

# Fundraising for the Wendover Arm Trust – The Guide!

## **Before you start**

### **1. What will you do?**

Do you already have an idea how to raise some money? Will you hold an event of some sort, or keep it simple and take on a personal challenge? You don't have to, but it may be helpful if what you do is related to the Trust or its activities. We've included some ideas later in this guide.

### **2. Where will your fundraising be held?**

Where will you hold your 'event'? How much space will you need? Can you host it in your home, your work, a local school or village hall?

### **3. What will be the best date for your activity?**

Consider the best date for the highest attendance or involvement. If you're running an office party then just after payday might be best. If you're doing something for families then ensure it's after school or on a weekend.

### **4. Getting publicity or attendees for your activities**

Who should be invited to attend? Who needs to know about what you are doing? Is it worthy of local media coverage (tell your local paper)? Do you know someone who can help with the promotion of the event? Should you invite colleagues, customers, suppliers? Who do you need to help you set up or put away?

### **5. Have you set yourself a target?**

If you give yourself a target, you have something to talk to people about? "I'm trying to raise £100 for the Wendover Arm Trust. Help me reach it by sponsoring me". It makes it more realistic to potential supporters. If you set a target, maybe your boss will offer to match whatever you raise! If you are trying to sell things or have prizes how many items do you need to make the activity worthy of people's interest?

### **6. Sponsorship is key**

For all fundraising meeting people face-to-face is key, so get out there and 'press the flesh'. Smile and be positive. It's much more difficult to say no to your face than on the phone or by email. Sponsorship doesn't just have to be money, but could be in the form of prizes, goods to sell, items that you need to put on the event (halls, tables, chairs, tea cups, anything you need basically).

Start with someone you think will be a generous sponsor, so that all subsequent sponsors follow the trend.

## **7. To get every last penny, make sure people have the chance to gift aid any donations**

On any sponsorship form (and we've included one here that you can use) make sure you get names and addresses and ask people to sign and tick the Gift Aid box. This makes every £1 you receive worth an additional 28p more. It's money for nothing!

## **8. Utilise existing tools to make your event more special**

If you're on Facebook, create a Facebook event and tell all your friends. Set up a [www.justgiving.com](http://www.justgiving.com) sponsorship page. Put up photos on Flickr to show what you've been doing, or videos on YouTube. They're all free and help things become real for more people, and thus increase the opportunity to part people from their money!

## **9. Get the Trust to help**

Some of the Wendover Arm Trust leaflets may be helpful to show people what you are doing it for. There may be photos of the restoration which can be printed or loaned. You may need a letter from the Trust giving you authority to collect on its behalf.

Tell the Trust ([funding@wendoverarmtrust](mailto:funding@wendoverarmtrust)) what you want to do and what help you need.

## **After the event**

## **10. Don't forget to send us the money you raise!**

The easiest way to collect your money is to get it at the time it is pledged. People may forget otherwise.

We don't need all the coins and the notes posting to us, so just send us a cheque, made payable to Wendover Arm Trust to the Trust Treasurer (address below). Make sure you also send us the names and addresses of any donors who have Gift Aided their donation so that we can claim this back. There is a helpful form for recording gift aid which you may want to use – again, just ask.

## **11. Tell us what you've done**

Write up your experiences. Send us your photos or videos. Email us links to your personal websites. We want to tell others about what you have done, as the more people get involved the more others will get involved and the activities snowball.

## ***Don't forget ...***

We cannot accept responsibility for any loss, damage or injury from your event. Our insurance does not cover your property or the property of your helpers or guests. It does not cover your personal liability for any injury you suffer or anyone else as a result of taking part in the event.

Health and safety at home, such as keeping paths and doorways free of obstructions is mostly a matter of common sense.

At work, please talk through your event plans with your Health and Safety Office to ensure your event is as safe as possible for you and your colleagues. Or, if you would like any more advice, your local council is usually happy to give guidance about how to make your event as safe as possible for you and your guests.

## ***Possible fundraising ideas to get you thinking ...***

Get your friends, work colleagues, family to sponsor:

Dress down days at work

Giving up cigarettes

Being someone's slave for a day

Shave off your beard or hair

Your own sponsored walk along the canal

Sell things:

Set up a bric-a-brac table at your local club or society

Organise, or sell at, a garage or boot sale

Make some homemade cards and sell them at school fetes

Sell services:

Spend a morning washing cars

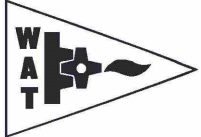
Do odd jobs for people like cutting the grass, weeding, tidying the garden

If you have a skill, like painting, make people a personalised item

**Wendover Arm Trust**

Page No.....

The Wendover Arm Trust is a charity whose aim is to restore the Wendover Arm of the Grand Union Canal. This activity, will restore the canal so that it is navigable to boats and a beautiful resource for those who visit the area for walking, cycling or to experience the Chiltern countryside.



Your name .....

Your address .....

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Postcode .....

Email address .....

Event name .....

Name	Address	Postcode	Amount	Gift Aid?	Paid?	Date paid