

Fundraising for Friends

Your guide to raising money from events for

Friends of the Peak District

- for the countryside, for communities, for the future -



THANK YOU for considering Friends of the Peak District as the charity you wish to support through your fundraising event. We are delighted you are thinking about us and we look forward to helping you make your event enjoyable and successful.

As you know Friends of the Peak District works to protect and enhance the unique landscapes of the Peak District. Our vision is of a living, working landscape that changes with time, but remains beautiful forever.

The Peak District is a beautiful and inspiring place and we want to make sure we can continue to keep it like this. Your support for our work is incredibly important to us. All the money you raise will go directly towards helping us achieve this vision of protecting our oldest and most popular National Park.

This pack will give you a brief and useful (we hope!) summary of everything you need to know in order to organise a successful and fun event.

This pack contains:

1. Fundraising event ideas
2. A list of items that your money would be spent on at Friends of the Peak District to help you motivate both you and your helpers
3. A summary “how to” event guide
4. A template checklist for your event with a few necessary do’s and don’ts to help you make sure your event runs smoothly
5. Tips for fundraising at work
6. A list of things Friends of the Peak District can help you with to make your event fun and fabulous!

For more information contact Julie Gough on 0114 279 2655 or email julie@friendsofthepeak.org.uk. Good luck and thank you again!

Fundraising ideas

Outdoors and get fit

Sponsored walk/run/cycle
Car boot sale
Dog/pet/horse show
Clay Pigeon shoot
Football/cricket/rugby game
Garden produce show

Keep it simple

Sell raffle tickets
Book sale
Pub quiz
Tug of war
Fancy dress competition
Auction of promises

Classics...

Golf tournament
Wine and cheese tasting
Garden party/cream tea
Dinner dance
Tractor/vintage car rally
Music recital

For the kids

Teddy bears picnic
Children's day
Pop concert/disco
Halloween Party
Talent competition
Magic show

Contemporary...

Trash and treasure party
Parachute jump
Glamorous granny contest
Pyramid/progressive lunch
or dinner
Zorbing/bungee/abseiling
Duck racing

Seasonal events

Easter egg treasure hunt
Pork and Pimms party
Midsummer Ball
Bonfire and firework display
Christmas fair
Carol concert

What a fun way to get fit!

I never thought fundraising could be so simple!

I could do that with my friends!

That would be great to get the kids involved!



How to set up an event

So you have decided on the event you want to do and you are thinking “what do I do next?”. Well here are some headings to get you thinking about your event.

I can see you are thinking ‘this looks like a lot of work for a small event!’ –If a small event is what you want to do, then the headings in bolded blue will be all you need:

WHEN + WHERE

CONTACTING LOCAL ORGANISATIONS TO HELP
Local authority, police, St Johns, WI (catering)

PUBLICITY, ADVERTISING + PROMOTION

INFRASTRUCTURE, CAR PARKS, LOOS + LITTER

BUDGETING

TICKET SALES + KEEPING YOUR MONEY SAFE

SPONSORSHIP AND GRANTS

We can help - call us on 0114 279 2655

INSURANCE + LICENCES

ASSUMING THE WORST (OR PLAN B)

SAFETY, SECURITY, CHILDREN AND DISABLED

RAFFLES + LOTTERIES*

EMERGENCIES BOX ON THE DAY:

- 6-10 sheets of A2 stiff card
- Permanent pens and colours
- Two balls of string – one thick and one thin
- Scissors, sellotape, glue, pens
- Staple gun, tape measure, basic tool kit
- First aid kit
- Drink, biscuits, sandwiches
- Small portable fire extinguisher
- Change of clothes/sun hat

WORKING WITH ANIMALS

Have plenty of water and a vet nearby

FIREWORKS AND BONFIRES

NEVER aim a firework over the heads of spectators

FOOD

Be aware of legal requirements, allergies etc

Rough timescale for medium to large events:

(For a small event 2-3 months would be sufficient to get the bolded blue actions completed)

- 9-12 months **Organise date, book venue** and major acts
Inform local authority for advice and information and event listings
- 6-9 months Check on availability of infrastructure and book when certain
Send out press release as soon as what, where, when and who benefits is sorted
Book first aid, caterers, judges, mayor etc
- 3-6 months **Start looking for volunteers**
Think about licences
- 1-3 months **Order publicity material, send it out 6-8 weeks in advance and sell tickets**
Apply for licences and notify the police
- 1 week **Hold a final meeting and brief your volunteers**
- 1 day **Get some rest!**

** Remember, you will need official tickets unless your raffle is to be held as part of the event, all tickets are sold and the draw takes place during the event, in which case a book of cloakroom tickets will be all you need.*

Fundraising at work

Many of these fundraising ideas can be done at anytime, anywhere, with anyone. However don't forget your work colleagues who might share your enthusiasm for Friends of the Peak District and might want to have some fun fundraising too!

There are a number of ways you and your company can get involved and help support Friends of the Peak District (FPD) and its work of protecting the countryside.

Staff fundraising

This is a fun way to get together and raise some money for FPD. It is also a great way of building teams and staff morale. Staff can work together to protect our oldest National Park which is on their doorstep. Sometimes companies will match the funds raised, making your efforts go even further.

Lotteries

This is an easy way of raising money if you can sell tickets at work to your colleagues and their friends and family. We can supply the official tickets so all you need to do is find some suitable prizes. (Do let us know if you intend to organise this fundraising activity before going ahead).

Payroll giving

This is a really easy way for both companies and employees to show support for FPD. Donations made direct from employees' gross salaries means that they are worth 28% more *at no extra cost*, with no need to fill in a gift aid form. It gives us regular and reliable fundraising income too so we can plan our future work more effectively.

Nominate us as your charity partner

This will allow us to benefit from a full year of fundraising activity. In return your company will get numerous opportunities for promotion and will clearly demonstrate the company's commitment for a respected, local charity.

Corporate membership

Get your company to support FPD by becoming a Corporate Friend. There are three levels for all sizes of business and this will show your company's green credentials to its customers, whilst at the same time demonstrating your commitment to our oldest and most popular National Park.

What your support can do for Friends of the Peak District

£25 pays for our planning officer to attend a planning committee meeting that is deciding on a development we are objecting to or supporting.

£50 pays for photocopying and production of 2000 fliers for a leaflet drop in a particular area

£100 pays for a press campaign to bring to people's attention a problematic proposed development / planning application

£250 pays for all the costs associated with organising and advising local groups in the community on the best way to oppose a development, to support a local initiative, or to create partnerships with developers on best practice for a potential development

£500 would pay for a half a year's campaigning costs ensuring we protect our local countryside

£1,000 pays for all volunteer training and recruitment for a whole year for help with planning and campaigning site visits and reports, office administration, conservation days and promotional work such as shows and events.

£2,000 pays for all our volunteers' expenses and they do £200,000 pounds worth of work for us.

SEVEN WAYS FRIENDS OF THE PEAK DISTRICT CAN HELP YOU WITH YOUR EVENT

- 1. You can ring us on 0114 266 5822 to talk through your ideas and ask for any help you may need. Depending on the size of event you are planning, we can offer telephone support and advice about your event and attend a few meetings with you and your committee / helpers to go through the proposed ideas for the event.**
- 2. We can send leaflets, magazines, posters, literature and display boards for the event itself.**
- 3. We can send you template letters for sponsorship and help from local retailers and organisations and thank you letters for you to send to the relevant people. All you need to do is organise a list of people to write to!**
- 4. We can give you information and contact details for the relevant authorities and organisations you would need to help you with your event – all you need do is ring them!**
- 5. We can give you further pointers on events that include animals, food and bonfires / fireworks to make your event run even more smoothly.**
- 6. We can help you with press releases by sending you a template press release document. That should help you make the most out of your promotion with your local media, as well as our magazines and website.**
- 7. We can help you take advantage of our local knowledge and networks. We can email our members, partners and friends to let them know about your event to make sure it is even more of a success.**

**So what are you waiting for?
Go have fun, fundraising for Friends!**