



Fundraising Pack

Improving the lives of disadvantaged children in our local communities



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Hi there!

Thank you for choosing to fundraise for Have a Heart and well done, you're doing something very, very special!

This is your Have a Heart fundraising pack, filled with information and ideas about what you could do to raise money.

Have a Heart aims to improve the lives of disadvantaged children living in our local communities, those who are vulnerable, face adversity, are living with a disability or illness and are deprived of the childhood that every young person deserves.

There are loads of ideas in this pack for joining in at work, at school or at home with your family, friends and work colleagues, to help you raise as much money as you can for Have a Heart!

I wish you the very best of luck with your fundraising, and remember the Have a Heart Team are here to support you every step of the way so don't hesitate to get in touch!

We really can't do this without your help so come on let's get together and really make a difference!

Thank you!

Toby Anstis

Toby Anstis



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Planning a fundraising event

Often the simplest fundraising ideas reap the most rewards so there's no need to attempt anything too difficult! Here is a useful checklist of things to think about when planning your fundraising event...

- ✓ **Communication:** Use posters, emails, local press and company intranets to publicise what you're doing, why you're doing it and when it is... just tell as many people as you can.
- ✓ **Fundraising Expectations:** Make sure that you're realistic with your aims and what you expect to raise - if you raise more it'll be an added bonus!
- ✓ **Support:** Get as many people involved as possible to help you. Ask your friends, family, work colleagues and neighbours.
- ✓ **Pictures:** Remember to take lots of pictures of your fundraising and email the best pictures to us; we always love to see what our fundraisers have been up to and we'll post the best ones on our website.
- ✓ **Local Press:** Contact your local newspapers, your charity event might be just the sort of feature they are looking to run. Getting an article in a paper will ensure everyone knows about your event! Increase your chances of getting into print by including a photo.

Running your own event can be loads of fun and hugely successful! We think it is very important to make sure that fundraising does remain fun though, so make note of the things below to ensure you enjoy yourself!

- Please remember that whilst running your own event could be very profitable, please avoid biting off more than you can chew as it is time consuming and financially risky if it isn't planned properly!
- Remember that public events that present any hazards for participants or spectators require you to have appropriate insurance cover.
- Make sure you have thought through your plans in detail, considering any cost implications.
- If your event is a sponsored activity ensure it is something that people are going to want to participate in.
- If possible, set up an event that revolves around the involvement of your workplace, your child's school, the local nursery, sports club, pub or bar to ensure you have a captive audience and can reach a large volume of supporters.
- If you're producing publicity material or tickets for your event, please seek our advice. There are guidelines regarding wording, text content and the use of our logos.



Failsafe Fundraisers!



Online

Virgin Money Giving is a website which allows you to create your own online personalised sponsorship form for any fundraising event you may be doing.

Selling items on online auction site **eBay** is a simple way of raising money.

Twitter is an easy way to advertise the progress of your fundraising to all of your followers.

Facebook is a great way to promote your fundraising. Creating a group available to friends and family means that information can be easily given out about your fundraising work.

Friends & Family

Organize a **BBQ** and charge your friends to come. This is also a great way to get out and enjoy good weather!

Video night - show a recently released film or a classic and charge friends to come and watch it.

Spend an afternoon **collecting** at a train or underground station near you - make sure you get permission from the station before you proceed!

Why not have a **curry night** with your friends or family and charge entry!

Charging to **wash someone's car** can raise a decent amount of sponsorship money and people are always chuffed to see their car all sparkling and clean.

It doesn't always sound like a fun prospect but **doing someone's ironing** for sponsorship is a great way of raising money.

All the single ladies (and gentlemen)! **speed dating evenings** are always fun. Organise a venue and keep the ball rolling by restricting the time that potential couples have to introduce themselves.

Hold a **quiz night at a local pub** - get a pub to let you use their venue for the night. Charge an admittance fee, a contestant fee or both!

Get your friends together and organise a **football tournament**. Have a donated prize for the winning team and charge an entry fee for your fundraising. You could also raise money by selling refreshments at the match.

If you're quite creative you can always make greeting cards, bags or even cushion covers and sell them or if you have a skill like dancing or play an instrument, you can always charge people to come to a class - **use your talents!**

Organise a **Come Dine With Me** night at £25 a head!

At Work/School

Holding a **dress down day** is a great way to get people at work involved in what you're doing.

Having a **cake sale** is always great whether at school, work or in your local community centre. Get your oven mitts on, bake some cakes, get everyone else to contribute some cakes or sweets and then sell them on... Fantastic!

Create a weekly **sweepstake** with your friends and family for a popular reality talent series or even a football match.

Clean up your office environment and charge offenders for their offensive language by introducing a **swear box!** Paying in advance might be a good idea for those particularly stressful days!

If you use email at work why not ask your boss politely if you could put an **e-signature** onto your emails which includes your fundraising page link.

If you don't already, why not **take your lunch to work** for the next few weeks and put whatever money you save towards your fundraising.

Why not exercise your way to raising money. **Leave the car at home** or abandon the bus/train and all the money you save from petrol and tickets can go into your sponsorship fund.

We all know **gym memberships** aren't cheap. If you have a gym membership that is coming to an end try not to renew it. Try just running in your local area rather than a treadmill, or get your bike out and go for cycle rides. The money you save can go towards your sponsorship fund.

Find out if your company has a **match-giving scheme**, many companies will match £1 for a £1 (or up to a set amount) for employees who take part in fundraising for charity - it's such an easy way to raise a bit more



Get yourself in the press

You may find that taking on this challenge is likely to be of interest to your local newspaper!

Before you contact the press make sure you have all the necessary information:

Who are you? They will want to know your full name, age, occupation and street/town name.

What are you doing/what have you done to raise the money?

When and where is the challenge?

Why are you raising money? They will want to know a bit about the charity - we can supply you with this information.

Next Steps...

- Get the number for your local paper/s and ask to be put through to the news desk.
- Tell them the basic facts about your fundraising activity
- If the reporter finds the story of interest they will ask you to send in a press release.

Don't panic - this is easy to do! Keep to the essential facts, avoid any emotive language and keep the 5 W's in mind (who, what, when, why, where).

If you plan on using a photo then tell the reporter, and ask for the name of the correct person to speak to on the picture desk - using a photo increases your chance of going to print.

Getting your own local press coverage is very easy and will not only help raise the profile of the challenge and the charity, but will also help you to reach your fundraising target!



Sample Press Release



Always insert the date you send it here

MEDIA RELEASE: (INSERT DATE)

(INSERT WHERE YOU LIVE)

WOMAN/MAN/COMPANY (INSERT WHAT YOU ARE DOING – i.e. 'TO ORGANISE A HAVE A HEART EVENT/TAKES ON GREAT WALL OF CHINA')

Make your headline succinct & light hearted - have fun with puns & play on words!

This para should list key info: where, how what, when. It must reference everything that is in the title.

(INSERT NAME), of (INSERT WHERE YOU LIVE) **has set** (herself/himself) **a challenge by** (INSERT DETAILS OF WHAT YOU WILL BE DOING & WHERE - i.e. pledging to raise £XXX or holding a fundraising dinner) in (INSERT TIME FRAME/DATE), **to raise money for Heart's charity Have a Heart.** (Add another line short to describe the event if relevant) (She/He/They) **will** (INSERT DETAILS i.e. host the event) **on** (insert date) **at** (location).

Be succinct & grab the reader's attention. It must be clear from this para what the release is about - this may be all they read!

[The (XX) year old (JOB TITLE / PROFESSION) / (Company Name)] **hope(s) to raise an incredible** (INSERT AMOUNT). (Add some more detail here about the news/event) & its objectives). **The money will go towards funding Have a Heart projects which benefit disadvantaged children.**

This is where you can provide more detail to back up your title & opening para.

Add a quote. Make it about you, why you are doing this & what supporting the charity means to you.

(INSERT NAME) **said:** "..."

Have a Heart aims to improve the lives of disadvantaged children living in our local communities, those who are vulnerable, face adversity, are living with a disability or illness and are deprived of the childhood that every young person deserves.

We can provide you with a quote specific to your activity / release.

If you would like to sponsor (INSERT NAME), **please visit** [INSERT VIRGIN MONEY GIVING LINK]. **If you would like further information on Have a Heart please call 0870 202 6000 or visit heart.co.uk/haveaheart**

Finish the release with Ends & contact details

-Ends-

For further information please contact:
(YOUR NAME) / (YOUR TELEPHONE NUMBER) / (YOUR EMAIL ADDRESS)

We can provide you with a quote specific to your activity / release.

Have a Heart is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).

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Keep it Legal!



Collections

Organising a collection is a great way to fundraise. There are a few things to bear in mind:

- **Street collections** require a permit from the local council. We can help you get one of these.
- **Collections in pubs, shopping centres, supermarkets etc.** simply require the permission of the owner or manager.
- **House-to-house collections** are governed by strict rules which vary from area to area and can make them more trouble than they're worth. Your council can help.

Get in touch if you want us to send you a collection bucket or tin!

Lotteries, raffles & tombolas

Lotteries, raffles and tombolas are a brilliant way to fundraise. They are governed by gaming law. Use this simple checklist to make sure you're doing things properly and you can't go wrong!

- ✓ All tickets are being sold during one event, or to people at one place of work (multiple buildings at one site are OK but multiple sites aren't)
- ✓ If tickets are being sold at an event, no money raised at the event is for private gain
- ✓ No more than £500 of the proceeds will be used to purchase prizes
- ✓ No more than £100 of the proceeds will be used to cover operational costs (i.e. printing tickets)
- ✓ Tickets are sold at the event/on the premises and the result is declared at the event/on the premises
- ✓ There are no rollovers

If your lottery, raffle or tombola ticks all these boxes then go ahead and get fundraising! If not, don't panic - contact us for advice.



How do I pay in my sponsorship?

1. Virgin Money Giving

It's quick, simple and easy for you to keep track of your fundraising and best of all it's the most cost-effective way to process your donation ensuring your money gets spent where it's needed most!

Visit www.virginmoneygiving.com and follow the easy on-screen instructions to set up your very own fundraising page to help promote your event and raise even more money. You can select one of our events from the drop down menu or set up your own. The money raised will be paid directly into our bank account so you don't have to worry about a thing!

2. Paying by credit or debit card

Please contact us either by phone or by email telling us your name, the donation amount and your account details, we can then process the information and send you a receipt.

Alternatively you can go to [heart.co.uk /haveaheart](http://heart.co.uk/haveaheart) and make a secure donation online.

3. Paying in by cheque

Cheques should be made payable to 'Have a Heart' and sent to: Have a Heart, 30 Leicester Square, London, WC2H 7LA. Make sure you include your name, address and event it relates to on the back!

4. Bank transfer

You can pay the money directly into our bank account. Please contact us for the details.

Contact us:

Please give us a call on: **0333 321 7000** or email us at haveaheart@heart.co.uk

