

## Fundraising action plan

Organising a CAFOD fundraising event is easy and fun, especially if there's a whole team of you doing it. Plus the money you raise for CAFOD helps the poorest people in the world turn their lives around. For example:

- £10 can provide seeds, tools and training for a family vegetable garden
- £16 provides skills and equipment for someone to start a business
- £28 buys a goat which provides milk and income for the family
- £300 trains a community health worker
- £750 provides clean, safe water for a whole community
- £4000 supports a health clinic for a year



### FIVE STEPS TO FUNDRAISING SUCCESS

#### Step 1: Coming up with an idea

This is one of the fun bits. Get a few heads together to brainstorm.

- Be creative but remember you are trying to make money so don't over-complicate things
- A few minds are better than one
- If an idea sounds fun and a bit different, that's a good starting point
- BUT... tried and tested ideas like sponsored walks and fun-runs can be brilliant and you can add your own creative twist.

When you have a favourite idea or a shortlist, ask lots of people's opinions and check with youth leaders they're OK with it. If you're in need of ideas, how about this lot?

- Indoor Olympics – your own version of London 2012. Rain won't stop play either! Charge for entries and spectators. Sell refreshments for CAFOD at the same time.
- Film fest - DVD/game/CD second-hand sale – donate all those games you no longer play and buy a couple to try
- Quiz night with entry fee – you can even download a ready-made CAFOD quiz [here](http://www.cafod.org.uk/secondary/harvest-2010/youth-quiz)
- Crazy Green fashion show – show-off your recycled creations or amazing one-offs from the charity shop. Charge for entry.
- Chocolate ban – give up chocolate, fizzy drinks, crisps – whatever it is you crave – and give the cash you've saved to CAFOD. Compete with your friends to see who raise the most.
- Look at our downloadable 'A-Z of Fundraising' for tons more ideas – you could take a copy to your brainstorming session to get things going.

#### Step 2 – Nailing Down the Plan

Simple stuff first:

- Sort out the organising team – how many people do you need to get things ready before the event, and to do jobs during and after the event too

- Set the date – check there's no other events going on
  - Do a schedule – break down all the jobs that need doing, when for and who by and make sure everyone involved has a copy. You can download a ready-made schedule form from our 'Fundraising Starter Kit'.
- Then you need to get stuck into organising. Key jobs are:
- Set targets and tell people how much you aim to raise
  - Ask your most generous supporters first - it encourages other people to give more
  - Start early! Raising sponsorship can take time...
  - Ask everybody you know, the worst they will say is no!

### **Letting everyone know**

Use all the usual social networking sites to spread the word. Put posters up several weeks before the event. You could even hold a 'Design a poster' competition to get people motivated. CAFOD produces posters and resources for Fast Days. Contact [communityfundraising@cafod.org.uk](mailto:communityfundraising@cafod.org.uk) or ring 020 7095 5682 if you need some.

### **Getting publicity**

Tell local newspapers, radio and TV and websites what you're up to, especially if your event is something unusual. Writing a press release is a great way of getting the media to take notice. For ideas on how to write a press release and get media attention, look at 'Perfect Press releases' in our Fundraising Starter Kit.

### **Setting up an online fundraising page**

If you're doing a sponsored event, set up a sponsorship fundraising page for CAFOD on JustGiving - <http://www.justgiving.com/CAFOD/>. It makes getting sponsorship extra-easy – and salary-earners can 'GiftAid' their donation which means cash that would go in tax goes to CAFOD instead. You could design your own traditional sponsorship forms as well for those who can't do online donations or you can download a version from our 'Fundraising Starter Kit'. More sponsorship tips to pass on:

### **Using contacts**

Need prizes or 'props'? How about asking a local business to sponsor (i.e. donate) something. Contacts are handy here. Ask youth leaders or teachers if they are know any local firms. Maybe there are some parents who can ask around at their workplace.

### **Spending money on the event**

You may need to buy things like refreshments, decorations or props. Make a list and estimate how much you will need to spend. Who will be buying? If you're having refreshments, how much will you charge? An adult might have some wholesale contacts (cheaper). Keep it Fairtrade if you can! Check there'll be enough change and plan for all money to be safely collected, counted and secured at the end of the day.

### **Planning the venue**

Is the event to be in the school or church hall? Outside or inside? What equipment is needed? Will furniture need to be moved? What about decorating the venue? Make an estimate of how many people you think will come. Is the venue big enough? If it's an outside event, have a back-up plan in case of rain. Check with staff to see if a Health and Safety assessment needs to be carried out beforehand.

### STEP 3 - Getting everything straight

In the few days leading up to the event, you'll need to keep a firm check on the schedule to make sure everything is working out. Have regular meetings with your team to sort out any problems as they arise.

- Contact your local CAFOD Diocese office too – ASAP. They can provide banners, collection boxes, and even people to support you. You can find your local office on the CAFOD website
- Make sure you know what furniture / equipment you need, where it is and how to get it in place
- Make a timetable for the day, from when people need to set things up, through to when everything has to be cleared up.
- Organise someone to report and take pics and film for CAFOD on the day. We'd love to showcase your event on our websites. Go around asking for pics and vox pops, check with school whether you need to get permissions from people as you take pics, or get a parent/carer to sign the consent form in the Fundraising Starter Kit.
- Get plenty of extra volunteers for the actual day.

### Step 4 – The Big Day

There are still a few things you need to stay on top of:

- Keep tabs on the money if it's a pay-for event. Keep an eye on things like stall-holders who need change
- Stick to the timetable as far as possible. This is especially important for fundraisers where several events are happening on the same day
- Take photos and get some quotes from people there, so you can report on how the event went
- Enjoy yourselves!

- When everything is over, get helpers to tidy up
- Count up all takings up straight after the event so everyone knows what you've all achieved.
- For sponsorship money, set a firm deadline for when all the money has to be in (but expect to have to remind people!)

### Step 5 – Measuring your fundraising success

Tell everyone ASAP how much you made – they'll want to know.

If you're gathering up the money (rather than sponsors sending it direct to your CAFOD JustGiving page) pay it into an agreed bank account, then get that person to send it online using JustGiving or by going to the 'donate' pages on the CAFOD website: <http://www.cafod.org.uk/get-involved/give>. Alternatively they can donate via the phone by ringing 0044 500 858 885.

Send thank-you letters/emails to anyone who helped – for example, local businesses which helped out – and tell them how much you made for CAFOD. You can use our sample thank you letter in the Fundraising Starter Kit.

Get everyone together to go through how the event went, what went right and what went wrong. Keep notes – they'll be useful for next time!

Write a report of your event for CAFOD and send it us at [youth@cafod.org.uk](mailto:youth@cafod.org.uk) – remember to include pics and film clips.

### Have a great CAFOD fundraising event!