



Fundraising Guide



**“ After doing the programme
I’ve like changed a bit,
because my confidence levels
have risen.**

**I’ve got better at speaking
in lessons, it’s inspired me
to take part more, so it’s like
boosted me in a lot of ways.**

**I really understand now the
importance of me doing well.”**

Lewis, 13, Teens and Toddlers Graduate



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Planning your activity

Decide what you're going to do

There are hundreds of tried and tested fundraising ideas you can choose from. Or you may want to do something completely original.

However you want to fundraise, a good starting point is choosing an activity that suits you and your personality. We're sure you have lots of interests, strengths and talents that will be perfect for raising money to support the life-changing work of Power2.

Start with you or your group. When thinking about how to fundraise, the thing to do is focus on you or the fundraising group you're part of. What are you good at? What do you enjoy doing? Could you use any of your hobbies to fundraise?

With this in mind, start to write a list of ideas for your own fundraising activity. If you're struggling to think of something, take a look at some of our fundraising ideas on pages 9-12.

We've found that most fundraising activities fall into the following categories:

- Collections and sales
- Arts and crafts
- Food and drink
- Music and dance
- Games, sports and competitions
- Personal challenges
- Parties and get togethers

It may seem obvious, but it's surprisingly easy to get so caught up in the fun of organising an activity that raising money could end up being an afterthought. Be sure to take the time to consider exactly how your activity will raise money, particularly if there is expense involved in organising it.

How will your activity raise money?

Depending on the type of activity you run, you could fundraise by:

- charging entry fees for your activity (make sure they at least cover any costs you incur)
- asking people to sponsor you for doing an activity, for example, a personal challenge
- selling items such as food, drink or handmade products (remember to check health and safety rules) asking for a donation to participate in a raffle, tombola, auction or quiz

Where will your activity take place?

Select a venue that can accommodate expected numbers, has the right atmosphere, facilities and equipment, is accessible by public transport and has disabled access. If hiring a venue, check what the hire price includes and the conditions of hire. It's also worth asking if you can get a discount as a charity fundraiser. Most importantly of all, select a venue that's right for the people you want to take part and will maximise your fundraising.

Saying thanks

Please remember to thank your helpers and supporters and celebrate the success of your fundraising with them. If possible, try to share your final fundraising total at the end of your activity or within a few days after it ended. This really helps to show people how much of a difference they've made.

Email or social media may be the best way to do this. It's important to share with your supporters how their money will be used. Go to page 13 of this guide to see how to talk about Power2, our work and the young people their donation will help.

Paying money in

It's really important that we receive the money you raise as soon as possible, so we can use it to fund our vital work with children and young people.

You can bank your fundraising total into your own account and send us a cheque for the correct amount to the address below. Please make all cheques payable to Power2 Ltd.

You can also pay funds online or by setting up your own individual fundraising page through sites such as JustGiving and Enthuse. Setting up a fundraising page is a really easy way for you to receive donations from family, friends and colleagues and make sure it gets to us safely and quickly. To create your own page, visit your chosen platform and follow the simple instructions provided. Also, please remember to tell people about the impact their donation will have on young people's lives.

Don't forget to encourage people to Gift Aid their donation if they qualify for the scheme. See page 13 for more details on the rules and regulations.

The address to send cheques to is: **Power2 Ltd, Corum Campus, 41 Brunswick Square, London, WC1N 1AZ.**

If sending a cheque, don't forget to let us know who you are and to give us your contact details, so we can thank you.

Promoting your event

Once you have set up your online giving page you should share this with everyone you know and ask them to share it with people they know.

A good idea is to start with the person you think will be the most generous donor – people will give more if they see someone else has given a large amount before them.

Social media

We appreciate that not everyone is on Facebook and Twitter, but this may be a great time to start. Social media is free to use and a great way to connect with lots of people at once. You could set a reminder on your phone to prompt you to send out a weekly ask on your social media sites or share your training through mapmyrun.com or the Run Keeper App – if people see how hard you are training, they may want to support you more.

Follow us on social media and tag us in your posts:



@Power2org

Email

You can also add your fundraising page to your email signature both on your personal and work emails (as long as you have permission from employer).

Power2 assets

You can [download some great assets](#) to use in your posts and messaging as well as our logo and some pictures of us in action.

Talking about Power2

Social media messaging

Getting the messaging right is key. It's important that your donors understand what we do as a charity and the difference we make to young people.

Below are some key messages that you can use in your posts and events – but feel free to personalise it! Don't forget to add why it matters to you and why you have chosen to support us.

Who we are

Power2 is a youth development charity working with young people who face many challenges.

Power2 believes that there is no greater cost to society than unfulfilled potential.

What we do

Power2's programmes support young people to identify their strengths, overcome wellbeing challenges, re-engage at schools and develop skills, networks and plans for their futures.

The difference we make

Young people learn to improve their own lives through the prism of helping others. They develop key interpersonal skills and tools which will enable them to build healthy relationships and happy lives.

Young people improve self-confidence, self-esteem, communication, resilience, patience and empathy. They improve relationships with their peers, teachers and family. They re-engage in education and learning, their attendance improves and their risk of exclusion decreases.

Here's how your fundraising makes a difference:

- £25 covers the cost of a young person's formal qualification.
- £500 provides our Youth Leadership Board with an employment-based workshop day.
- £1000 provides a young person with Power2 Rediscover 1:1 support for 10 weeks.
- £10,000 enables up to 10 young people to take part in Teens and Toddlers.

Top 10 tips for fundraising

We've put together our top tips to inspire you with your fundraising activities and help you think of new ways to make your fundraising as successful as possible.

1

Make sure your fundraising page tells people why you are raising money – why it is important to you personally, and to communities more broadly. Share the link, along with photos and updates to your social media and via email.

2

Time your donation requests as people are more likely to be generous with their sponsorship after payday.

3

Don't forget to ask for Gift Aid as it means more money goes to us, and it doesn't cost your donors a penny more. Have a look at page 13 for more information.

4

Ask your most generous donor first as other people may then match their generosity.

5

Tell people what your fundraising target is and what their contribution will help achieve for your charity. See our list below for how your money helps. Try putting these suggested donations in context, e.g., "£10 is lunch from home, rather than lunch out."

6

If training for a physical challenge, share your progress and your journey with your donors. Tell them how their support for your cause it inspiring you to keep going!

7

Set yourself small weekly fundraising targets rather than thinking about your total target.

8

Try to collect donations before your event, so then you don't have to ask twice and you can concentrate on celebrating your achievement!

9

Tell your boss! Some companies will match donations pound for pound – it also helps them demonstrate their corporate responsibility.

10

Ask your family and friends if they can help you – for example, by taking a sponsorship form to work, organising an event for you such as a Dress Down Day or Bake Sale, or donating their skills such as hairdressing, DIY, babysitting or gardening for cash.

A-Z of fundraising ideas

A

- **Abseiling**: abseiling is a thrilling, adrenaline-fueled experience. Be brave and get sponsored for your vertical descent.
- **Aerobics class**: set up an aerobics class, and get friends and family to pay a donation to join. Raise funds whilst getting fit.
- **Afternoon tea**: tickets to an afternoon event are always popular and you can do extra fundraising at the event by having an auction.
- **Arts fair**: show off your artistic side and sell your goods to auction to raise funds for life saving research

B

- **Bake sale**: get together with friends and set up a bake sale together. Whether it's at work or a local venue, you can't go wrong with tea and cake!
- **BBQ**: rain or shine, everyone loves a BBQ! Invite friends, family, neighbours, and ask for a small donation in return for your event.
- **Bike ride**: inside or outdoors, flat or hilly, hop on two wheels and pedal for Power2.
- **Bingo**: there's nothing like a bit of bingo for a little excitement and some healthy competition. Charge for tickets and ask around locally for donations you can give as prizes.

C

- **Car boot sale**: set up a sale at your local car boot sale event and sell items that you no longer want or need in exchange for cash.
- **Coffee morning**: a nice way to raise money collectively, lets everyone contribute and raise money.

D

- **Dine With Me**: ask guests for a donation upfront, or send an envelope around at the end of the meal and ask everyone to donate what they would have paid in a restaurant for the meal.

E

- **Egg and spoon race**: race friends and family in this old school classic!
- **Eighties evening**: it's all about neon clothes and disco tunes at this party. tournament. Raise funds by charging a player fee.

F

- **Fancy dress day:** get sponsored to wear fancy dress for the day - the zanier the better! If you're wearing fancy dress at work, get your colleagues to cast their vote on what you should come in wearing - voting costs a small fee, and the money goes towards our work with young people.
- **Five-a-side football tournament:** a great fundraiser as a match between friends, or for something bigger ask everyone to enter teams of colleagues to turn it into a tournament. Raise funds by charging a player fee.

G

- **Games night:** host an evening of games and challenges. Add a bit of extra fundraising into the night by giving penalty.
- **Give something up:** can't live without chocolate or your beloved glass of red with dinner? Why not donate the money you save from giving up your habit or get sponsored by friends and family for your hard efforts?

H

- **Hiking:** raise money whilst burning calories.
- **Hug a pug:** bring your dog to work for the day and ask for donations in return for a few minutes of play time and photos. Other breeds are available.

I

- **Indoor rowing:** set yourself a personal rowing challenge or have fun tackling the distance as a team with friends, family and colleagues.
- **International evening:** host a dinner party inspired by your favourite holiday destination and theme your menu, dress code and music for something a bit different.

J

- **Jumble sale:** have a clear out at home and clear that house at the same time.

K

- **Karaoke:** always a classic, for friends who don't mind being a bit silly in front of each other it's guaranteed to be fun.

L

- **Luncheon:** whether it's a 'ladies that lunch' formal event or something simpler like a potluck lunch party on a Friday lunchtime in the office.

N

- **Netball tournament:** a great fundraiser as a match between friends, or for something bigger ask everyone to enter teams of colleagues to turn it into a tournament.

O

- **Olympic Sports Day:** get everyone together for a day of fun, sports and raising money.

P

- **Pancake party:** ask everyone to bring a donation and pancake topping of their choice, then treat everyone to as many pancakes as they can eat.

Q

- **Quiz night:** an easy one to host, whether it's in a pub, church hall or at home. For an evening of relaxed entertainment, ask teams for an entry fee and take your questions from current events and online sources.

R

- **Raffle:** ask around locally to drum up some donated prizes and sell your tickets to friends, family and colleagues alike.

S

- **Skydive:** if you're feeling brave then challenge yourself and become a highflyer for young people.

T

- **Take on a Challenge:** run, walk, climb, whatever your challenge people often donate to events which push you out of your comfort zone. Talk with us at Power2 to see what events we have on that you could take part in.
- **Treasure hunt:** as big as you like or as simple as you like, this could be a race in groups across locations or something as simple as a grid map where you sell of the squares to give people a chance of choosing the winning coordinates.

U

- **University challenge:** take on your local university for the challenge and invite students, friends and family to donate for tickets to the event. Talk to the Student's Union to see if they can help organise.

V

- **Variety show:** a novel way of raising money and discovering talents you never knew your friends, colleagues and neighbours had.
- **Veggie feast:** host a vegan or vegetarian dinner party. Serve tasty food and ask guests for a small donation in return.

W

- **Walk:** gather a group of friends and pick your route to keep fit.
- **World Cups:** football, rugby, cricket or any other competition you like. Run a sweepstake or hold a viewing party with colleagues and friends.

X

- **X-Factor night:** a singing competition if you want to go big, or if you fancy something smaller and more relaxed a night in watching X Factor with a sweepstake to raise money.

Y

- **Yogathon:** if you're a self-confessed yoga bunny, why not run your own yoga class and ask your pupils to contribute a small fee for taking part?

Z

- **Zumbathon:** if you're feeling energetic and want a physical challenge that lots of people can take part in, this is a great way to raise sponsorship together.

Rules and regulations

It's important to get it right when running fundraising activities, so you can keep yourself, your donors and your donations safe and protected.

Below is guidance on a few of the ideas we've suggested in this guide, but do check out this [great guidance from the Fundraising Regulator](#) has all you need to know about fundraising – the right way.

[Raffles and lotteries](#)

[Cash collections](#)

[Online giving](#)

[Community and fundraising events](#)

[Donations \(including Gift Aid\)](#)

Get in touch

Together we will create an inspiring fundraising experience that powers our vital work.

If you have any questions about how to get involved please contact Jessie Bradley, our Corporate Partnerships Manager, by emailing jessie.b@power2.org.

Follow us on social media

@Power2org

