

Cherry Group

Fundraising package for youth projects

Result of Erasmus+ project 'FUND'



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Fundraising package for youth projects



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Preamble

The Cherry Group is an informal group of young people, based in the North of Netherlands. The main aim of the Cherry Group is to bring young people from rural areas in contact with other European young people in order for them to realize that the world is bigger and has more to offer than often is thought.

We as Cherry Group are now existing for one year and in this year we got two projects approved. One project with two youth exchanges and one project with one training as main activity regarding fundraising, sponsoring and grants. Out of this training we created this fundraising package, which is a tool for youth workers and NGO's to strategically apply for funds and sponsors. Governmental subsidies are being cut and NGO's are more and more relying on private funds, sponsors and the philanthropic sector, many youth workers and youth NGO's have brilliant plans and full enthusiasm about their project ideas, only to find the money is always a part where many youth workers get stuck. This is a shame since many opportunities for young people cannot be realized in this way, that is why we create this fundraising package, as an outcome of the training FUND – Finding Utilities for New Dreams, subsidised by the Erasmus+ youth programme.

The Erasmus+ youth mobility programme provides opportunities for young people to experience learning mobility in Europe and beyond and for youth workers to develop their interpersonal skills and improve their employment prospects through training and networking opportunities in Europe and beyond.

Oudleusen, 9 April 2016



Eddie Wolters



Tahira Tarquini

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1. Introduction

Dear youth worker,

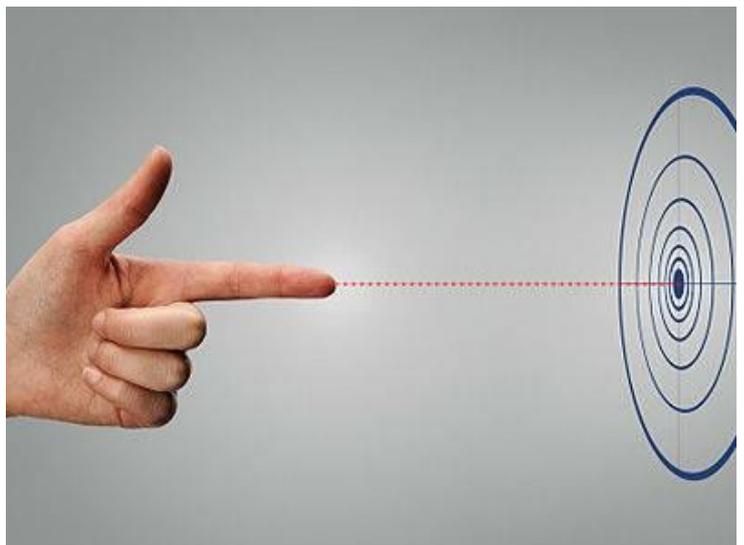
Raising sponsorships, finding funds for transferring your idea into a project and give more opportunities to youngsters might be easier than you think. There are many ways on how you can generate sufficient financial support in order for your project to be initiated and sustained. This fundraising package is a tool which gives you tips, tricks and examples on what you can do in your own surrounding regarding generating financial support.

Within this fundraising pack you will find the following information:

- What is out there?
- How to get a project started?
- How to make a fundraising plan?
- Why do companies and persons give?
- Getting started
- Create a case for support
- A-Z of fundraising ideas

Once you have read through the necessary information, you are ready to start! We can support you with your fundraising activities and campaigns, but you are the one who has to take the steps and make actions upon it.

Thank you for your curiosity in reading this fundraising package and good luck with your fundraising activities.



2. What is out there?

Sponsors, funds, subsidy, donors, etc., etc. So many concepts, but which concept is what? And what can we do with it? In this chapter there is a brief explanation on what each concept means for us as youth organisation.

- **Fundraising:** the process of gathering voluntary contributions of money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies. This means for us as youth organisation that getting volunteers also is a kind of fundraising. Basically any kind of support we get in our projects can be considered as fundraising, from getting a free pen to 1.000,- euro.
- **Sponsoring:** cash and/or in-kind fee paid to a property (typically in sports, arts, entertainment or causes) in return for access to the exploitable commercial potential associated with that property. Basically it means that when someone sponsors us, we give them something in return. This can be publicity, a workshop for their company, a 'brick' in the wall of our youth club, etc.
- **Grants (subsidies):** is a sponsor, only through governmental institutions. They want to have a social problem solved and eradicated from this world and NGO's can apply for funds for social projects in order to help the governmental organisations to solve this problem.
- **Donor/Gifts:** a person or company who donates something, especially money to charity (or blood, kidneys, toys, etc.). Donors are being updated about the work of the organisation through newsletters and in some cases receive gifts. Somebody who gives a gift expects nothing back
- **Charity:** an organization/project set up to provide help and raise money for those in need.
- **Philanthropy:** private actions for the common good – private persons, organisations and companies spend funds in order to create a better social life.

To sponsor something is to support an event, activity, project, or organisation financially or through the provision of products or services.

The different categories in sponsoring are:

- Title sponsor is highest status of sponsorship. It characterizes the most significant contribution to an organisation in organising and hosting an event. Often the name of such sponsor is placed next to the name of competition, teams and is associated with it (for example, the logo of a title sponsor is placed on a uniform of football club team). The status of a title sponsor also allows to have a decisive voice on the issue of presence among sponsors other companies operating in the same business, the priority right to use players and coaches for conducting joint promotions, right of presence at all official events dedicated to a sports event, mandatory mentioning in all activities conducted on behalf of the organisation and mentioning the sponsor in all publicity.
- General sponsor is a sponsor that makes one of the largest contributions (in absence of a title sponsor - usually more than 50% of all sponsorship funds raised) and that receives for it the right to use the image of competition as well as extensive media coverage. If necessary, the status of the general sponsor may be supplemented by the general sponsors for certain categories, as well as the main sponsor.
- Official sponsor is a sponsor that makes a certain part of raised funds (within 20-25%). Typically, the given status may be granted by category ("official insurance partner", "official automotive partner", etc.).
- Technical sponsor is a sponsor which promotes the organisation of sporting events through the partial or full payment of goods and services (e.g., medical equipment, supplies, organisation of transportation and boarding).
- Participating sponsor is a company, the sponsorship fee size of which usually does not exceed 10% of total raised funds.
- Informational sponsor is an organization that provides informational support through media coverage, conducting PR-actions, joint actions, etc.

Corporate Social Responsibility (CSR)

Corporate Social Responsibility is a company's sense of responsibility towards the community and environment (both ecological and social) in which it operates. Companies express this citizenship through their waste and pollution reduction processes, by contributing educational and social programs and by earning adequate returns on the employed resources. For the cultural sector CSR is becoming more and more interesting, companies want to show their customers that they 'do good' for the community in which they are operating. This means that a cooperation can be established between you as social cultural organisation and a company, for instance for your youth club, art exhibitions and youth projects.

There are many funds on regional and national level. The amounts they give to projects vary from 100,- to 100.000,- euro, depending on the size and goal of your project. Many funds have a website these days and there are tools to search successfully for these funds, like Google, giving a phone call to your municipality or ask other NGO's on what is out there. In the following chapters we will describe more on how to approach and get these funds.

In most countries CSR is supported by the government and therefore there are interesting tax reductions for the companies who have a CSR approach and policy. This depends on the country on what is attractive for your organisation and the companies there are.



3. How to get a project started?

We define each activity, event, programme, etc. as a project. Funds, sponsors and subsidies give namely to projects alone, so it is essential to name every activity you organise as a project. Each project starts with the basic principles of project management. A way to ensure that you are not over-complicating things is to assess your approach from the perspective of a small child.

Many persons tend to start filling in a project application form, specific question a fund is asking or approaching sponsors without having the foundation clear and answered.

On project planning, understanding & communicating the five W's (+ 1H) can provide context and perspective for the low-level details found within the individual project plans.

- **What** – at its very essence, scope definition is about answering the “What do we want to do?” question. It’s amazing how many project start-ups will waste a lot of time without having a simple answer.
- **Why** (and Why, Why, Why, and Why?) – if there’s one thing we lose as we grow up, it is the admirable persistence that a small child demonstrates when trying to learn about something new. We might ask the “Why are we doing this project?” question once or twice, but how often do we really try to understand the fundamental root benefits and motivations that are driving its existence? We should adopt the traditional performance improvement technique which recommends asking “Why?” five times to ensure that we are not presenting a surface-level driver as the main reason for investing in a project.
By answering the why question as detailed and specific as possible you create the foundation for your project out of which you can build only up and expand.
- **Who** – Although the “What” might not have been sufficiently decomposed to identify all of the skills or competencies required, there should be some idea of the critical roles that are required to deliver the “What”, the “with who”, what is the profile of the partners you would like to have in your project? Another questions that should be asked here is “for who”, for who are you doing this project? What is the profile, target group, age, background, etc. for who you are doing the project.
- **When** – When is the last answered question in which the “What” must be delivered to enable the organisation to achieve the “Why”.
- **Where** – where is the optimal location for the work to be performed and where will the “What” be used?

The project manager’s focus can now shift to the question that too often gets all the attention before there is a good understanding of the five W’s: **How**? This ensures that we don’t spend too much time on approach, methodologies and practices, without having first an understanding of the project’s essence.

When working on a project and having the 5 W’s + H clear, it is time to make SMART-goals. SMART-goals is a golden method to do actions in your project and to keep you focused if you are on target.

- **Specific** → your goal should be as specific as possible and answer the question: What is your goal? How often or how much? Where will it take place?
- **Measurable** → How will you measure your goal? Measurement will give you specific feedback and hold you accountable
- **Attainable/achievable** → Goals should push you, but it is important that they are achievable. Are your goals attainable? Can they be reached?
- **Realistic** → Is your goal and timeframe realistic for the goal you have established?
- **Timely** → Do you have a timeframe listed in your SMART goal? This helps you to be accountable and helps in motivation

The essential tool in fundraising is to understand that your goal needs to match the goal of the sponsor, fund, donor, etc. The goals need to mirror and complete each other.

3. How to make a fundraising plan?

Think of a way on how you can generate funds for your project

Estimated balance of the organisation of a music festival¹

The first step is to create an overview on all the expenses that will be made during such a festival and specify the sources of income in order to know on what to ask in the next steps, a so called balance sheet. In this example we organised a music festival in which we managed everything ourselves, like barbecue, bar, hiring professionals for the sound and asking young, beginning bands to play for a small fee. As an income we were counting on the sales at the bar and applying for sponsors, subsidies and funds. The aim of the music festival is to give young talents a podium to get experience in performing for larger crowds.

Outcome		Income	
Permit	€ 100	Sales	€ 2.500
Rental music installation + lights	€ 800	Funds and subsidies	€ 500
Decoration costs	€ 400	Sponsors	€ 500
Rental of stands	€ 100	Donations and gifts	€ 200
Gifts to volunteers	€ 100		
Publication costs	€ 200		
Contribution to the bands	€ 500		
Rental of bar + beer	€ 1.000		
Purchase of drinks for the bar	€ 500		
Total	€ 3.700	Total	€ 3.700

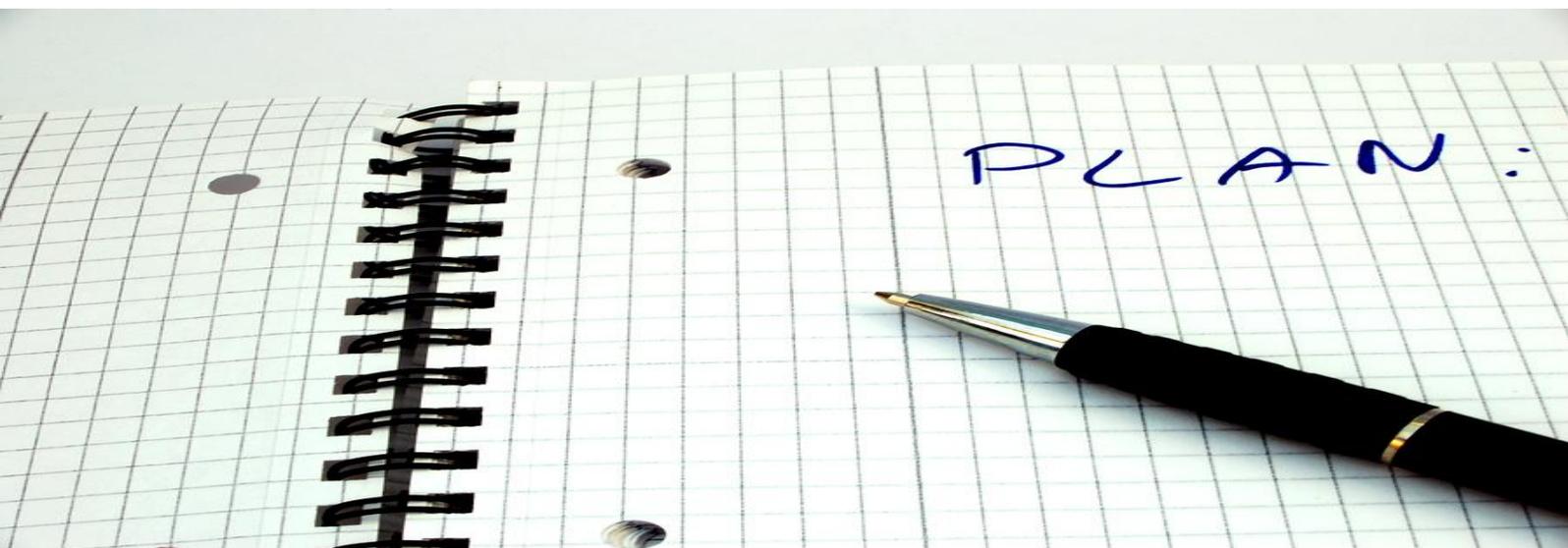
The expected amount which need to be raised is 500,- euro with subsidies, 500,- euro with sponsors and 200,- with donors and gifts. Now we know where we need to get finances from in order make let our festival happen, it is time to make a financial balance

Source	Expected income
Identify possible sponsors and funds within your network	
<i>Identify sponsors by checking websites of organisations, companies and enterprises and see if they have sponsor programs; try to get a direct line of contact to the owner (phone and e-mail); find the inputs and opportunities to get introduced to the right person within the company. Large companies often have a Marketing, Communications and Sponsorship Department.</i>	€ 500
<i>Write a personal e-mail or letter to your identified sponsors. You can use the letter on page x to introduce yourself and to explain why they should support the music festival. When doing so, take some time to personalize the letter, sponsors appreciate a direct and personal approach from you.</i>	
<i>For possible sponsors think of local companies and organisations with a connection in music, local branding and local events. Perhaps local banks and insurance companies, local entrepreneurs and shops.</i>	
<i>Get something, give something! Think of a way how you can repay the investment of the sponsor, what can you do for him? Also discuss with the sponsor on the possibilities they offer.</i>	
<i>USE YOUR OWN NETWORK as much as you can. Think of your fathers company, your uncle his company, or friends with an enterprise. A personal connection often leads to more commitment and more success.</i>	

¹ Based according to Dutch standards and out of experience

Organise a fundraising activity. Gain an income through an activity in your community. This not only helps to fund the music festival, but also to create commitment in the local community towards the festival	€ 100
Regional subsidies. Check the website of your municipality for cultural funds, check for trust funds in your region, or for national funds which support talent discovery of youngsters. The aim of the music festival needs to match the aim of the fund	€ 400
Donations and gifts	
Ask visitors of the festival to leave a donation, ask for a gift to the community once promoting the festival (e.g. place the bank account number in the newspaper with the question to give a gift). Place a 'give now' button on your website and spread it through social media	€ 200,00
Total	€ 1.200,00

Now we know what we need and how much euro we need, first thing we need to know now is why somebody would give to our music festival (and your project) and in which aspects we can anticipate once applying for funds.



4. Why people and companies give?

The sector to which philanthropy gives are:

- Money-raising funds (WWF, Unicef, Greenpeace, World Cancer Research Fund (WCRF))
- Trust-funds (Bill & Melinda Gates foundation, Ford foundation, Allianz fund, Fondation de France)
- Local community funds (small trust funds, subsidies from municipality)
- Churches
- Voluntary organisations

The sector philanthropy is growing since 1990 and ever in development. In The Netherlands there is an annual revenue of around € 4.7 billion. The Dutch ministry made a covenant with the sector philanthropy to inform each other better and – where possible strengthen each other. This proves that the philanthropic sector is a world on itself and it has its own existence.

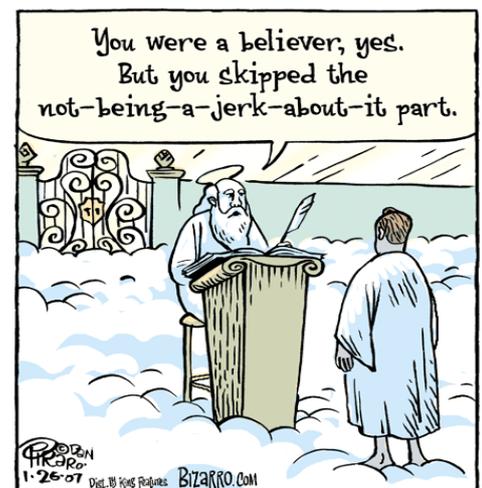
The past years the attention and demand for philanthropy increased, partially since the welfare raised and partially because of the privatising of the health care sector.

Entrepreneurs give a part of their profit 'to do well'. Entrepreneurs themselves prefer to state more 'if you are doing well, you also want that others are doing well'. Personal motives for entrepreneurs to do philanthropic actions are sympathy for the aim & objectives of a project/organisation and knowing the project/organisation. The entrepreneur needs to justify his own intentions and emotions rationally to his board, colleagues, employees, etc. Personal motives which play a part in doing philanthropic actions are:

- Pride, gratefulness, safety, sentiment/nostalgia (old-participant, -member, -student)
- Altruism – care for less-fortunate others
- Egocentrism and narcissism – I made it!
- Guilt – supporting 'green' projects, not being able to give time
- Moral pressure – opinion of partners, not saying 'no' to friends or family, opinion of employees
- Competition vs. other entrepreneur.

To identify these entrepreneurs is an important aspect in finding funds for your organisation/project. These entrepreneurs (but also other 'donors', like friends, neighbours, etc.) can be classified as following:

- The localist – *gives where he lives*
 - I help my surrounding if I support a local action
 - Local entrepreneurs, building on their network and local presentation
 - Believe that non-profit organisations work more effective than the government
- The believer
 - It is Gods will to help those next to us
 - Majority is member of a local church
 - Gifts by preference to religious initiatives
 - Gives to projects which match their religious norms and values
- The investor – *seeks financial advantage*
 - Makes a consideration between personal advantages and the aim of an organisation/project
 - Evaluates, monitors and checks non-profit organisations carefully
 - Donates to a wide spectrum of charity organisations
- The socialist – *enrich the social network*
 - Improves the world and having fun in the same time
 - Majority is a woman, income is mostly coming from the husband
 - Looks for possibilities to profile themselves socially
 - Less interest in detail and everyday activities



- The rewarder – *act of gratefulness*
 - Most probably a beneficiary of the organisation/project – directly or indirectly
 - Loyal connected to the organisation/project
 - Medical institutions and education are dominating
 - Recognition and acknowledgement barely play a role
- The altruist – *personal growth by giving*
 - The most well-known characteristic is ‘the unselfish donor who gives out of generosity and empathy’
 - Giving as a moral motive to grow as person or to develop mentally
 - Makes independent choices which projects/goals will be supported
 - Support mostly social project/organisations

When knowing this, you can better identify your prospect (person/organisation/company which you will approach). This helps once you will approach the prospect and to play into his emotions, after all, finding funds for a project is like being a professional salesman.



5. Getting started

The road to success is many times a long one. A road full of humps and bumps, a road of which you also do not know where it will end, this makes the journey so exciting and adventurous.

Before starting a fundraising campaign in order to attract sponsors and funds the five W's are again a helpful tool:

1. *Why* are you going to ask?
2. For *what* you will ask?
3. *What* amount will you ask?
4. *Who* will you ask?
5. In *which* way will you ask?

Why are you going to ask?

- Can you define the problem you are having? Can your problem be solved in another way than through a fundraising campaign? And is it actually a big problem? And for who is it a problem?
- Is it only about the money or do you have other, communicative or strategic goals? Do you want to work on your image and use fundraising for this? Do you have a plan as a follow-up after the fundraising activity, or is it a singular activity? The follow-up plan can be motivated through your support in the organisation, like becoming a member of an association or to create a network of companies which you can use in the future.

For what you will ask?

For answering this question your aim is to be as clear as possible when describing your goal that you want to achieve through your project. This need to be defined as concrete as possible: no vague and mysterious plans. Create a clear and concise story which you can state to possible sponsors and funds and to which they can confirm. A story, which relates to the goal, mission and vision of their organisation.

What amount will you ask?

What do you try to achieve with fundraising? Is it only about the money or do you have other needs? So what will you ask from the giver? Think of:

- Money
- Expertise
- Immaterial help
- Time
- Advice

Although with fundraising and sponsoring the first thought is money, you can do something back by offering your organisational support to the fundraiser or sponsor. You can offer for instance your youth worker skills (giving a workshop, giving a presentation, etc.), doing voluntary work, giving technical support, creating a newsletter, etc. you can think of services which you can offer to the organisation in which you use your own expertise, knowledge and skills.

When you ask for an amount, think on the exact amount you need in order to close your budget. Make sure that you can prove this and explain why you need this amount. When you ask, be clear and concrete. Don't say: 'every euro is welcome' or 'give what your heart tells you', state a number which you need and do not be too modest about this number either. You can always make a deal once the giver agrees to support you and come to a final conclusion of the amount.

Who will you ask?

Who are your *prospects* (a prospect is a potential sponsor, fund or donation, someone from who you can expect a contribution)? If you are looking for sponsors, which category of companies and/or organisations you are aiming for? And which ones not? It is important to make a list with the prospects since the choice creates the lay-out for your campaign. If you are asking companies for sponsoring, you need to be able to offer something in return which is interesting for them. Do you have an offer? What can you offer them and what is

not interesting for them at all? A crowdfunding campaign which is focussed on small donations is often an event in which you might need support from volunteers. Can you get volunteers? When you go for bigger campaigns, which most of the times consist of receiving smaller amounts, like organising something for your friends, colleagues and/or parents, they need to be approached more personally. How will you approach them? What can you offer them back?

In which way will you ask?

There are many ways to raise funds. Are you aiming for a crowdfunding activity, sponsoring, an event or a mix of it? Decide what you will do in the end and what is feasible. Important is to think on how to approach the prospects. Orally or written? Straight and direct or not? Or preferably more indirect, for instance through the organisation of an event in which the profit is for your journey. In general the rule is: how more you ask, how more a personal and direct approach is of significance (*relationship fundraising*). Which way you chose is dependent on a number of factors of which some examples are described here:

- You only need material or immaterial support, or do you also have communicative and/or strategic sub-goals?
- Do you have sufficient volunteers when organising an event?
- Are there moments to which you can link your campaign? Like a birthday, a community event or a market?
- Do you have a big and wide network?
- Do you want publicity and do you think you can get this?



6. Case for Support

When approaching prospects, the following steps are successful in almost every approach:

- 1) Send an e-mail to the person in charge (find his e-mail address one way or another).
- 2) After one week, call the prospect and ask if he received the e-mail, what he thinks of it, if it sounds interesting, etc. the aim of this phone call is to arrange a personal meeting.
- 3) Have a personal meeting, this always works best, direct, immediate contact and you can immediately read the body language and usage of voice and react on this in order to get a deal made.

When writing an e-mail as a case for support to prospects, a good text must be appealing and selling. You need to be able to sell your story which attracts prospects in funding you. There is a model for writing letters which is named the AIDA-method in writing sales letters (Van der Westen, 2003). This sales method has been used in sales training since the 1950's, when professional sales training programs became the norm. It was developed over time and it is most useful in gaining attention for goods or services (Lamb, McDaniel & Hair, 2011). The acronym stands for:

- A – Attention
- I – Interest
- D – Desire
- A – Action

AIDA (Attention, Interest, Desire, Action) is one of the earliest sales models used in professional sales training, but is still valid today.

The model refers to the process that is required for a person to act on external stimuli. It is a perfectly valid model for trying to selling something. Anytime we try to sell something, we must first gain the attention of a prospect. Next, they must be interested in your services– they must see the value in you for their organisation – before they will perform the action of giving. The applications for AIDA are broad enough that whether you are in advertising, marketing, or sales, AIDA is one tool you should remember.

Attention

An e-mail first needs to attract the attention of the reader. The first words are almost always printed in capital letters in order to catch the eye, and it is important that they should be such as will be likely to arrest the attention of those to whom they are addressed, and induced them to read further. Some additional tips to remember about 'attention' are:

- Getting the attention of your prospects is even more difficult than it used to be. People have less time, more distractions, and are generally less accessible. This means that you need to plan an appropriate amount of time to get past the 'gatekeepers' that will be between you and your prospects. Be sure that you have thought about what the best time to reach your prospects will be.
- All of us are overwhelmed with attempts to get our attention every day. And in most cases, we're used to the gimmicks or tricks that companies try to use to get our attention – and are often irritated by them. A unique approach with a focus on benefits for your prospect is the best way to get a customer's attention.
- Don't allow your failed attempts at getting attention to discourage you. You can expect to hear 'no' more often than 'yes.' Just remember that every 'no' is bringing you one step closer to the next 'yes'.

How you get the prospects attention and the first impression that you make will set the tone for your relationship going forward.

Interest

When someone starts reading your letter, it is the case that the reader immediately understands the problem and how the problem can be solved through your project. It is not the interest in the problem, but how much importance is given to it and how it can be solved. Something will appear interesting to your prospect if:

- It is relevant to the prospect and can provide some kind of advantage (benefit) for them
- You are approaching the person who has a need for your service

- You are approaching the prospect at the right time – both in the sense of convenience and in the sense of the correct time of year/correct timing for your prospect to use your service.
- You can talk the language of the prospect. You should be able to empathize with and understand the prospect's situation.

Desire

Once you have the prospect's interest, you need to be able to grow that interest into desire for your service. Here you describe what you can offer to the organisation and how you contribute in the organisation. In this part you also tell how a certain amount (which you will ask in the next paragraph) can concretely contribute to the solution.

Action

When you have formulated an attractive, reasonable and logic solution to the problem, it is time to make the reader do an action which will commit him to your services. This can be by donating an amount to your organisations bank account or contacting you for a meeting in which you come to an agreement as a sponsorship. The action depends on the prospect you are writing and what action you ask of him.

Example of a letter

Your organisations address

[Obtain the name of the appropriate person to write to]

Name of addressee

Name of Company

Address

Date *[completely written, e.g. 12 December 2016]*

Dear *Mr./Mrs./Ms. surname,*

DO YOU CARE ABOUT YOUTH UNEMPLOYMENT?

My name is *[your name]* and I am planning to organise an international youth exchange for 40 young people from 10 different countries for 10 days in which youngsters exchange skills in order to increase their employability.

For this youth exchange we aim on having youngsters (age 20-30) who are longer than 12 months unemployed and having difficulties in promoting themselves on the labour market. We want to give these young people the chance to learn from each other and to go back home with a plan on how to get a job!

What we ask of you is if it would be possible to come and give a workshop about 'job interviews' in order to help these young people in hearing best-practices.

If you would like to hear more about this initiative I can be contacted at *[telephone number]* or by email at *[mail address]*. I would also be glad to come and meet you, and talk about our project in person.

Yours sincerely,

[signature]

Name

7. A-Z Fundraising ideas

Organising your own events or actions is a highly regulated industry (Garecht, 2010). Events are a key portion of almost every fundraising plan. Great events can add a significant boost to closing your budget. Fundraising events are hard work and cost a great ordeal of time (Van der Westen, 2003). Below you can find examples of fundraising events that you can organize yourself and which you can implement in your own surrounding. Be creative and original in implementing your ideas and think for yourself what can work best for you in your organisation in order to squeeze out those last few necessary euro's to make achieve the goals in your project!

Use your local community and youngsters in order to create commitment and give them the necessary skills as well once organising an event. After all, we are youth workers who facilitate educational and recreational projects and activities to young people and the community.

A

- **Abseil** - get the adrenaline pumping with a sponsored abseil
- **Alcohol** - choose how long your youngsters are going to give up drinking for, and then ask people to sponsor them.
- **Antiques roadshow** - find experts to donate their time. Charge for entrance and valuations. Maybe link with an Antiques Fair and charge stall holders for their pitches.
- **Artwork sale or auction** - of friends work or that of local artists. Any picture, however bad or good looks more attractive in a mount so get them mounted and wrapped in a protective cover.
- **Afternoon tea** - take inspiration from Alice and Wonderland and throw a tea party with your neighbourhood, soccer club or community.
- **Auction of promises** - youngsters offer goods or services to be auctioned (e.g. cleaning a car, chauffeur for the day, decorating room, haircut etc.) Make sure you advertise well in advance and get an auctioneer with a loud voice.
- **Angling competition** - participants pay to enter. Prizes for the biggest fish caught, most fish caught and a booby prize for the most unusual item caught.

B

- **BBQ** - held at your youth club. Ask guests to pay an entrance fee, then provide them with food and drinks for free.
- **Barn dances** - find a real barn if possible and hire a good band. Recruit a caller who knows all the dances and can instruct those with two left feet. Charge for admission and

refreshments. Make sure you sell enough tickets before the night, not just on the door.

- **Bed pushing marathon** - different teams are sponsored. Choose a high profile route, e.g. through the town centre on a Saturday morning. Please note, probably you will need permission from your local council.
- **Benefit Performance** - Putting on a show, concert or performance
- **Bike rides** - you name the distance and the route and youngsters go for it!
- **Book sales** - get your community to clear out their book shelves and donate the books to sell.
- **Bridge evening** - the entrance fee could include a light supper or nibbles and a glass of wine.

C

- **Cake bake** - let youngsters bake a few cakes and sell each slice for € 1,- in your neighbourhood.
- **Caption competition** - you need a group of at least 25 youngsters. Get a photo of your club chairman or work CEO doing something unusual and then get everyone to submit a caption for € 1,-. Winner gets 50% of the proceeds.
- **Carol singing** - entice people along with the promise of mince pies and sherry.
- **Car washing** - This is a great way to raise money and awareness for the society easily.
- **Children's fun day** - parents pay for children to take part. Arrange entertainment, face painting, races etc.
- **Cinema screening** - could your local cinema be persuaded to do a preview for the society?

Increase the price ticket by € 1,- or € 2,-. Have a display in the foyer.

- **Coffee mornings** - invite your guests, drink coffee, and eat cake, all while raising money to support your cause - it couldn't be easier!
- **Concerts** - ticket selling and publicity are vital. Many bands, orchestras and choirs are often on the lookout for opportunities to perform for good causes and in good venues, on an expenses-only basis. You just need to ask!

D

- **Dances** - organise a disco, ceilidh, ballroom, salsa or 70's night. You need a venue, band/ DJ and a drinks licence (if you are selling alcohol.)
- **Darts match** - charge an entry fee, have a lottery and refreshments. Make it fun - ladies versus, left handed throws only etc.
- **Dog walking** - get your community to pay your youngsters in having a walk with their dog.
- **Duck race** - a duck race with plastic ducks is a fun event for all the family and an easy way to raise money

E

- **Exhibition** - get local arts and crafts groups (wood turners, jewellery or nick nack makers, painters etc.) to hold an exhibition of their work. Ask for an admission fee and ask exhibitors to pay a fee for their pitch.
- **Expert talk** - use an expert or well-known personality prepared to donate their time. Charge admission, have a break to sell refreshments and auction their latest book, invention or autograph.
- **eBay** - register your organisation on eBay or another auction site and auction off items collected in your community, by youngsters. You're likely to raise more money than you would from a car boot sale and have fun watching the items go up in price at the same time!

F

- **Fancy dress days** - pay to wear fancy dress or dress down to work or school and fine those that don't make the effort. Non-uniform days at school are always popular. In the office have crazy tie, bad hat or yellow and blue only days. April Fools Day is ideal for this.

- **Festivals** - of craft, drama or flowers. You'll need a team of volunteers to design and create displays. Sell programmes, refreshments and organise stall sales.
- **Fetes** - celebrities will help draw in crowds. But there's lots of work, planning and costs involved - so be careful!
- **Fishing tournament** - get sponsorship from a local angling shop.
- **Football match** - collections at half time.
- **Fun Day** - hold a family fun day at work. Include an It's a Knock Out style competition.
- **Fun runs** - organise your own; you decide the venue and the distance. Try to get a local personality to compete or start the event off. Or, if you do not have time, simply book a place in an officially organised event and ask friends for sponsorship.
- **€ 5 into € 50** - Give friends or volunteer fundraisers a sum of money (€ 5) and a time limit (three months) to increase this by devising a money-generating activity. Ideas include: planting vegetable seeds and selling produce; baking and selling cakes; backing the Derby winner; investing. Award prizes for the most ingenious idea.
- **50:50 club** - get everyone to donate €1 a month (by standing order if possible). Each month holds a draw when someone wins half the total raised. No licence is required - you just need to ensure at least half the money goes back into prize money.

G

- **Garden party** - or open garden; held in your organisations garden, with stalls, games, refreshments and raffles.
- **Grow a beard or moustache** - Why not turn something ordinary and mundane into a powerful fundraising event? It doesn't require too much effort to sit back and let the facial hair of your youngsters grow.
- **Go-karting** - sponsored laps. Pay entry fee and winner (and maybe loser) get a prize!
- **Greek night** - lay on Greek food, wine and dancing in your local village hall.
- **Guy Fawkes party** - if you have a large garden organise a firework display, charge for admission and refreshments.

H

- **Halloween party** - hold a fancy dress party at your house or in a local bar. Ask for an

entrance fee. Organise a DJ, spooky decorations and nibbles.

- **Head and tails auction** - good to do at a dinner evening. Get everyone to stand up and pass a bucket around collecting people's change (although encourage € 5 notes). Everyone decides whether they're heads or tails by putting a hand on their head or their bottom. Flip a coin on stage and announce the results. Those who get it wrong sit down. Continue until only one person is left. Winner gets a prize.
- **Hat sale** - get everyone to donate their old hats and then come and buy a new one.
- **Head shave** - Ever thought about doing something outrageous and a little bit silly all in the name of charity? How about letting youngsters shave their head, or men, waxing those legs?

I

- **Individual gifts** - gift day, pledges, an hour's pay, donations, membership, payroll giving. Good for the office.

J

- **Jelly eating competition** - great fun for the kids.
- **Jewellery collection** - ask the public and your friends and relatives to donate unwanted jewellery. Auction off the best items and sell the remainder at a car boot sale or use as lottery prizes. Package and display attractively to boost prices and sales.

K

- **Karaoke night** - Have a look around the various pubs that advertise karaoke nights and find the most suitable venue. Ask the manager to agree to you holding a fundraising evening with karaoke.
- **Knit** - put your needles together and knit garments to be sold at fetes and Xmas bazaars.
- **Knockout darts or billiards tournament** - at your local pub.

L

- **Local races and marathons** - take advantage of any local races that are established in your area. Book a place and ask the community for sponsorship.
- **Lotteries** - could work particularly well in large offices. Make it a monthly event perhaps on pay day. It's important that you adhere to the government's regulations. Read more about.
- **Loud tie day** - get your youngsters job companies to sponsor it.

M

- **Market stall** - book a pitch at your local market. Sell fruit and vegetable from your youngster's gardens or unwanted items from their homes.
- **Master classes** - are your youngsters good at something? Why not let them organise a small class to show other people how to do it? Charge people a fee.
- **Memory meal** - transport your youngsters back to the 90s, 80s or 70s. Let them dress in the style of the day and let them try to cook some dishes of the day.
- **Mile of coins competition** - how many coins will it take? Person with the closest guess gets a prize.
- **Music and mulled wine evening** - organise a recital in your youth club or in someone's summer garden.

N

- **No smoking week** - for all those who need a real incentive.
- **Non uniform day** - for kids at school.

O

- **Open Garden** - ask visitors to donate an entry fee and pay for refreshments or hold a lottery as well.
- **Outgrown exchange** - a sale of children's clothes, books or toys.

P

- **Plant sale** - next time you're planting seedlings or taking cuttings why not double the quantity and have a plant sale later in the year?
- **Plant a tree** - in collaboration with your local authority's tree planting programme. Invite people to make a donation to have a tree planted in memory of someone.
- **Poetry recital** - get people to read their own verses over some mulled wine.
- **Pub games evening** - teams pay to enter for dominoes, skittles, darts, pool, quizzes etc. Have plenty of fun prizes and charge for refreshments.

Q

- **Quiz night**
- **Quintessentially British Day** - get the tea and scones out and celebrate Britishness for the day. Ask for an entry fee. Give prizes for the best fancy dress.

R

- **Race night** - organise an event at your local race track or horse racing stadium or arrange a 'fake' racing night.
- **Radio campaign** - your local radio station may help by broadcasting appeals or adopting you/your fundraising campaign for a Christmas appeal.
- **Raffles** - Raffles and lotteries are a great way whether they are the focus of your fundraising, or form part of a larger event.

S

- **Scrabble competition**
- **Cocktail evening** - sell tickets for an evening in your local pub or youth club. Included in the price is one glass of cocktail. Further glasses are by donation only.
- **Slave auction and disco** - prior to the event ask people to offer their skills for auctioning - e.g. cleaning windows, dog walking, decorating a room, babysitting, baking a novelty cake, making a dress.
- **Slim** - why not raise money as your youngsters lose the kilos? Get friends to sponsor them. Healthy lifestyle is trending anyway!

- **Sponsored events** - always popular. Bed push, half a beard shave, wheelchair marathon.
- **Sports events** - do you belong to a sports club? Why not persuade them to hold a charity day? People could pay to enter a competition.
- **Sporting club dinner collection or raffle**
- **Stand up bingo** - sell bingo cards around the room, each with one number on it. Ask all the participants to stand up. Spin the balls and when a number is called that person has to sit down. The last one standing scoops the prize.
- **Street collections** - there are a number of legalities and restrictions. Ring the events team and ask us for a fact sheet.
- **Supermarket trolley dash** - arrange date with manager and sell tickets beforehand. Winning ticket 'dashes' through the store grabbing as much food as possible. Money to pay for goods has to come from proceeds.
- **Swimathon** - kids and adults can do sponsored distances.

T

- **Talent competition**
- **Teddy bears picnic** - charge for entry and organise a clown, face painters etc.
- **Theatre preview** - could your local theatre or amateur dramatics society be persuaded to do a preview in aid of society?
- **Treasure hunt** - get some prizes donated and organise a set of clues leading people from one location to the next. All participants pay a fee to enter. Finish with a barbecue?
- **Triathlon** - organise a place in your local triathlon. Ask friends to sponsor you.

U

- **Underwear out** - let youngsters wear their underwear on the outside for a day, let them ask their friends for sponsorship. Make sure it's clean!
- **(Down) Under day** - celebrate all things Australian, hold a BBQ and ask everyone to dress up like surfers or beach babes. Ask the community to pay an entry fee.

W

- **Wine tasting evening** - spend an evening tasting fine wines. Ask attendees to pay an

entry fee, provide wine, cheese and French bread free of charge. Try and get the wine donated or buy it from abroad!

- **World meal** - have an Indian, Caribbean or Australian meal at your community centre for your community. Get everyone to dress up and charge an entrance fee.

X

- **Xmas bazaar**

7.1 Follow Up

Once your event is complete, don't forget to thank those who helped to make it a success (Garecht, 2010). You might be calling on them to help you again someday; this can be done by sending a personal e-mail as a thank you letter to all members of your host committee.

Below you will find a checklist as a tool to help you plan your fundraising activity. Depending on the activity you organise, you select what is significant for you.

More than six weeks before the event

- Choose event type and begin planning event structure
- Decide on event food and beverages, entertainment, etc.
- Choose event speaker(s)
- Appoint a host committee
- Print up invitations and programs
- Print up tickets and deliver to host committee
- Set up catering, entertainment, parking, tents, chairs, etc.

Four to six weeks before the event

- Mail invitations
- Contact host committee to check progress
- Make personal calls to solicit attendees

Two to three weeks before the event

- Contact host committee to check progress
- Make personal calls to solicit attendees
- Make follow up calls for invitations
- Decide on decorations for event space, if any
- Solicit volunteers to work ticket/name tag table

One week before the event

- Contact host committee to check progress
- Last minute ticket sales

Day before the event

Y

- **Yes day** – Let youngsters to say yes to everyone's demands (within reason!) and ask people to sponsor them to do so.
- **Yoga marathon** - only for the very supple!

Z

- **Zany events** - the list is endless ... throw a custard pie at your manager; eat jelly with chopsticks, greatest number of marshmallows in a mouth. People can get sponsored or pay to enter.



- Call caterer and other vendors to confirm
- Meet with host committee to collect checks or call to check on sales

Day of the event

- Collect all checks
- Set up ticket / name tag table
- Decorate space (if necessary)
- Hold event

Week after the event

- Pay final vendor bills
- Mail thank you cards

8. Tips & tricks out of experience

This fundraising package is designed according to the experience our partners have in fundraising and out of the experience and current activities of youth workers whom attended the training. Out of their experience they have some tips and tricks for you:

- ✚ ***talk to people!***
- ✚ ***Create a network and learn from professionals. Invite them at your events to learn from them. Attend in their events and volunteer for them. More you give more you get.***
- ✚ ***Just go for it, don't be afraid and just do things!***
- ✚ ***It depends on the surrounding and the type of activities. For us can help beneficiary action, like concert, sell of handmade products, online fundraising.***
- ✚ ***Make sure you develop your idea on every level there is, so no one can make you a question that you are not prepared to answer. Always try to make win-win situation.***
- ✚ ***be persistent and don't give up easily***
- ✚ ***Just be motivate and everything is possible.***

9. Further information

We hope that this fundraising package gave you more insight on what you can do in order to enable your projects and give more opportunities to young person's development. This guide is meant as a tool to help you and our intention is to offer you the best fundraising advice available. Therefore nothing in this guide should be taken as legal advice.

Before you actually begin your fundraising efforts, be sure to research the law and regulations that apply to fundraising in your area.

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In case you are having questions or you are willing to share your fundraising plans with us, we remain at your disposal.

We wish you good luck in your fundraising plans and we hope to welcome you to one of our trainings.

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Wallpapers

- Cover - <http://onebigphoto.com/walking-water/>

Partner organisations:

Praxis, Greece

Europski dom Slavonski Brod, Croatia

Associazione per la Formazione, gli Scambi e le Attività Interculturali, Italy

Informacijos centras "Kartu Europa", Lithuania

Biedriba Piedzivojuma Gars, Latvia

RED - Radosu Efektu Darbnica, Latvia

Mladinska Asocijacija IMKA Bitola, Macedonia

Podlaska Wojewodzka Komenda Ochotniczych Hufcow Pracy w Bialymstoku, Poland

FEDERATIA YOUNG MEN'S CHRISTIAN ASSOCIATIONS, Romania

Associação Juvenil da Linha de Cascais Rota Jovem, Portugal

"For Youth"IGYP, Azerbaijan

Cardio Youngs, Slovakia

Association of citizens Youth Can, Macedonia

Asocijacija za napredok, edukacija i lobiranje, Macedonia

Vagamondo, Italy

Informal group of youngsters "Haskovo in Europe", Bulgaria

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