

# Have fun raising money

for Age UK Notts



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# Thank you for your support!

Thank you for your interest in our organisation and for being part of what we offer for older people. Fundraising is vitally important to the work we do and there are so many ways that you can have fun whilst raising money.

Age UK Nottingham and Nottinghamshire enjoys a rich and proud history as a charity which has consistently upheld and promoted the interests of older people in this city and county for over 75 years.

Since we started we have stuck to our founding purpose to create a world in which older people flourish – free from poverty, discrimination and disadvantage. Last year alone we helped over 42,000 people. We are dedicated to loving later life. Our mission is to enhance the quality of life and promote the wellbeing of all older people in Nottingham and Nottinghamshire.

We want to support even more older people and their families - and we will - but in addition we want to increasingly use the experience and expertise we develop to not only deal with the challenges of today, but to influence politicians and policy makers to make the changes which will reduce these challenges in the future. To do this, we need funding and your contributions are gratefully received.

If you have the desire to support us but not the ideas, we've got plenty of ideas about what you could do. There are so many ways you can fundraise for this great charity, and we encourage you to get as many people involved as possible to raise awareness of the work we do and to change lives with the money you fundraise. Maybe you want to push yourself to the limits with a physical challenge, or perhaps you want to organise an event involving your community or workplace? We need you and your enthusiasm to get involved and fundraise to help us provide vital services for older people.

When you fundraise for Age UK Notts, you are joining a team of over 100 staff, 300 volunteers and trustees who share a collective sense of purpose that over the coming years there will be no complacency nor any sense of resting on laurels; just a relentless determination to achieve better outcomes for more older people.

**Thank you for choosing to make a difference to the lives of older people in Nottinghamshire.**

Maggie Ross MBE, Fundraising Director

# A to Z of Fundraising

## A

### **Abseil:**

Do a sponsored abseil down a bridge or tower block.

### **Art exhibition:**

Organise an exhibition to display your art work or photographs and charge a fee at the door (you can also sell your work).

### **Assault course:**

Organise an assault course and encourage others to enter their own team.

### **Auction (of promises):**

You can run an auction in two ways: either by auctioning donated items (e.g. signed book, meal for two) or by auctioning other people's items for their benefit and claiming a percentage, much like an auction house.

## B

### **Baby show:**

Invite your local parent and toddler group to a baby show, charging for entry. For a larger event, approach your shopping mall and hold it in the main square.

### **Bad Hair Day:**

This can be great fun to do with work colleagues and friends: worst hairdo gets a prize.

### **Baked bean bath:**

Get sponsored to sit in a bath of beans and charge an entrance fee for those coming to look. You could charge fines for bathers who get out early.

### **Ball (fancy dress):**

Most large hotels have function rooms to hire for balls or fancy dress events. Or you can hire a marquee and hold the event at your own home or community club. Money can be made on ticket sales, raffles, auctions and behind the bar!



### **Balloon race:**

A simple idea involving the release of helium balloons with a return address and number attached. The numbered balloon reported to have gone the furthest wins.

### **Barbecue:**

A good complement to outdoor summer events.

### **Barn dance:**

A dance event that encourages everyone to get involved. Get a company to provide the band and instructor and enjoy the laid-back atmosphere.

### **Bazaar:**

Run your own market festival, organise stalls for crafts, plants, cakes, games etc.

### **Beat the goalie:**

All that is required is some football posts, a willing goalie, and prizes for scoring a goal.

### **Bingo:**

A traditional game where players must listen to numbers called out from a draw and match them to numbers on their board to win a prize. Boards are easy to make or buy.

### **Boat trips:**

A twist on dinner out: hire a boat on the Thames.

### **Bouncy castle:**

Bouncy castles of all shapes and sizes are available to hire from various companies and are good fun for children and adults alike.

### **Bungee jump:**

For those adrenaline junkies - why not get sponsored for a bungee jump off one of London's famous bridges.

### **Busking:**

We suggest that you busk outside your company dining room, providing you have permission. To busk in public places you may need to get a licence or fill in an application form for your busking spot.

# C

## **Cake sale/ coffee morning:**

Get your friends baking! Cake sales work best at large events. Why not add a guess the weight of the cake competition, with participants paying for each guess? The winner gets the cake.

## **Calendars:**

Get sponsorship to produce your own calendar; the theme is up to you. Be careful not to order too many as they must all go by January.

## **Car boot sale:**

Organise a car boot sale or hire a pitch at your local boot sales (try local libraries and papers to find one near you). You can even run a raffle on the side.

## **Car wash:**

Get some friends together and start a car wash in a local car park.

## **Carol concert:**

Hire out your local village hall and sell tickets through advertising in local business windows, local web pages or word of mouth. Carol concerts start as early as November; make sure you leave time to practice.

## **Christmas card sales:**

If you have an interest in card making why not set up a stall to sell Christmas cards. Alternatively if you would like to volunteer during the Christmas period, you can help by selling our charity cards at various events.

## **Classic car show:**

Hire a pitch and contact classic car clubs to join in. This is a good crowd pleaser on a sunny day.

## **Coach trips:**

Take your local club/society on a coach trip, e.g. Christmas shopping in York, the October Lights in Blackpool, or a day out to the beach.

## **Cooking competition:**

This can be as formal or informal as you like and you can do it individually or in teams. Pancake Day is an ideal opportunity; see who makes the most pancakes.



## **Copper collection:**

Most households have a change pot so why not have one at work. Be a little more adventurous and make a copper mile.

## **Craft show:**

A brilliant idea if you know a lot of local talented crafts people. The exhibits can range from flower arranging, to jewellery making, to balloon craft.

## **Cycle ride:**

Organise a cycle ride along a famous route or in a different country. You can even make a relay race out of it. Get sponsored.

# D

## **Darts marathon:**

Get your local pub involved and organise a darts marathon. There are various fairground games to be played with darts, e.g. score over 55 and win a prize.

## **Dinner dance:**

There are various options for dinner dances: sit down dinner or buffet, disco or ceilidh – the choice is yours.

# E

## **Easter egg hunt:**

A traditional game where Easter eggs are hidden in an area and children hunt for them.

## **Exercise bike race:**

Get down to the gym and organise a sponsored race.

## **Eyebrow/head shave:**

A good fun photo opportunity; get those extra donations by using a collection bucket for any passers-by at the event.

## **Expedition:**

For the more adventurous fundraiser, organise a trek abroad. For more information on expeditions and how to get started call our fundraising team.



# F

## Face painting:

A children's favourite at any party or fun day.

## Fashion show:

You may approach local fashion retailers for a charity fashion show; it is an opportunity for them to advertise as well as to support us. Alternatively you can make your own clothes/bags/accessories and also sell them afterwards.

## Fete/bazaars/jumble sales:

Get your friends involved and organise a fair – stalls can include nearly new clothes, cakes, face painting and tombola. Hire a bouncy castle to keep the kids entertained.

## Flower show:

An excellent community event where keen gardeners can show off their skills to win a "best in show" or "best in category" prize. You can also include flower arranging or a miniature garden display.

## Football kit day:

A twist on dress-down Friday: go to work/school in your football kit, charge others to take part and fine those who don't!



# G

## Garden party/ open garden:

A pleasant summer social event: open your garden for all your neighbours to see. You may want to offer afternoon tea event too or even plant sales.

## Guess the ...?:

...teddy's name? ... number of sweets in the jar? ... weight of the cake? A fun game to hold at a fete and the winner receives the featured item.

## Hook a frog:

Prizes for those who pick a marked frog and lollies for those who do not - everyone's a winner.

# H

## Indoor market:

Once you have a venue you can offer your friends, neighbours and local traders a plot in your market for a small rental cost or a cut of the profits from each stall.

# I

# J

## Jewellery making:

More skilled jewellers can make and sell their own produce at a fair but it can be more fun to provide the beads/sequins/necklace chains and charge people to make their own.



# K

## Karaoke:

A pub favourite but can be done anywhere. Karaoke machines are available to hire; all you need is a courageous singer to have the first go.



# M

## Mile of pennies:

As simple as it sounds: measure out one mile (in any shape you want) and place pennies side by side until the mile is complete.

## Mufti day:

An excellent way to raise money at your school; get the kids out of uniform for one day at the cost of £1 each.

## Music concert:

Concerts can be coordinated to suit all musical tastes, whether you want to perform yourself or hire some local bands. Tickets can be sold in advance and at the door. Why not throw in a raffle or games in the intervals?

## Nature trail:

Map out a trail around your local area to include a diverse array of natural features and sell it to your local community or host the tour yourself.

# N



**Orienteering:**

Charge each individual or team for a map; a nice addition for a sports/fun day.



**Paintball competition:**

An easy event to plan; use your nearest paintball centre and create teams of 5-10 amongst your friends and colleagues.

**Pantomime:**

A lot of organisation is involved in running a Panto: actors, venue, script, rehearsals, wardrobe, lights, make-up... but it is a great Christmas seller and good fun for performers and audiences alike.

**Parachute jump:**

This popular sponsored event has the potential to raise a lot of money.



**Picnic in the park:**

Organise a day for families by inviting them for a picnic in the park. You may want to sell food items or have a barbeque; it's also a good venue for outdoor family fun games such as sack races etc.



**Quiz night (picture/trivia/sport/music):**

Make your own or use a ready-made quiz and charge a fee per person or team. Not just for the pubs - quizzes are good to use in an interval at any event.



**Raffles:**

A fundraising favourite, with ticket prices varying depending on the prizes. Local businesses may be able to donate a gift in kind.

**Recipe book:**

Make a small booklet of favourite recipes, including space for adverts if seeking sponsorship from local catering businesses.



**Shoe shine:**

Try your local high street or train station (weekdays are best) and arrange a shoe shine stall.

**Sponge throwing:**

Get your favourite teacher or boss in the stocks and charge for throwing wet sponges at them; an excellent crowd pleasing event.

**Sponsored event:**

Ideas are in abundance for sponsored events, from sponsored silences to swimming the channel - the wackier the better.

**Sports competition/match:**

Golf, pitch and putt, baseball, kite flying, frisbee, juggling, karting, log throwing, mini marathon, fun run, rowing... are some of our ideas.

**Stop smoking/drinking:**

Get sponsored for a year off booze or smoking, have a celebration at the end and invite all the sponsors to squeeze out some last minute donations.

**Swear box:**

Best in a shared office or workspace where each can catch others out.





**Themed nights:**

Halloween party, Caribbean evening, fancy dress, Burns night, Irish night, mad hatters tea party, casino - or whatever takes your fancy.

**Tombola:**

A traditional game where ticket numbers ending with a 0 or 5 win a prize.

**Treasure hunt:**

Ask teams of people to take part in a hunt following cryptic clues that lead them to the “treasure”.

**Treasure Island:**

Draw a grid over a Treasure Island map and let each entrant pick a square; the person who selects the correct square is the winner.

**Tuck shop:**

A popular stall at any children’s event. Sell pick ‘n’ mix sweets and children’s drinks to keep their energy levels up.



**Waxing:**

A no-pain, no-gain experience and a great one to watch. Get sponsored to wax your chest.

**Wheelbarrow race:**

Another opportunity for fancy dress. You can hire wheelbarrows in bulk to use for races. It is excellent for getting the neighbours together to take part or to watch.

**Wine tasting evening:**

Invite your friends and colleagues for a wine tasting evening. You can either do this in your own home or at a centre that provides expert tips and information on wine tasting.



**Your ideas!**

We would be very interested to hear your own ideas and happy to help you in any way we can.

Get in touch and let us know your thoughts!



**Zip slide:**

Zip slides are great fun where you slide over a river or any large space suspended from a wire. Please note that events like this will carry a fee for the hire of equipment and instructor.





# Top Fundraising Hints & Tips

## Find the ideal event space

Think carefully about the sort of space you'll need. Indoor or outdoor? Big or small? What facilities do you need? And remember to tell the venue it's for charity – you may get a reduced rate.

## Give yourself time

Before you set the date, make sure you've given yourself plenty of time to get everything sorted, and for people to get it in their diaries. Always pick a date that's easy for people e.g. the weekend or a Friday, if you're doing something at work.

## Make a budget

Work out what you hope to raise, once you've covered your costs. If you need equipment, it's always better to see if you can borrow it rather than buying it. You can also cut costs by asking local businesses to donate or sponsor prizes.

## Set your target and share it

Once you've set your fundraising goal, tell everyone! Seeing how you're progressing helps inspire people to give generously.

## Keep it simple

People are more likely to donate if they know where their money is

### Top tip!

**It helps to give a sense of urgency too. So make sure people know when you need the donation by.**

e.g. "Every £5 could pay for a regular visit to a housebound older person's home by our visiting service. My goal is to help 100 housebound older people by the end of this year".

going. So tell people what you're trying to achieve.

## Get creative and spread the word

Think about ways to get people excited about your project. Start telling the story behind it. What inspired you to get involved? How did you choose Age UK Notts to support? Why this fundraising event in particular? Give a title that will grab attention and make your event stand out from the crowd.

## Make things personal

Your personal reasons will really help motivate your supporters. Twitter and Facebook are ideal for inviting and updating people. If possible, write a blog about your progress. It doesn't have to be a masterpiece, it just keeps your supporters involved.

Sending out blanket requests for sponsorship to everyone you know isn't the best way to make people feel wanted. You don't need to send out individual requests, but it's worth customising your messages by group such as family, friends and colleagues.

## Get the ball rolling

There's no need to feel shy about asking for sponsorship. After all, what's the worst they can say? Just remember to have your information to hand so you can answer any questions.

Start by asking people you know well either in person, by letter, email or text.

### Top tip!

**Remember, be creative. There's no need to send out a dull email. Use pictures to help bring it all to life.**

## Push the boundary

People you don't know well won't necessarily know what you're up to or find your fundraising pages by accident. So ask your friends and family to spread the word on your behalf. Use the places you go to for work or leisure to promote your cause with posters or flyers. Some companies will

support employees with matched funding or time to fundraise. It's also worth asking your donors if their companies have a match gifts programme too.

## Go viral

Be proactive. Why not add a link to your fundraising page to your e-mail signature? Blogs and networking sites like Facebook and Twitter are also useful for asking people indirectly, but also to remind them of how your project is going, and requesting those final additional donations to help you reach your goal.

## Get in the press

Your local media can be a huge help. They want stories about what's going on in your area, and you want as much support as possible. Everybody wins! Just send a simple press release to the local paper, radio or TV stations – they'll all be in your local directory.

### Top tip!

**Bring your event to life with photos, videos, or even a website. You could even write a song. Go on, get creative.**

## Gift Aid it

Any UK tax payer who donates to you can include Gift Aid, which means the HMRC adds 25% to their gift without costing them a penny! That's another £1 for every £4 you raise! It makes a huge difference. So please make sure any UK taxpayers tick the Gift Aid box on your Sponsorship Form, and include their full name and home address including

postcode – we need this information to claim the Gift Aid.

## Double up

Lots of businesses run a Matched Giving scheme, which double the amount you raise. Find out if yours is one of them – and if not, why not suggest they do? It's tax-efficient for them, too, which might help convince them!

## Raise money online

Setting up an online fundraising page with MyDonate is a quick and easy way to collect donations. It'll save you hours of asking for sponsorship money and keeps your friends and family updated about your fundraising challenge. Plus it's totally secure and enables people living anywhere in the world to donate to you at their own convenience.

Did you know that people tend to give more when they donate online too? If you set a target, your page will tell you how your fundraising has grown.

Once you've set up a fundraising page on MyDonate, spread the word to your friends and family. To set up your fundraising page on MyDonate, simply go to <https://mydonate.bt.com/charities/ageuknotts> for further details.

## Raise money in tribute to a loved one

Using MyDonate, you can create a unique fundraising page to remember a loved one, personalised with photos and stories. Family and friends can make donations and share memories to create a lasting tribute. Simply go to <https://mydonate.bt.com/charities/ageuknotts> for further details.

## Are you celebrating something?

Birthdays, anniversaries, weddings and Christmas are all great reasons to fundraise. With MyDonate, you can set up and personalise an online fundraising page for any event and ask for donations instead of gifts. You can upload photos, leave a message and invite family and friends to make a donation. Simply go to <https://mydonate.bt.com/charities/ageuknotts> for further details.

### Top tip!

**If you can, try and find your most generous potential sponsors first. That way, when other people visit your fundraising page or fill up your Sponsorship Form, they may be tempted to match or 'out sponsor' them!**

## Stay safe

Whatever you're doing to raise money, please make sure it's legal and safe.

## Know your charity

It's vital you are able to provide information or answer questions from sponsors about Age UK Notts and what donations will be used for.

Have a look at our charity's website. Contact us if you have any questions. Our fundraising experts love helping fundraisers like you. So don't be shy, give them a call on 0115 844 0011.

## A thank you goes a long way

Don't forget to send a thank you message to your sponsors. They'll really appreciate it.

Whilst building your fundraising page you can create a personal thank you message that will be automatically sent to your donors from you. If you choose not to do this, a standard automated 'thank you' confirmation will be sent from MyDonate.

If you've received support on a large scale, why not write a letter to the editor of your local newspaper? You could also submit an article for your company newsletter, or put up a poster in communal areas to thank people for their support.

## Keep it up

Just because your fundraising event has finished it doesn't have to mean your fundraising has. It's a good idea to keep your MyDonate page open for a little while afterwards to keep people updated on progress and results and to remind them how important your cause is. They may also be tempted to donate when they see just how well you did!

### **For every £1 you raise for Age UK Notts:**

- 89p goes directly to fund charitable activities that support vulnerable older people across Nottingham and Nottinghamshire
- 9p is invested to generate further income
- 2p is spent on governance

# Ethical Fundraising

- **We do not undertake any fundraising door to door activity.**
- **We do not ask for direct debit donations on the street.**
- **We do not share or sell people's data beyond Age UK.**
- **We do not 'cold-call' people for fundraising purposes.**
- **We only phone people with whom we have an existing relationship or who have already given us permission to contact them.**
- **Every communication from us to members of the public will always include information on how to opt-out from future communications.**
- **We always stop Direct Debits or standing orders received from donors if family and friends advise us that the donor is vulnerable in some way.**
- **We will always abide by the Institute of Fundraising Codes of Practice.**
- **We will keep our fundraising practices under review and we will work with others with the aim of improving practice across the charity sector.**



Registered with  
**FUNDRAISING  
REGULATOR**

# Your fundraising makes a difference

**£5**

could help gain £100 of benefits for an older person, through our benefits advice

**£10**

could pay for a regular visit to a housebound older person's home

**£20**

could pay for a lonely older man to attend two sessions of our Men in Sheds project

**£75**

could pay for one lonely man to attend 8 sessions at a shed

## Get in touch!

If you have a great idea you'd like to share with us, need some more ideas or a little further guidance- get in touch!

t: **0115 844 0011**

e: **getinvolved@ageuknotts.org.uk**

To find out other ways you can donate to Age UK Notts visit our website: **www.ageuknotts.org.uk**