HOW TO FUNDRAISE AT YOUR BOLLOCKS TO POVERTY EVENT

You can use your Bollocks to Poverty event to raise money as well as awareness. Every pound you send us is put to work straight away, providing poor communities with the power and resources to end their own poverty for good. This guide will help you decide how to raise money at your event and give you advice and links to make sure you raise as much as possible.

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FUNDRAISING ACTIVITIES

There are a few different ways to raise money at an event. The simplest ideas are usually the best but feel free to use any other creative ideas you have.

Sell tickets
It might sound obvious but this really is the easiest way to raise money at an event. People feel they are getting value for money if part of their ticket price is going to charity, rather than being asked to donate additional money. It ensures everybody contributes and means you get guaranteed money, as long as people turn up.

Don't inflate the ticket prices too much or you will put people off. The price you choose will depend on your event and the entertainment on offer, as well as any costs you need to cover. Check what similar events cost and try and undercut them by a pound or two. If you have done well in getting a venue and entertainment for free or at a discount, you will be able to charge less than other events and still donate a chunk to ActionAid.

If money from the ticket sales is coming to ActionAid you need to state this clearly on the tickets and any posters or flyers, including how much and that we are a registered charity. For example '£2 from every ticket goes to ActionAid, registered charity no. 274467'.

Food and drink sales
If your event is selling drinks or food, ask the venue (or caterers) if you can increase the prices slightly and give the difference to ActionAid. Or ask if they could create a special item where some of the money goes to charity. E.g. 'Buy our special Bollocks to Poverty cocktail for £3.50 and £2 goes to ActionAid'.

If you are providing food or drink yourself, make sure the venue has the correct license (see the Ultimate Guide to Organising Your Event for details) and then sell it or ask for donations.

Collections
Having collection boxes placed on a bar or around a venue is an easy way to raise extra funds, but don't expect to raise a lot of money this way as people are unlikely to give much without being asked or getting something in return. Getting volunteers to man collections on the door or walking around during the event is usually more successful, but be careful not to harass people or make them feel pressured into donating.

You can collect money on private property (like a bar, college or shopping centre) as long as you have permission from the owner, but you need a licence from the council to collect money on the street. Please don't make house to house collections. Make sure any collection tins or boxes are secure and monitored at all times, and that they clearly display ActionAid's name and registered charity number.

Raffles and auctions
Yes, we know it's a bit 'old school charidee' but these money making gems are old favourites and people instantly know what to expect and are willing to take part.

Raffle prizes don't need to be amazing, one really good prize and lots of smaller ones work well and people will have a better chance of winning something. Visit local business for raffle, auction and tombola prizes – just make sure you have some official ActionAid materials and details of the event so they know you are genuine. Think about your audience and try and get prizes they would want – music vouchers, bottles, a meal for two or beauty treatments are popular.

Auctions are great if you have a big crowd and desirable prizes on offer. Rather than trying to get prizes with a monetary value, getting your mates to make promises to do things and having people to bid for them is a great way to make money out of nothing! Use people's talents, so if you have a friend who works in a cocktail bar, they could spend an evening creating cocktails at the winner's house for their friends. Good cooks could make one winner a homemade cake every week for a month, artists or photographers could do portraits or photo shoots, fitness fanatics could give a series of personal training sessions, DJs could create a tailored mix of the winner's favourite music.

The top raffle prize is a free tattoo at this BTP metal gig in Birmingham.

There are in depth guides to running raffles, auctions and more at **www.how2fundraise.org**. You need to register to get access but it's free.

HOW TO MAXIMISE THE AMOUNT YOU RAISE

The golden rule is to keep your event costs as low as possible and avoid investing money you aren't certain you will make back. If it's your first fundraising event, don't be too ambitious – we don't want you ending up out of pocket. Remember even £20 can make a difference to someone's life.

Keep costs down
Aim for a 3:1 return on investment, so for every £1 you spend putting on the event, try and raise £3. So if you are organising a gig and all your running costs come to £100, you should be confident of raising at least £300 on the night, a donation of £200 for ActionAid.

Do everything you can to keep your costs as low as possible. Ask for freebies or charity discounts at every opportunity. If putting on an event from scratch is costing too much, try and piggy pack on an existing event and ask the organisers if you can make it part of the Bollocks to Poverty tour. A savvy organiser should realise charity events pull more people through the door, the Bollocks to Poverty message gives it some wow factor and if you offer to help promote and organise the charity side of it, you're helping them out massively.

Crunch some numbers and set realistic prices
Get quotes for all your costs and add them up to work out how much money you need to raise. Then work out best case and worse case scenarios and plan from there. For example…

My Bollocks to Poverty gig costs	
Venue hire	FREE
Hiring extra mics (50% discount)	£30
Refreshments for bands	£25
Travel expenses for bands	£15
Printing 500 flyers	£30
Printing 30 posters (discount from print shop)	FREE with flyers
Total	**£100**
Total amount to aim to raise	**£300**

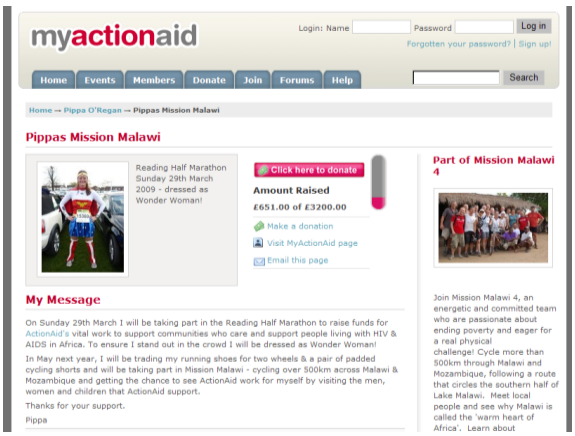
My Bollocks to Poverty gig fundraising targets	**Best case scenario**	**Pretty rubbish scenario**
Ticket sales	150 people turn up	50 people turn up
Raffle sales	100 tickets sold	20 tickets sold
Extra donations	£50	£5

If you sold entrance tickets for £3 and raffle tickets for 50p, in the best case scenario you would make £550 on the night, leaving £450 for ActionAid when you take away the costs, which is fantastic. But on a bad night you would only make £165, leaving £65 for ActionAid when you take away costs.

You will be doing everything you can to make sure you end up with the best case scenario but bad weather, a rival event at the last minute or less publicity could mean a lower turn out. Allow for something in the middle and fix your prices to make sure you get that 3:1 return. In this case, it would be a good idea to put the prices up to £3 for advance tickets and £4 on the door, and £1 for a raffle ticket.

Raise extra money online
There will always be people who can't make it to your event but that want to support what you are doing. Make sure they can still help out but setting up a fundraising page online and put this on all your posters, flyers and web pages.

Just Giving is a popular place to do this, but even better is **www.myactionaid.org.uk** because we get 100% of the money (Just Giving charges charities some commission) and it takes seconds to set your page up. Any money people donate comes straight to us so you don't need to worry about messing around with cash or cheques.



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You will have seen in the information pack that you choose exactly how your money is spent. You can support one of our six priority projects or our greatest need fund. People are more likely to part with their cash if they know where it is going, so make sure you let them know.

You can **download information sheets** about each project from the organiser's portal, so once you have picked your project, print off some copies and stick them up or have them available for people to read. Make sure you get everyone's attention at some point during the event and tell them about the project, how their money will help people and thank them for donating.

We also send you general leaflets about what ActionAid does so if you don't feel confident talking in detail about this yourself, have these around for people to read.

Yun Try, 7, and his mother Touch Sim at a school for orphans in Battambang, Cambodia.
Photo: Nicolas Axelrod/ActionAid

Anita, 8, is a street child living in Bhopal, India. ActionAid is providing shelter, healthcare and education.
Photo: Atul Locke/Panos/ActionAid

Alex Mitto, 25, is a young activist who talks to school children about HIV AIDS, STIs and pregnancy in Kenya.
Photo: Sven Torfinn/ActionAid

Promote your event
Yep, it's a no brainer but the best way to raise lots of money is to make sure there are zillions of people at your event to start with. Have a look at the **How to Promote Your Event** guide available in the organiser's portal for advice on how to do this.

KEEPING IT LEGAL

Raising money for a charity is a fantastic thing to do, but everyone wants to know they are giving to a genuine charity and that their money will end up in the right place. There are laws to protect both fundraisers and the public so please read these make sure you are keeping it legal. If you have any questions about what you can and can't do, please contact us.

- Only collect or sell goods on private property (including the workplace, shops and pubs etc.) after getting permission from the owner.
- If you plan to carry out a street collection or sell goods in a public place you will need to get permission and a permit from your local authority. Contact us and we can help you do this.
- Please do not carry out house to house collections.
- If you are holding a raffle you don't need a licence as long as you sell the tickets and draw the raffle during the event, and only within the venue your event is taking place. If your situation is different you may need a licence so please contact us and we can help organise this.
- Any fundraising materials you use should say 'In aid of ActionAid. Registered charity no. 274467.
- If you state you are raising money for ActionAid, all money donated must be given over to ActionAid, once you have paid any expenses. It is illegal to use it for any other purposes, including investing in other fundraising events or giving it to another charity.
- Please only use the **Bollocks to Poverty logos** supplied on the organiser's portal for your own artwork and promotional materials. Do not alter the logos in any way, including the colour. If you want to use any photos or information about ActionAid, please do not lift these from the website, as they are protected by copyright law. Contact us and we can supply any photos or info you need.

WHAT TO DO AFTER YOUR EVENT

It's tempting to pile everything up in a corner to sort out later after your event, but you need to think about the money you have raised straight away so it gets to us safely.

- Keep any money raised out of sight in a box that locks whenever possible. Be careful carrying cash around – try and have other people with you and keep it well hidden.

- After the event count up all the money and make sure all expenses have been paid out. The money you collect should be counted by two people and if possible, banked immediately using paying-in slips. If you can't bank it straight away, keep it sealed, safe, and bank it as soon as possible.

- Once the money has cleared in your bank account, please either pay it in via **www.myactionaid.org.uk** or post us a cheque with the payments form below.

  We recommend using myactionaid as it reduces administration costs and we can instantly link your donation to your event.

  If you do send a cheque, please make it payable to 'ActionAid' and post it with the payments form below so we know who it has come from. Please don't send cash in the post.

CONTACT US

We have some pretty fine fundraising people at ActionAid who can help you get the most out of your event. So if you have any questions, concerns or just want to tell us your plans, here's who to contact…

General fundraising enquiries
Jennifer Fash
T. 020 3122 0667
E. **jennifer.fash@actionaid.org**

PAYMENTS FORM

We recommend you send any money raised to us through www.myactionaid.org.uk

You will need to create an account first which just takes a few seconds, and you can then transfer money directly using a credit or debit card.

Make sure you select 'Bollocks to Poverty' when asked if you are linked to an ActionAid activity when you create your account. Please also mention which project you would like your donation to support, and we will make sure it goes to the right place.

Sending your money to us in this way saves on administration costs, means we know exactly where your donation has come from, and saves you sorting out cheques and envelopes.

If you would prefer to send your donation as a cheque, please fill in the details below and post with your cheque.

Please make cheques payable to 'ActionAid' and send to:
ActionAid, Chataway House, Leach Road, Chard, Somerset TA20 1FR

What sort of Bollocks to Poverty event did you do?

_____

Amount raised £ [ ] BTP1100GF

Please tell us which vital Priority Project you would like to support.

Bangladesh: helping vulnerable girls off the streets	☐	XBA0R1101
Uganda: education for children in Giriki	☐	XUG0R1101
Kenya: improving education for nomadic children	☐	XKE0R1101
Nepal: secure homes and livelihoods for freed bonded labourers	☐	XNE0R1101

Name _____

Address _____

_____ Postcode _____

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THANK YOU FOR YOUR SUPPORT

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