

Fundraising Ideas

Key things to remember when fundraising:

- ♥ Choose a fundraising event that you will enjoy. If you are enthusiastic, people will happily respond.
- ♥ Keep it simple! The best fundraising projects are based on simple plans and ideas. Keep a checklist so you know exactly what needs to be done at any stage.
- ♥ Why are you helping SADS UK? You may like to share the reason with potential supporters and the local press as it will inspire your community to help.
- ♥ Choose your date carefully! Be aware of major sporting events and school holidays and work around them. Or you may wish to use holiday themes for your fundraiser - for instance, an Easter or Christmas raffle.
- ♥ See if you can find out what else is going on at around the same time in the same area to make sure your event doesn't clash with another local event. Keep an eye on your local papers.
- ♥ Lastly - thank everyone! Let people know how grateful you are for their support and when you know how much you have raised, tell them so they know what a valuable contribution they have made. SADS UK can send thank you certificates.

Some ideas for events:

- ♥ Hold a coffee morning or cheese and wine evening for friends. SADS UK will provide information leaflets and just ask for a donation to come along.
- ♥ Buy a large cake to take into work and everyone pays a £1 per slice to go towards the charity
- ♥ Non-uniform days at a local school are simple, but effective events for raising funds especially if you decide on a theme.
- ♥ We live in a junk filled world. It lurks in the darkest corners of all our homes, in cupboards, under the stairs, in the loft, at the back of the garage, it really is everywhere. Almost every town has regular car boot sales and if you explain that you are raising funds for SADS UK, a registered charity, it is unlikely that you will be charged for your space. Or, if you have too much junk for even the biggest of car boots, how about a yard sale at home?
- ♥ For all you budding Nigellas, Jamie's and Delia's why not put your culinary skills to good use and hold your own restaurant for friends for the night? Host a Come Dine with Me evening and simply ask your closest friends and family around for dinner and charge them £10 - £20 for the privilege. Then one of them will host their own dinner part and charge for that and so on until you have raised enough funds or put on too much weight!

More ideas for events

- ♥ Some of us put a lot of time and effort into our gardens but don't get the opportunity to show off our skills as our creations are tucked around the back of our homes. So, how about having an open garden day where people pay a small entry fee to gasp at your gladioli and sigh at your cyclamens? Perhaps you could persuade your neighbours to open their gardens too?
- ♥ Clean up your office environment and charge offenders for their offensive language! Paying in advance might be a good idea for those particularly stressful days!
- ♥ For all you Eggheads out there, do you go to quiz nights at your local pub or community centre? Perhaps you could ask if they would nominate SADS UK as their chosen charity. You could also suggest donating a prize to the winners, as an incentive. Or maybe you would like to hold your own quiz? Or you could simply place a collection box at your local pub with some of our leaflets.

Tips on how to make the most of your event:

- ♥ Make sure you let your local press know what you are doing. All you need to do is send them a press release telling them what, when, why, where and how (SADS UK can help with the wording of this).
- ♥ Don't forget to post a note about your event on Facebook/Instagram/Twitter to make sure all your friends know what you are doing.
- ♥ Make sure everyone at work knows what you are doing. This is a great source of sponsors and you could even leave a sponsor form on your notice board.
- ♥ Tracy Caulfield is the Raising Awareness and Fundraising Manager for SADS UK and is able to send you promotional items to have at your event such as balloons, collection boxes, t-shirts, sashes, pin badges. Tracy can also send you SADS UK leaflets to pass to friends and family to explain the work we do to save lives.

**PLEASE CONTACT TRACY CAULFIELD IF YOU WOULD LIKE TO HOLD A
FUNDRAISING EVENT**

01277 811215 or

fundraising@sadsuk.org

WE LOOK FORWARD TO HEARING FROM YOU