



Fundraising Pack

A guide to getting started
with fundraising



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**FUNDRAISING
REGULATOR**

WWW.MYSISTERSHOUSE.INFO

Fundraising Ideas

Need some inspiration for your fundraising? Here's some ideas that may work well for you!

01. Get Active

Do something daring

Always wanted to abseil down the side of a building? Or take a leap out of an aeroplane? Why not combine your bucket list with a fundraising bucket and ask people to sponsor you to do it.

Get some exercise

Run, walk, or cycle to raise money. You can get sponsored for taking part in an organised event, or for completing a solo challenge you set yourself.

Hit the target

What about a darts match? You can make it serious and charge an entry fee to raise funds. Or make it fun and set challenges like throwing whilst on one leg and charge per throw, or charge a penalty fee every time someone misses the board!

02. Get Together

Anyone for a cuppa?

Tea and cake makes everything better, so why not invite friends and family around for afternoon tea? Or if you are more of a latte lover, make it a coffee morning. You can do this at home, at work, or even turn it into a picnic when the weather allows.

Who's coming for dinner?

Perfect for every occasion. Pick a theme and match your food, dress and decorations. Or spread the load and ask everyone to bring a dish. Ask diners to pay what they think the meal is worth, or what they would have paid to go out for dinner at their favourite restaurant.

Girl's night in

Pamper party or film night, it's up to you. Choose your top 5 films and let everyone vote for their favourite. Or ask people to donate to play their favourite song and ask others to guess who chose what.

Gaming night

Xbox, Playstation, WiiU – take your pick and load up your favourite game for a marathon session with your mates.

Let's get quizzical

The pub, village hall, local sports centre and your best mate's garden are all venues suitable for hosting a quiz. Decide what's the best option (and available) to you and get working on those questions. Will the theme change by rounds or will your quiz be more niche, with all questions specific to a particular band, film or book? You host the night and guests pay to play. Simple... but the questions might not be.

03. Get Creative

Cut and colour

Take pledges to let other people choose what colour you dye your beard or hair. And/or just shave it off!

What's in a name?

Name the teddy, bunny or bear. Give people a range of options or let them choose their own, then pick the winner out of a hat.

Fancy dress days

Fancy dress isn't just for Halloween. It's a great way to raise money any time of year. If you're the boss, why not have your staff come to work in fancy-dress and ask them to pay a small donation for the day? Raise the stakes by letting colleagues vote on what you should wear for the day (in return for a donation, of course.)

Sweepstakes

Take bets on anything you like – the winner of your favourite TV reality show, the name of the next Royal baby, or just the number of sweets in a jar. The winner keeps a proportion of the takings and the rest is donated.

Guess the baby photo competition

Great for giggles at work or just amongst friends. Pay for entry and see if you can spot who has changed the most over the years.

04. Get Busy

Bakes, bake, bake

Make like Mary Berry and bake your way to fundraising success. Whether you run the event at work, school or your home be sure to find out about any specialist diets (or perhaps just favourites) first to maximise sales! Or why not make it competitive and have a bake off with an entry fee? Either way, it's win/win – you raise money and you get to eat cake!

Come into the garden

If your garden is in full bloom or you have a house with a colourful history, why not open your doors for an entry fee and host an open house. With the kitchen close by, it will be easy to raise extra funds by offering refreshments, and a great way to meet the neighbours!

Pick a ticket

Everyone loves a raffle and they are simple enough to organise. Do it as part of another event or just because. A tombola is a bit trickier to arrange but just as much fun.

Declutter

Spread the joy by selling off your unwanted items. After all, one person's tat is another person's treasure! Take your goods to a tabletop sale or car boot. Or sell from the comfort of your own home using eBay and choose to donate all or part of your profits to us.

05. Get More

Give it up!

We all have bad habits, some worse than others! If you have a habit you want to kick, why not give yourself the extra incentive of raising money for charity. If your habit is costly, why not donate the money you save? Or if your habit causes more frustration to others than yourself, why not have people sponsor you?

Celebrate

If you feel you don't need gifts when your birthday comes around, why not ask for donations to charity instead?

Give an hour

Why not commit to donating an hour's pay every month? You will probably hardly even notice it's gone. And if you can persuade colleagues to do the same, think how much that could add up to.

Matched giving

Whether you're raising money in the office or outside of work, ask your employer about matched giving. Lots of organisations offer this, and if yours doesn't yet, maybe it's time they did!



"We heard you speak at church and realised that very often matters out of a woman's control can mean she finds trouble through no fault of her own. It could be my sister. We wanted to **help local women** and feel like women we pass in the street **have somewhere to go for help.**"

Barty released a song for us and raised over £1,000.

Tips for Running a Successful Fundraiser

Know your audience

Who do you want to come to your event, and what makes them tick? That will form the basis for everything else, helping you to think about what they will enjoy and how you should theme your event.

Location, location

Make sure you have a space that will fit everyone. This might be your own home, a friend's house, or maybe ask a local venue to give you the space for free. Think about how people will get there, if you need to make arrangements for parking, and how accessible it is. Don't forget to plan for all different types of weather!

Theme

What will make your event stand out from all the others? What do your friends love to do? What will make them come back for more? Create a special theme to make it a time to remember!

Get the message out

Send invitations out early – people get booked up in advance and you don't want them to miss out! For an exclusive event, send personalised invitations. For a bigger event, tell everyone you know, share on social media – you could even get in touch with your local paper or radio station.

Keep it legal

Check if you need any special licences, eg to sell alcohol, provide entertainment, or run an extended raffle.

Show me the money

You want it to be a great event, but you also want to raise some money. Think about your networks and who you know that could donate prizes for you to run a mini auction. For example, ask your favourite restaurant where you are a frequent guest to donate a meal for two. Any friends that are great bakers? Ask them to donate a special celebration cake. Think laterally about who you know and what they can offer, and don't be afraid to ask.

Say thank you

After the event, don't forget to thank everyone who attended, donated, or supported you in some other way.

Start things early

Get everything ready in advance and try not to leave everything to the last minute! This will mean that you are a relaxed host, all your guests are at ease and you can all enjoy your event!

Get the message out

Do let us know if you're planning to raise money for My Sisters' House, and we will do what we can to help with advice, resources, and publicity.

TOP TIP!

Start the fundraising early by getting guests to make a donation via localgiving when they RSVP – whether they can make it or not!

For more information about organising a large event, with links to relevant advice and legislation, please see:

<https://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events>

How to Set Up a Great Fundraising Page

An online fundraising page makes it easier to promote what you're doing, raise awareness and collect donations.

You can set up an individual fundraising page* on any of these sites:

- www.peoplesfundraising.com
- www.justgiving.com
- www.gofundme.com

Get to the heart of it

01

Whether you are taking on a challenge or doing something fun with your friends, make it clear what you're raising money for and why it matters. Tell your story – let people know why the work that My Sisters' House does is important to you. And don't forget to share an image that helps to add a face to that story.

Set a realistic target

02

A target creates momentum and gives a focus to your page. Think carefully about the amount you're aiming for: if you set your target too high, people may be put off because they don't think you'll achieve it; if it's too low you may lose out on supporters who don't want to donate once you've reached it.

Keep your supporters up to date

03

Don't just promote your page once and then leave it until after your event or challenge is over. Keep your supporters updated with your progress. Adding a text update can result in an 8% increase in page value per update.

Thank your donors

04

You can thank people with private messages and send out a public thank you to everyone once you have completed your event or challenge.

Get in touch

05

Let us know your plans, we will do what we can to help you with advice, resources, and publicity.

Email: fundraising@mysistershouse.info

**Make sure you include the apostrophe in My Sisters' House when you are choosing a charity to benefit, otherwise it won't find us!*



My daughter Emma had suffered for many years with the effects of Bi-Polar disorder and sadly took her own life in 2019 aged 38. Prior to this, Emma had kept herself busy creating 'Bizzy-Pins', pretty little brooches representing many likes, hobbies and occupations.

After her death I discovered she had made hundreds of them in over 35 different designs; my dilemma was what to do with them. I decided that donating them to charity would be a great tribute to Emma, I knew how much she respected the work done by My Sisters House and decided that all proceeds from sales of these pins would go to this charity. This is Emma's legacy, I am so very proud that her beautiful designs are helping others who are struggling.

Emma's "Bizzy Pins" have raised over £1,000.

Safe & legal fundraising

The Fundraising Regulator is the independent regulator of charitable fundraising in England, Wales and Northern Ireland.

Being registered shows our commitment to legal, open, honest and respectful fundraising, that we follow the Fundraising Code of Practice and have made the Fundraising Promise.

You can be confident that My Sisters' House will use your donations appropriately to make a real difference to the lives of local women.



Please familiarise yourself with the Fundraising Code so you are clear on what you can and can't do or say when fundraising.

www.fundraisingregulator.org.uk/code/using-code

Health and safety at events

You need to consider:

- Safety for you and members of the public
- First aid support
- Food Standards Agency advice if you are preparing, handling, cooking or storing food

Permissions and licenses

You need to consider:

- Permission from the local authority or property owner if you are holding an event in a public place
- Licences are needed for some public collections, lotteries, playing recorded music etc.
- Make it clear if you are photographing or recording an event, and how those images may be used.
- Does the venue have public liability insurance?

Data protection

If you are collecting data including names, addresses and emails during fundraising, you need to consider:

- What information do you need? Only collect the information that you need.
- How to keep the information safe. You must not share the information unless the person has explicitly said they want to receive updates from My Sisters' House
- Only keep the information as long as you need it.
- Dispose of it securely - by shredding sponsorship forms, for example.

You will find information about how MSH protects and uses personal data in our privacy policy:

www.mysistershouse.info/privacy-policy

If you have any questions regarding your fundraising and the law, please call the Fundraising Team on 01243 697800.



**You're
Invited!**

SUPPORTING
MY SISTERS' HOUSE



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Dear:

You're invited to:

Please join me and help support
My Sisters' House.

Address:

Date/Time:

RSVP:

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SUPPORTING MY SISTERS' HOUSE



My Sisters' House Women's Centre

Helping women thrive, not just survive

www.mysistershouse.info

Charity No: 1188070

