

# MAKE YOUR MARK

## FUNDRAISING EVENTS PACK In aid of Guildford Cathedral Appeal



Thank you so much for your interest in organising a fundraising event in order to be part of the Guildford Cathedral Appeal.

As you are aware, the Appeal is raising urgently needed funds for repairs and development. Your support is vital if we are to continue our work serving the local community and the visitors who come from around the world.

Organising a fundraising event is not just a good way to raise money, it's also an excellent opportunity to raise public awareness of the Cathedral Appeal.

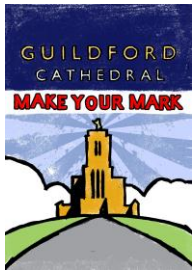
Fundraising doesn't have to be time-consuming or elaborate. This pack contains some creative suggestions, important advice and useful forms, which will help make your event a success.

Our Appeal office can be contacted on 01483 547884 or [appeal@guildford-cathedral.org](mailto:appeal@guildford-cathedral.org); they will be delighted to help you if you have questions.

*Dianna Gwilliams*

Dianna Gwilliams, Dean of Guildford





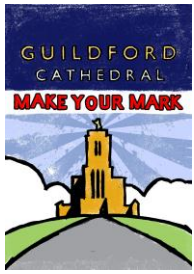
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## CHOOSING YOUR EVENT(S)

Thank you for considering organising an event in aid of Guildford Cathedral Appeal. We are grateful for your help and great fundraising ideas. If you would like to see some suggestions of different fundraising events you could hold, please see pages 3-5.

## PLANNING YOUR EVENT

- **Plan ahead** well in advance and choose a date for your event - weekends are usually best, but Fridays are good if you're fundraising at work. Make sure the date doesn't clash with other public holidays or great sporting events etc.
- Think about the **location and venue** for your fundraising. This depends on how many people you are inviting, age groups, and the type of event you are planning. What welfare and first aid facilities are there at the venue? Could inclement weather affect your event? Book your venue in plenty of time and mention that your event is for charity. Often you'll be able to pay less or get it for free.
- The **number of people attending**. The type of event and risk involved. The people attending i.e. ages, location and background etc. The duration of the event.
- Put together a **team or committee**. Depending on the type and size of event, you may need help. Set up a team; the earlier you get people involved the easier it will be. Decide on the roles and tasks.
- Create a **budget** and stick to it! List all expenses and think about how much you need to charge for tickets to reach your target. Ask local businesses if they would like to support you, in cash or in kind. Wherever possible, try and minimize costs.
- Set a **fundraising target**. It is a great way to motivate people to give generously. Decide on the amount after taking off expenses. This is where having a budget is important!
- Draw up a **timetable** and event plan. Include deadlines for when things need to be completed or booked and make clear who is responsible for each task. Have a **contingency plan** in case things have to be changed.
- **Promote** your event by word of mouth, email, social networks and local press. See page 7.

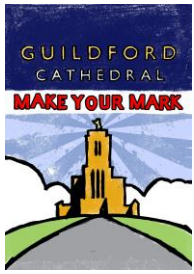


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## AN A-Z OF IDEAS FOR FUNDRAISING EVENTS

- Hold an **A**uction – obtain donations of items or days out from local businesses or individuals, or why not auction off your talents? Sell what you're good at: yoga, golf lessons etc. for the day.
- **B**ring and **b**uy sale - sell donated goods on a stall. Cakes, books, home-made jam, bric-a-brac and Fairtrade goods are firm favourites.
- Get rid of unwanted **C**lutter- sell your unwanted stuff on eBay or hold a car boot sale to de-clutter as you raise cash.
- Sell **C**ar-washes.
- Hold a **C**offee morning – put on the kettle and bake a cake. With little outlay, this fundraiser is a guaranteed success. Simply ask your friends, family and work colleagues for a donation in return for coffee and a slice of homemade cake.
- Arrange a **F**ashion show and ask local businesses to sponsor the event.
- Hold a Spring or Summer **F**ete - organise a charity fete in your local area. This event may take some planning and lots of organization, but the end result will be lots of money raised
- Host a **H**earth and well-being fair – get your massage therapists, aromatherapists, reflexologists and complimentary health practitioners to promote their services and products at your event, charge them an entry fee and ask them to donate a minimum of £5 per customer signed up and a percentage of all products sold through your day.
- Hold a **J**umble sale - reuse and recycle unwanted items.
- Hold a **K**araoke night and dare people to sing.
- Offer cake-baking **L**essons to your friends and family for a fee.
- Host a **M**urder mystery party and ask people to pay to join in.
- Organise a **M**usic **N**ight: use your talents and hold an evening of musical entertainment - from singing to playing instruments.
- **O**dd job Day - charge a fee for all those odd jobs around the house that need doing.
- **P**ancake race - hold your own pancake race – challenge your friends and family.
- Hold a **Q**uiz night with people paying to enter.
- Name the **T**eddy - Charge for people to come up with the most interesting suggestion. You could raffle the teddy at the end too!
- Organise a **T**en pin bowling competition and charge to take part.
- **T**hemed party - hold a themed party and get your friends to pay to take part.
- Hold a **W**ine tasting evening. Wine tasting with nibbles and cheeses is an inexpensive way to raise funds. Charge an entrance fee. And think of a competition with a bottle of wine as a prize or hold a raffle.

(You're right, there are some gaps in our A-Z. What can you think of to fill them? Tell us!)



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## Sporting Challenges and Events

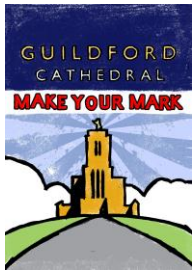
- Turn swimming into a challenge - swim the equivalent of the English Channel.
- Hold a longer zumbathon class and ask dancers for donations or collect sponsorship or arrange an aerobics-athon.
- Charity Fun Run - Organise a charity run in your local area, make sure to promote the event in advance so athletes can gain sufficient sponsorship for the event.
- Bike ride - pedal for power - organise a bike ride and turn it into a sponsored event?
- Organise a long walk with friends and family and get sponsored.
- Get sponsored for climbing a mountain or taking on the Three Peaks Challenge.
- Five a side football Challenge your mates or your teachers to a football tournament. Each team pays to play.
- Penalty shoot out – beat the goalie.

## Fundraising for parishes

- Beating the Bounds of the Parish or Deanery.
- Sponsored walks/bike rides around local churches.
- Sponsored bible read or hymn sing.
- Church lock in – lock in some members of the congregation and their friends and family have to pay to redeem them.

## Fundraising in the workplace

- Hold a cake sale during a coffee or tea break.
- Donate a day's wage and ask your employer to match your donation.
- Hot Breakfast Sale – sell bacon butties or a delicious selection of warm pastries and see the donations add up.
- Book sale – ask colleagues to bring in 2 unwanted books each and then arrange a sale.
- Dress down Friday – make a donation and wear something casual or even fancy dress.



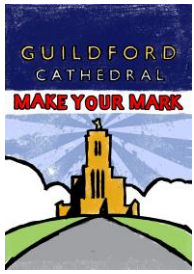
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## Fundraising for groups

- Classic car clubs – suggest a car rally and get people to sponsor the rally and drivers. Even better and more interesting; popular routes could include driving through Europe etc.
- Golf Clubs - Organise a charity golf match. Entice a golf club to provide a discount or host the event free in return for free advertisement on all the promotional material associated with the event. You can charge each player a fee to enter the tournament with the winner received a prize or trophy. If it's a success you can easily turn the charity golf match into an annual event.

## Fundraising for schools

- After school party – ask for a donation and let the fun start
- Cake sale – plenty of sprinkles is the way to success!
- Car wash – clean cars for teachers and parents in return for a donation.
- Sponsored walk or bike ride or how about a sponsored sleepover at school.
- Sponsored silence during break
- Fancy dress day – make a £1 donation for the privilege.
- Jokes – Ask each pupil to bring in their favourite joke and a £1 or £2 donation and hold a class or assembly dedicated to joke telling.
- Quizzes – these could be organized by teachers for pupils, by older pupils for younger classes, or even pupils setting quizzes for parents after school. Source prizes from local business and get quizzing.
- Uniform day for teachers.

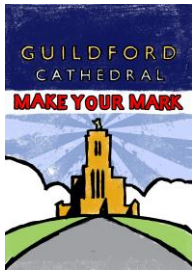


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## THINGS TO THINK ABOUT

- Remember that as the organiser, you are responsible for ensuring your event is legal and safe. Guildford Cathedral cannot take any responsibility for injury, losses or damage incurred during fundraising events.
- Health and Safety: you must consider any health and safety regulations and legal obligations, which could apply. If necessary, conduct a risk assessment. Contact outside agencies such as local councils, police and trading standards for help and advice.
- Consider First Aid: Contact your local Red Cross or St John's Ambulance for advice.
- Children at your event: Make sure children are properly looked after and have permission to take part from a parent or guardian. Appropriate checks should be carried out on adults looking after children. If you use external suppliers for equipment or services at your event, make sure you use a reputable company. Ask to see a copy of their Public Liability Insurance and risk assessment. If anything looks unsafe on the day, stop the activity.
- Insurance: If your event involves the public, you will need to have Public Liability Insurance. Check with the venue first, as they may already have insurance that covers your event.
- Licenses: Some things require a licence, such as: alcohol or entertainment, including recorded music; holding a raffle, lottery or auction; doing a public money collection; putting up banners in public areas. Contact your local authority to check which licences you need.
- Food Hygiene: There are strict regulations about the preparation of food and food hygiene - consult the Food Standard Agency. If you are using a caterer you need to make sure they have a Food Hygiene Certificate and Public Liability Insurance.
- Do inform people you're fundraising in aid of Guildford Cathedral. We would be pleased for you to use the Guildford Cathedral logo or name in publicity but please check with us first.
- Collecting money: You **must** get permission to collect money in the street or door-to-door, by applying for a licence from the local authority, which will have rules for your collection. Under 16s may not collect money without adult supervision.
- Gift Aid restrictions Gift Aid is a way of making donations worth 25% more but there are rules that have to be followed. For money to be Gift Aided, it must be a donation - freely given and with nothing provided in return. Each donor must also make a written declaration with standard wording and provide their name & full home address (including house name/number & post code) (see sponsorship template attached).

If you have queries about Gift Aid please do contact Guildford Cathedral.



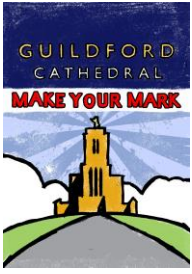
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## PRACTICALITIES

- Get in touch - please let the Appeal Office know if you are planning an event. We can be contacted on 01483 547 8884 or [appeal@guildford-cathedral.org](mailto:appeal@guildford-cathedral.org)
- Set up an online fundraising page. It's the easiest way for people to support you and ask your sponsors to tick the Gift Aid box on your sponsor form. This allows us to claim at least 25p from the government for every £1 donated. You can set up your own sponsored event webpage at <http://www.everyclick.com/GuildfordCathedral>. Then just send everyone you know the link. Every time someone sponsors you, you will receive an e-mail notification and their money will come directly to us.
- We can provide leaflets, stickers and balloons for your event. If you run a sponsored event in aid of Guildford Cathedral, you can collect sponsorship forms and posters from [appeal@guildford-cathedral.org](mailto:appeal@guildford-cathedral.org) or contact us on 01483 547 884.
- Remember to have fun - have a good time and take some photographs; please send them in so we can publish these in our various publications.
- Collecting cash: At your event, collect cash using a secure container e.g. a sealed container for a collection or a secure cash box for change. Put money in the bank as soon as possible. Never send cash in the post.
- Paying in funds: Following your event please send us a cheque made out to Guildford Cathedral and return to Guildford Cathedral, Stag Hill, Guildford GU2 7UP; for a sponsored event send us the form along with your cheque.

## PUBLICITY & PR

- Promote your event by word of mouth, email, social networks and local press. Explain how they can help and keep them updated on your fundraising progress. Word of mouth is one of the most effective kinds of promotion, so tell everyone in your neighbourhood, social club, gym or office what you're doing and why. Put notices in your staff or social group newsletter to promote your event on community news boards and anywhere else you can think of. Email your friends and colleagues asking for support. Use social networks, such as Facebook and Twitter, to tell people about your event and encourage them to raise money. Get noticed in local media. Contacting your local media is a great way to spread the word and attract more support.



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SPACE FOR YOU TO NOTE DOWN SOME IDEAS





**Sponsorship and Gift Aid Declaration Form**

Please sponsor (name)..... to (what you are doing).....on  
(date).....

This sponsored event is to raise funds for the Guildford Cathedral Appeal to undertake urgent repairs and improvements to safeguard the future of Guildford Cathedral.  
If I have ticked the box headed 'Gift Aid? ✓', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Guildford Cathedral to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Full Name	Home address (Only needed if you are Gift Aiding your donation), not a work address	Postcode	Amount Given	Gift Aid ✓	Signed	Date Paid
