
- **Sell it:** bake some cakes to sell after church, or get green-fingered, planting extra seedlings and holding a plant sale. Organise a car boot or table top sale in your church hall, get rid of your unwanted belongings and charge others for tables to sell theirs.
- **Choir concert:** ask your church choir to put on a concert and charge for admission.



At home

- **Movie night:** bring Hollywood to your home! Organise a film night with DVDs, drinks and popcorn at your home – all for a small donation, of course!
- **Garden party:** hold a party or an open garden event. Choose your own or other local gardens that people would pay to visit, and have stalls, games and refreshments too.
- **Cook it:** invite your friends for a slap-up meal cooked by you, for a suitable donation. It could be a gourmet meal or a delicious BBQ; just serve up your signature dish.



On your own

- **Hair:** shave your hair or beard or dye your hair a bright colour and get sponsorship for ruining your treasured locks.
- **Give it up:** whether your favourite thing is chocolate, coffee or cheese, get sponsored to give it up for a month (or even longer!)
- **Yes day:** say yes to everyone's demands (within reason) and ask people to sponsor you to do so.

For more ideas, check out our A-Z of fundraising online.

Whatever you decide to do, you will be supporting the world's poorest communities to lift themselves out of poverty.



2. Step-by-step event planning guide

Step one:

Start with goals and work out a budget

- It is important to set yourself a fundraising target. Make sure it's at least three times as much as you will spend, otherwise your fundraiser may not be worthwhile.
- How do you plan to raise money? For example, you could raise cash by charging an entrance fee, having a sale, or raising sponsorship.
- Take all costs into consideration. Will you need to spend money on a venue, refreshments, promotion or anything else? Set a budget and watch your spending to make sure you stick to it.
- Try to keep costs low by asking local businesses if they could donate prizes or cover the expense of printing posters.
- Think about how many people you expect to turn up, become involved, buy your product or sponsor you. Will your fundraiser still be a success?

Step two:

Do you need helpers?

- Depending on the size of your event, you might want to recruit a committee of volunteers to help you with the planning.
- You can delegate tasks and let everybody manage a part of the event.
- Hold regular committee meetings to make sure everything is on track.

Step three:

Finalise the details

- Choose the date for your fundraiser and make sure there is enough time to plan everything.
- Consider the people who are helping with the fundraiser and try to pick a day that will be suitable for everyone.
- If you need to book a venue, remember to do this early to secure the day you want.



Step four:

Write a checklist

- Cut out the handy fundraising checklist at the back of this booklet to make sure you've covered everything. Tick items off as you go along.

Go online

Go to caid.org.uk/yourway or christianaid.ie/yourway for more resources to help organise your fundraiser.

Step five:

Download our fantastic resources

- The Christian Aid website is jam-packed with great resources to help make your fundraiser a huge success.
- Look online and you will find editable posters, flyers and invitations. Simply add your event details and your personalised resources are ready to print!
- There are also additional resources to help you organise your fundraiser, including keeping it legal and safe, and information about Christian Aid's amazing work around the world.
- There are lots of ways to decorate your venue. Go to our website to download more bunting or email events@christian-aid.org to order more balloons or stickers.



Mavis Shortman, Chinnor

'My advice is to get your message out as widely as possible and through every source you can think of. We told everyone about our jazz evening using village newspapers, church newspapers, posters and local radio. We've never had to pay a penny for advertising our events, so don't let the fear of being charged put you off approaching a newspaper.'

'Tap into support that's already in the area. Network with other local churches and Christian Aid groups to support each other's events. And ask for help from your local Christian Aid office – it's amazing what they can do to support you.'





Step six: Start spreading the word

- Letting everyone know what you're doing is the key to raising money.
- Don't underestimate the power of posters and flyers. Put posters up and circulate flyers at work, school and church, and in local shops and community centres.
- Create invitations online to invite your family, friends, colleagues, classmates and community members to come.
- Promote your fundraiser on social media. Download a fundraising meme from our website. Add the meme to your email signature too, so that you're promoting your fundraiser every time you send an email.
- Add your event to the Christian Aid website – doing this invites people outside your social circle to your event.
- Complete and send out the press release template from our website. Your local media – newspapers, radio, TV, online, church and community publications – are always looking for interesting stories to cover, and they rely on people like you telling them who is doing what in the community.
- Don't forget to tell us! Your fundraising efforts are hugely inspiring, and we'd love to help you in any way we can. Email events@christian-aid.org to tell us all about your exciting fundraising plans.

Step seven: Let's start raising money

- Are there other ways to raise money through your fundraiser, such as selling refreshments? Ask local businesses to donate a prize or refreshments to sell.
- Play the Christian Aid quiz included in your fundraising pack. This is a quick and easy way to raise extra money on the day.
- Set up an online sponsorship page. It's quick, safe and easy to use and the Gift Aid is claimed instantly. Simply go to [justgiving.com/christianaid](https://www.justgiving.com/christianaid) and follow the steps. Share your personalised link with everyone you know and watch the money roll in. This is a great way for people who can't come to your fundraiser to still donate.
- If you are doing a sponsored fundraiser, use the donation/sponsorship form included in your pack to collect sponsorship from your family, friends, classmates, work colleagues and community.
- If you are raising sponsorship or gathering donations in the UK, don't forget to collect Gift Aid declarations from UK taxpayers (use the donation/sponsorship form). This will increase the money you raise by an amazing 25%, making even more of a difference for people in poverty. N.B. Gift Aid can't be claimed if you have suggested the donation amount. For a full explanation, check out www.gov.uk/donating-to-charity/gift-aid

Step eight:

Keeping it legal and safe!

- You are responsible for ensuring your fundraiser is carried out legally and safely. You will find more in-depth advice at caid.org.uk/yourway or christianaid.ie/yourway
- **Risk assessment:** Make sure you carry out a risk assessment. You can download a template risk assessment from our website.
- **Insurance:** Christian Aid is not responsible for arranging insurance and does not guarantee that your fundraiser will be covered by our insurance. Please contact your local office for further details. If you are holding the event in a venue, check whether they have their own insurance that will cover your fundraiser.
- **First aid:** Ensure you have adequate first aid cover available for the scale of your fundraiser.
- **Food hygiene:** No one likes an upset stomach, especially as a reward for raising money for charity. Please ensure you follow food hygiene procedures and take great care when handling food.
- **Licences:** Ask your local authority whether or not you need to obtain any special licences (eg, public entertainment, selling alcohol). If you're holding the event in a public place, you must have permission from the council or landowner.
- **Collections:** You must have a licence from your local authority to hold a public street collection. If you wish to do a collection on private land, eg a supermarket or train station, you will need permission from the owner of the premises.
- **Get consent:** If children feature prominently in photos taken at your fundraiser, you will need parental consent for the photos to be used.

Step nine:

Whats happens on the day?

- Recruit a team of volunteers to help set up on the day.
- Write down a list of tasks, and work out who will be doing what and when each task needs to be done.
- Arrange for someone to take photographs. Photos are invaluable for gaining press coverage – and donations – after your activity.

- Check that you are staying legal and safe and revisit your risk assessment throughout the fundraiser.
- It's really important to thank everyone who has supported you, so make sure you keep track of everyone you need to thank.

Step ten:

What to do with the money?

- You've done the hard bit! Now you just have to send in your hard-earned cash to Christian Aid. You can pay in your money the following ways:
 1. Take the cash and any cheques (made payable to Christian Aid) with your bank giro slip – enclosed in this pack – to a Barclays bank. To find your closest branch, visit barclays.co.uk
 2. Write a cheque (made payable to Christian Aid) for the full amount and send it with your giro slip to: Events Fundraising, Christian Aid, PO Box 100, London, SE1 7RT
 3. Phone us on 020 7523 2492 to make a credit or debit card payment.
 4. You can make a direct bank transfer to Christian Aid. Please call us on 020 7523 2492 to request the bank details for a BACS transfer. When you have made the transfer, please email events@christian-aid.org to confirm that the money has been paid in and what it is for.
 5. All money donated to your Justgiving page is sent directly to Christian Aid. So once your fundraiser is done, you won't have to do any chasing.

Please note: If you are in Northern Ireland or Republic of Ireland, please phone Belfast on 028 9064 8133 or Dublin on 01 496 7040 to find out how to pay your money in.

- If you have any questions about paying in your money, please email us at events@christian-aid.org
- **Thank everyone:** Let people know how grateful Christian Aid is for their support. When you know how much you've raised, tell people the total so they know what a valuable contribution they've made to ending poverty.
- **Tell us:** Don't forget to tell us how your fundraiser went. We want to hear all about it, and see your photos, so we can say thank you and be inspired by your wonderful fundraising ideas!

Patricia Brignall, Edinburgh

'I held a wedding dress fashion show on a Saturday afternoon in our church. Thirty-five wedding dresses from the last 60 years were modelled, some by their owners and some by willing models. I sold tickets before the event and on the day, and everyone came dressed as wedding guests. All guests received a glass of prosecco and a piece of wedding cake. Together, we raised an amazing £1,165.

'My top tip is to think outside the box, especially when predicting complications. I hadn't thought about where or how to store 35 wedding dresses – it turns out they take up a lot of room. Also, a lot of people try to pay with notes so have plenty of change in your float!'



3. How fundraising your way will help

Christian Aid has a vision – an end to poverty – and we believe that vision can become a reality.

We are a Christian organisation that insists the world can and must be swiftly changed to one where everyone can live a full life, free from poverty.

We work closely with local organisations all around the world. No one understands better the issues that affect their communities, and no one is better placed to address them. We don't give to governments, and we don't fund individuals.

Your money makes a real impact because we channel it directly to where it's needed. We're all about partnership.

The funds you raise help us work in three main ways:

- Emergency relief when disaster strikes, eg providing food, water and shelter to people in desperate need.
- Long-term development work with our partner organisations around the world, helping communities lift themselves out of poverty.
- Campaigning to tackle the structures that keep people poor.

Fundraising for those who are in need has always been at the heart of Christian life, right from the very beginning. By fundraising your way for Christian Aid, you are continuing the vision and work of that tiny first community of Christians we read about in Acts, where resources were shared to ensure all had enough.

By organising your fundraiser for Christian Aid, you are uniting your community to give together, love together and help bring about change for some of the world's poorest communities together. Thank you!

Jayanti stands at the water point next to her house in Nepal, which was rebuilt with the help of Christian Aid's partner after the water supply to her village was damaged during an earthquake. She no longer has to walk uphill for miles for fresh water for her family and cattle.



How the money you raise could change lives

£10 / €12

A new mother and baby pack, including a blanket, soap, basin and Kanga (a cotton wrap), in Kenya

£21 / €25

A training session in Cambodia, teaching people about reducing HIV transmission

£55 / €65

A woolless sheep that can thrive in the Bolivian rainforest, providing a family with food and income

£100 / €117

Fishing equipment for a displaced family in South Sudan, giving them food and fish to sell

£180 / €211

A flood plan to protect a community of 300 people in Malawi, reducing the potential damage of future floods

£225 / €264

A solar panel for irrigation in Zimbabwe, to improve water supply, sanitation and health for communities

£263 / €309

A sustainable farming course for 20 people in Afghanistan to improve farming methods, producing more food to eat and sell

£600 / €683

Two months' food and drink for all residents of a safe house for women fleeing domestic violence in Brazil

£1,000 / €1,174

Essential medication for 100 hospital patients in the occupied Palestinian territory

£3,120 / €3,663

Ten new storm-resistant houses, giving families the security of a safe home when storms next hit Bangladesh

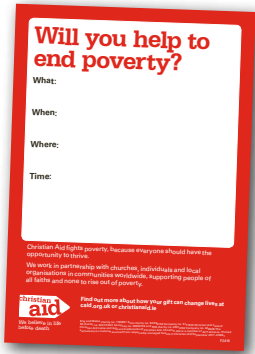
Malcolm Crook, Crewe

'I've organised the Crewe sponsored swim for many years now and raise about £4,000 each year. Support from my local Christian Aid office has been so important; you're not left alone as they give lots of support and advice.

'I'm encouraged to organise the swim each year when I see how much people enjoy taking part, but also when I think about the people we're helping. Christian Aid does vital work, and supporting them is important to my Christian witness.'



4. What's in your fundraising pack?

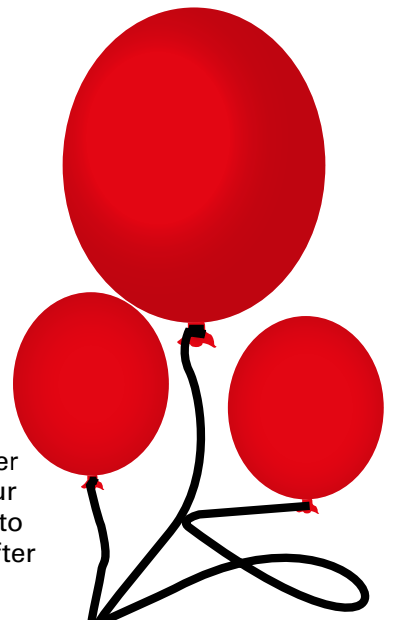


Poster

Spread the word about your fundraiser using the poster in your pack. There's space to put all your key event details (what, where and when), plus how people can donate. Copy them and put them up in your church and your community. Visit our website for more fantastic poster designs.

Balloons

These bright balloons add fun to any fundraiser – they'll brighten up your room and they're great to give away to children after your event.



Bunting

Drape this eye-catching decoration around your fundraiser to give it a colourful boost. Download more from our website.



Christian Aid quiz

A quiz is the perfect way to boost your fundraising on the day. Give copies out to everyone at your fundraiser for a small donation. Don't forget a prize for the winner!

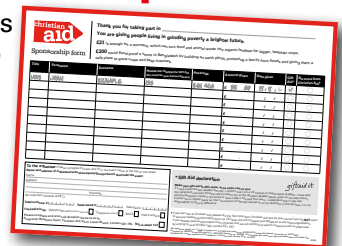


Collection box

An easy way to collect small amounts of cash at fundraisers like cake sales and coffee mornings.

Donation/sponsorship form

Use this to track donations and sponsors, and also to help claim back that all-important Gift Aid.



Stickers

Give out these stickers to everyone who attends your fundraiser or use them to perk up your posters.



Go online

There are additional posters, flyers, invitations and other downloadable resources online.

Download additional resources at caid.org.uk/yourway or christianaid.ie/yourway.

If you need any help or would like to order extra materials, please email us at events@christian-aid.org

Carol Skillen, Belfast

'My church and I chose to organise a Mocktail and Swish evening at my house in May. The weather was so nice that people could spill outside. I combined some of my favourite things – mocktails, supper and shopping. People brought their quality preloved items like clothes, handbags and scarves to swap with each other. I bought coloured paper bags to put purchases in, so it felt nicer than a jumble sale.

'I'd advise you to get a group of helpers together and let everyone lead on one thing – one person sorting mocktails, one doing food, and another on promotion. The more helpers, the better!'





Carol Marder, Paignton

'Doing a sponsored event helps to get the whole community involved – friends, family, neighbours, church congregation, colleagues and play mates. Whether they sponsor you, or choose to join you doing the event, it's a great way to get more people supporting Christian Aid.

'Our sponsored silence brings people together from eight different churches across Paignton and raises £2,000 each year. People of all ages take part. It's perfect for young and old to join in. And it's the easiest thing I've ever organised!'



5. Fundraising checklist

To help you fundraise, here is a quick checklist to cut out and keep with you. Use it to ensure you have thought of everything necessary to make your fundraiser a big success.

- Pick and confirm the date
- Book the venue
- Do you need to set up a committee? Who will be on this committee?
- Draft your budget and set your fundraising goals
- What suppliers do you need? Entertainment, food, décor, audio visual, printing etc
- Create posters and flyers to help advertise your fundraising activity – visit our website
- Promote and advertise your fundraising activity
- Tell your local media about your fundraising activity – use the press releases online
- Send details of your fundraiser to all of your contacts (Facebook, Twitter, email etc)
- Complete a risk assessment – use the template online
- Recruit volunteers (if needed)
- Keep track of your guests, number of tickets sold, participants etc
- Confirm fundraising activity with all suppliers
- Send out a reminder to all participants the day before your fundraiser
- List and tick off everything you need to prepare for your event, eg decorations and float
- After the fundraiser, thank people for participating
- Wrap up finances and count the total amount raised
- Send your money (and Gift Aid forms) to Christian Aid
- Send thank you letters to participants, sponsors and volunteers – thank you certificate downloadable online
- Tell us all about it – email events@christian-aid.org
- Start planning your next fundraiser!

caid.org.uk/yourway
christianaid.ie/yourway







Thank you so much for choosing to fundraise your way!

Christian Aid fights poverty,
because everyone should have
the opportunity to thrive.

We work in partnership with
churches, individuals and local
organisations in communities
worldwide, supporting people
of all faiths and none to rise
out of poverty.

caid.org.uk/yourway
christianaid.ie/yourway



We believe in life
before death

England and Wales registered charity number. 1105851 Scotland charity number. SC039150 UK company number. 5171525 Registered with The Charity Commission for Northern Ireland NIC101631 Company number NI059154 Republic of Ireland Charity Commission number 20014162 Company number 426928.

The Christian Aid name and logo are trademarks of Christian Aid. Christian Aid is a member of ACT Alliance.
© Christian Aid December 2017 J33061 Photographs: M. Gonzalez-Noda (cover), Nicky Milne (page 3), Sunjuli Kunwar (page 7), Nicky Milne (page 9), all other photos Christian Aid.