



# *FUN*draising pack

Helping you raise money for Age UK Rotherham



# Welcome

Charity fundraising ideas come in all shape and sizes. Whether you take inspiration from our tried-and-tested fundraising tips or let your imagination run wild, every penny raised counts, and will make a big difference to people in later life.

***Age UK Rotherham is an independent local charity dedicated to improving the lives of older people across the Borough of Rotherham.***

All of the money raised locally will be used to benefit local older people in the following ways.

- Making sure all older people have a decent income and access to services available to them by providing them with information and advice, including benefits advice.
- Reducing the loneliness and social isolation experienced by Rotherham's older people by providing services such as our Social Centre, the Two's Company Befriending Service, Linkline and EngAge Rotherham's affiliated community groups.
- Offering a range of home based, practical and enabling services that support older people to live independently at home safely and with a good quality of life.

Age UK Rotherham is a brand partner of the national charity, Age UK. We are a separate organisation, but we share the same values and mission. Age UK work on a national level to improve the lives of older people.



***Your support means we can continue to improve the lives of older people in Rotherham.***



# Getting started

Age UK Rotherham helps over 8,000 people every year.

When you fundraise for us, you help make sure we can continue to provide help.

## 1. Getting Started

The sooner you start, the more you'll raise. No explanation needed! Don't leave it until the last minute.

## 2. Individual sponsorship

Use sponsor forms or set up your own online sponsorship site on Just Giving details on the next page).

## 3. Spread the word

Tell everyone what you are doing. Use email signatures, work noticeboards, local press, Facebook, Twitter and even answerphone messages – use every means possible! **And don't forget to hook up with Age UK Rotherham's [website](#), [Facebook](#) and [Twitter](#).**

## 4. Why should people sponsor you?

It is important to explain to people why they should sponsor you in support of Age UK Rotherham – make your passion for the cause infectious! To find out more, visit our website [www.ageukrotherham.org.uk](http://www.ageukrotherham.org.uk) You can insert information from it into your emails and other communications. Alternatively, call our fundraising officer on **01709 786952**.

## 5. Approach your employer

Ask your company if it operates a matched-giving scheme, which means it'll match your fundraising pound for pound. If they can't, you could ask for a donation or for permission to arrange some fundraising events within the workplace (ideas on page 6).

## 6. Don't feel daunted

If you set yourself a fundraising target, by breaking it down into easily achievable chunks, it will be less daunting. Divide your fundraising target and work towards a monthly or weekly target, instead of one amount.

## 7. Play to your strengths

Where do your talents lie? If you're good at something, or want to do something special for a milestone birthday then make some money out of it! For example, dog-walking, car-washing, gardening, odd jobs, babysitting, skydives, knitting special items and making greetings cards.

## 8. What's in it for me?

Don't rely on sponsorship alone. People are helping you to achieve your goal, so give them something in return. How about a quiz or dinner party? (Ideas on page 5.)

## 9. Don't give up

Persistence really pays off. You don't want to pester people too much, but there's nothing wrong with sending out an email reminder a couple of weeks after your first request. Don't be afraid to do this – people genuinely forget, and will appreciate the prompt.

## 10. Collections

If you would like to help Age UK Rotherham with the organised local collections in Rotherham and local supermarkets please contact us on **01709 786952**. We will provide you with the materials you need including t-shirts, tins or buckets and stickers.

***Remember, fundraising for Age UK Rotherham is all about having fun, raising as much as you can for people in later life and enjoying your achievement!***



---

# Set up an online sponsorship page

Make a page and share it online with your family and friends.

---

**Create your very own personalised page. Anyone can donate with a credit/debit card from anywhere in the world. Just Giving sends your donations straight to us. (Remember, our charity number is 1039771 and reclaims gift aid automatically on our behalf.)**

## 1. Create your page

Go to [Just Giving](#) and follow the instructions. (Make sure that you select Age UK Rotherham as your charity.)

## 2. Personalise your page

Go to your account and personalise your page with a message, image and target. Try to update this regularly to let your sponsors know how you are doing.

## 3. Share your page

Email or Facebook message a direct link to your page to all your friends, family and colleagues.

## 4. Update people

Keep people updated on your progress – remind them to donate if they haven't already and to forward your page to their friends.

## 5. Share your news

Let us know how your fundraising is going so we can share your news and good ideas with other fundraisers.

## 6. Keep smiling!

Remember that every pound you raise helps provide a better future for people in later life.



**Let us know how your fundraising is going so we can share your news and good ideas with other fundraisers.**

---

# Hold an event

Sometimes people get tired of giving to charities, so give them something for their money instead, by hosting an event!

---

## Host a dinner party

Invite ten friends for dinner, charging them £15 a head for their meal. Ingredients needn't be expensive – make a huge casserole or paella or buy some cheap party food from the supermarket. You could theme your dinner party, e.g. 1980s or Mexican.

## Throw a party

Contact local pubs and venues. Many places are prepared to give you an area for you to hold a disco, party or theme night for free. You can ask people to pay for entry and then run a raffle to maximise your takings. How about a barn dance or ceilidh, a fancy dress party, a murder mystery, a vicars and tarts party, a Barbie and Ken party... the possibilities are endless!

## Coffee morning

Lots of people fundraise through coffee mornings, but you can make yours a little bit different. How about some Somali spiced tea, Turkish coffee or French pastries?

## Games night

Play bingo or board games all night, with people paying to take part. You could give them the chance to win a prize if they get the highest score, or perhaps the sociability and enjoyment of the event will be enough for them... along with some nibbles.

## Cheese and wine-tasting

Many wine companies offer tasting sessions for local organisations and they can assist in your fundraising efforts. You can receive a commission for every bottle sold and hold a raffle as well.

## Promises auction

Friends and family offer their services, from babysitting to dog-walking, for sale to the highest bidder.

## Bring and buy

Clear out the loft and raise a bundle at your local car boot sale. Whether you're selling an excess of home-made wine or your unwanted gifts, your piece of kitsch could be someone else's treasure. Bake a batch of cakes and add a cake stall too.





---

# Raise money at your workplace

Ask your work colleagues to support your fundraising. Here are a few suggestions to get you started.

---

## **Cake sale**

Bake some cakes at home and ask colleagues to make or buy cakes for you, then sell them by the slice at work. It's a simple way to raise money and perk up the morning coffee break. Sell fruit to health conscious colleagues!

## **The \*#!\*#! swear box**

This is very easy to organise and a great tongue-in-cheek aid to cleaning up your work environment. You'll be amazed at how quickly those persistent offenders change their behaviour. You could also run a book on who will be fined the most.

## **The infamous office quiz or party**

Run this from the canteen or the pub local to your workplace. Just charge an entrance fee and use part of the money to purchase a prize (if not donated). We can provide you with quiz questions.

## **That's my baby**

Get baby photos and have a competition to see who can guess which bundle of fun has become

which adult. Alternatively, run a sweepstake on the outcome of any pregnancies in the team (gender, weight, time of birth, date of birth).

## **A casual clothes day**

The idea is that people make a donation to dress casually. You could even persuade the more adventurous to adopt fancy dress for the day and get sponsored. If your employers won't allow a fancy dress day, try having a bad-tie day or encourage a colleague to travel to and from work dressed as a clown or similar to raise sponsorship.

## **Run a raffle**

Approach local companies or your company directors for prizes. These could be bottles of wine, hampers, dinner in a local restaurant, tickets to sporting events or the theatre, weekend breaks, vouchers or electrical equipment. In return for donating prizes, offer the companies publicity in return – for example, in the local press, or on raffle tickets or posters.



**Staff at Marks and Spencer in Rotherham raised £774.91**

# Collecting

Collecting is challenging but fun and you can raise a lot of £££s in an afternoon.

***To collect in private properties, such as pubs, you only need the permission of the management. You will, however, need a collection permit to collect in public places. Applications should be co-ordinated through Age UK Rotherham, so call us for more details.***

## **Please do:**

1. Carry your fundraising authorisation ID which we can provide for you. Make sure that the charity branding can be seen on all collection tins or buckets.
2. Get people's attention (smile, eye contact). This is easier with individuals than with groups.
3. Don't be shy – ask for support!
4. Make sure you thank all the people who donate.
5. Leave all of those people who respond 'yes' or 'no' with a favourable impression.
6. Compete (friendly rivalry with a fellow collector will keep you going).
7. Persevere – it can be tough to get started, but it gets easier with practice.
8. Be positive and enjoy yourself – it'll rub off on those you're collecting from.

## **Please don't:**

1. Pressurise people to donate or ask the same person several times (this is illegal).
2. Break the seals.
3. Stand too close to other collectors or cause an obstruction.
4. Rattle tins or buckets.

**Wherever and whenever a collection takes place, properly sealed and labelled collecting boxes, tins or buckets must be used which we can supply. We will provide all fundraisers with a fundraising identification badge from Age UK Rotherham authorising you to fundraise on our behalf.**

## **Collecting**

Try collecting in one of the following places: busy high street, railway or bus station, shopping centre, supermarket or pub.

***Enthusiasm is the key to a successful collection – remember to smile!***



---

# Seasonal fundraising

Try fundraising throughout the year. Here are a few ideas to get you started.

---

## January

New Year's Eve party  
Unwanted Christmas present sale  
Chinese New Year party

## February

Homemade Valentine's card sale  
Pancake party/race on Shrove Tuesday  
Oscars-themed fancy-dress party

## March

St David's Day dinner party  
St Patrick's Day dinner party

## April

April Fools' Day  
Easter egg hunt  
Grand National sweepstake

## May

Eurovision Song Contest party  
May Day maypole dancing  
Golf tournament

## June

Picnic in the park  
Mini-Wimbledon tennis tournament  
Wimbledon sweepstake

## July

Sizzling summer BBQ  
Al fresco cheese-and-wine party

## August

Summer cake sale with cream teas, strawberries and cucumber sandwiches

## September

School uniform fancy dress party  
End of summer hike  
Last Night of the Proms party

## October

End of summertime final BBQ  
Halloween party

## November

All Saints fancy dress party  
Guy Fawkes party  
St Andrew's Day Scottish fancy dress party

## December

Carol-singing  
Christmas card sale  
Christmas party

You could also take a look at the Activities and Events page on our website [www.ageuk.org.uk/rotherham](http://www.ageuk.org.uk/rotherham)

---

***Go wild and get your creative juices flowing – we'd love to hear your ideas!***

---





# Get your fundraising noticed

Why not let the world know about what you've been doing to raise money?

***Any stories and photographs you get placed in your local press might help you raise more money and will be very beneficial in helping us to publicise the vital work that Age UK Rotherham does.***

If at all possible, get some support from your organisation's PR team. If you can't, here are a few tips on dealing with the media.

## **Local press:**

- Get to know your local press – find out which newspapers are published locally and how often they come out. Call to find out the deadline for copy so that you can submit your press release in good time.
- Call the paper's newsdesk and you will be put through to a journalist – introduce yourself, let them know what you have planned and try to get a contact name to go back to in the future.

## **What interests journalists?**

Stories, especially local and human interest. Charity stories are popular, but still consider what may add further interest – for example, if your grandparents are actively involved in your fundraising, twins, weight loss, an unusual event in itself or the participation of local 'celebrity' radio DJ.

***We think you are superstars for choosing to raise money for us so why not let the world know about your fundraising too!***

## **Pictures**

Set something up before your event or invite a photographer along on the day itself. They may or may not come along and generally the less work they have to do for a story, the better, so do the work for them and ask if they would like you to take a photo of yourself for publication.

Remember to wear your Age UK t-shirt and take along some props linked to your fundraising activity e.g. your trainers or bike, depending on the event you are doing for Age UK Rotherham.



# Writing a news release

## If a journalist can't make it to an event or photo call, your news release will be vital for you to achieve coverage.

- The golden rule when writing a press release is to get all the most important information in the first paragraph: The five Ws – **who, what, where, when** and **why**. This should be a succinct story in itself, the rest should just be additional information
- Keep it to one side of A4, double-spaced – more than four paragraphs and you're waffling.

- Always assume your journalist knows absolutely nothing about you, so avoid jargon and abbreviations. Keep things simple.

- Don't forget to include a contact name and number at the bottom for journalists to get more information should they need it.

***We've created a sample letter that you can use as a template to publicise your event.***

.....  
***The more people who know about what you are doing, the more money you will raise – so shout it from the rooftops!***  
.....

Dear Editor of (insert name of local newspaper/radio station),

I am currently supporting Age UK Rotherham, by taking part in the Charity's (insert event name) event, taking place on/between (insert date).

(Insert short paragraph on event: for example, what exactly will it entail? Is it something you have always wanted to do? How else will you be fundraising?)

I am a passionate supporter of Age UK Rotherham and am looking for local people to get involved/sponsor me to help raise vital funds for the Charity, which seeks to help those in later life who are dependent, unsupported, lonely and poor.

For any readers who would like to get involved/sponsor me, please contact me on (insert telephone number/email address/website address). I would be extremely grateful if you would cover this event in your publication and help to raise awareness for this worthwhile cause.

Thanking you, in anticipation, for your generous support.

Yours sincerely,  
(Insert name, and location)

Age UK Rotherham (Friend & Supporter)

---

# Keep it safe and legal

We want all the lovely people who choose to fundraise for Age UK Rotherham above all, to stay safe and not to break any laws! It's not worth taking any unnecessary risks – so here a few things that you may need to consider prior to organising your fundraising event.

---

## Health and safety

- A good starting point is the Health and Safety Executive (HSE) website [www.hse.gov.uk](http://www.hse.gov.uk) where you can access free health and safety advice.
- Consider first-aid provision and, where possible, have a trained first aider present at your events. For bigger events, ask your local St John's Ambulance crew for help.
- For an event in a public area – for example, a mini-marathon or sponsored bed-push – you should inform your local police and local council of the date and the route.
- Check out references and relevant qualifications of any organiser or supplier you're thinking of using for an event and always check that caterers and venues have relevant food hygiene and environmental health certificates before considering them for an event where food is to be served or sold.
- If you are preparing or handling food yourself, please remember to adhere to basic rules for the safe and hygienic preparation, cooking and storing of food – you don't want to make those who have supported your fundraising efforts unwell! If in doubt, please consult the Food Standards Agency website [www.food.gov.uk](http://www.food.gov.uk)

## Raffles and lotteries

Raffles and lotteries are subject to strict and complex laws – to ensure that yours runs smoothly and within the law, you can either get advice from your local council or consult the Institute of Fundraising: [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

Age UK Rotherham cannot accept responsibility for any injury, loss or damage sustained as a result of fundraising in aid of the Charity.



# Age UK Rotherham

## Fundraising Paying in Form



Please send in this form with any sponsorship or donation cheques that you receive. Please photocopy this form before you fill it in so that you have blank copies for future use.

**Name of fundraiser**

**Address**

**Postcode**

**Daytime telephone number**

**Total amount enclosed**

**Number of cheques enclosed**

**Breakdown of cheque amounts**

**Signature**

**Date**

**Receipt requested**

☐

**Receipt sent**

**(Age UK Rotherham use)**

☐

Please send this form and your cheques to:

**Fundraising Development Officer**  
**Age UK Rotherham**  
**Galax Business Centre,**  
**Eastwood Trading Estate, Fitzwilliam Road**  
**Rotherham, South Yorkshire S65 1SL**  
**Or contact 01709 786952**

A receipt will be given for each Paying in form.

(This receipt can be used for matched-giving requests or a letter can be provided by the Fundraising Officer upon request.)

Cheques should be made payable to **Age UK Rotherham**.

Age UK Rotherham is a trading name of Age Concern Rotherham Limited and Age Concern Rotherham Trading Limited, registered office 49-53 St Ann's Road, Rotherham, S65 1PF. Age Concern Rotherham Limited is a **registered charity number 1039771** and a company limited by guarantee, registered in England and Wales Number 1927474.