

Fund Raising Advice

This should be a real area of active participation and initiative by the adult supporters of the Group.

To be successful any fund raising campaign requires three essentials:-

1. The first step in the consideration of fund raising is the determination of cash required. This calculation can be made by holding a budget meeting of the Group's Executive at the end of one Scout year, or the beginning of a Scout year or both. The Treasurer would produce for each 'spender' (Leader or Sub-Committee Convener) details of their expenditure in the last twelve months and request estimates of needs for the next twelve months on the basis of the past. This will provide a probable total cash requirement for the coming year. Only then can plans be formulated on how to meet the expected bills. The cash will come from two sources; (a) subscriptions which will be decided on what the parents can afford and comparison with subscriptions in adjacent Groups and (b) fund raising generally organised by the lay member of the Group Executive. This will not preclude fund raising activities by the Leaders and boys should they wish to raise funds. Fund raising is easier if the public can visualise what the cash is required for - a tent or canoe is more likely to attract support than 'general funds', 'administration' or 'running costs'.
2. The campaign must be well planned. Everyone must know exactly what they have to do and at what time. The preparation period is essential and the result should be a clear time-scale and plan of action.
3. All those taking part should, as a result of understanding the need for the campaign and its objectives, be very enthusiastic. Like everything else in Scouting it will be successful if those taking part are keen and want it to succeed. We all want to do the best for our members and it is through the co-operation of the Leaders and all supporters and helpers that the campaign will be successful. In this leaflet you will find lots of ideas for raising funds. Please examine them carefully and, with your Group Council, decide which of these are most suitable for your Group. What may be successful and raise a lot of money in a city location would be quite hopeless in a small country village. You must select two or three ideas and then bend them to your particular situation. The sort of factors that will influence your choice of methods of fund raising are the size of the community, the extent to which Scouting is already involved in the life of the community, the experience of the Group, and other bodies who have done fund raising recently - there may have been too many jumble sales or coffee mornings so that public interest has waned. Public opinion must be taken into account when deciding what type of event to run. In some places raffles are acceptable but in others they are not. Please be sensitive to local feeling when deciding what events to run.

Planning Fund Raising Events

The Group Council may decide to have several fund raising events during the year. They may be all the same, such as a series of coffee mornings, or they may try a number of different events. It is probably better to try several different events since you will attract various markets and not expect the same people to be contributing over and over again.

The first stage is to decide on the objectives - why you need funds and how much do you need. Then work out a timetable, not only with the dates of the events but all the preparation work that is required. This should be followed by a check list of preparations. The purpose of this is to ensure that everything is covered and that the work is spread over as many people as possible, thus lightening the load and spreading the work.

Having decided what to do, a clear allocation of duties is necessary. Each person must know exactly what is required of him. Having done this, and all the members of the team having got to work, it will be necessary to monitor the work and ensure that all the necessary preparations are actually happening. Frequently, a helper volunteers to do something but something may prevent him from doing the job properly - it may be work or family commitments or something which was not anticipated when he or she offered to help. It is therefore necessary for someone to co-ordinate all the preparations and just make sure that they are all actually happening and on time. This co-ordinating should be quiet and unobtrusive but if someone is not doing the task on schedule there will be no great harm done if the failure is identified quickly and someone else brought in to do the work. When working with volunteers there will always be some who are unable to fulfil their commitments and, if there are adequate arrangements for supporting or replacing them, there will be no hard feelings and you can always go back to the person later on when circumstances may have changed.

Detailed Preparations

Every event is different and therefore the preparations for it will vary. following check list is useful for a wide range of fund raising events:

1. **DATES** - Fix the date well in advance and check that it does not clash with anything else happening locally.
2. **CONTACT** - DC and Area HQ to avoid clashes of interest across localities.
3. **LEGAL** - Check with the police that the event does not conflict with any law or local by-laws.
4. **PUBLICITY** - Advance publicity is vital. Your event will not be a success unless there are plenty of people there to support it. Use the local press, community councils and centres, local radio, local organisations including churches, rotary, etc. and posters in shop windows and car stickers. The most effective publicity is verbal and the whole Group speaking to their circles of friends and neighbours is the most effective way of getting the word spread around.
5. **INSURANCE** - The Group Secretary or Treasurer should check that the event is sufficiently insured. If there are any queries contact Scottish Headquarters, and if additional insurance is required they will be able to help through their Brokers.
6. **ACCIDENT PROCEDURE** - Check fire precautions, in particular that there are no unnecessary fire hazards, that exits are not blocked and that they are unlocked. Make sure that there is a telephone and that calling the ambulance, police or local doctor is easy.
7. **CASH COLLECTION** - Make adequate arrangements for collecting money. A regular uplift of money should be made from stalls - do not allow too much money to accumulate in positions where it could be snatched. If the event is during a weekend, arrange with the bank for nightsafe facilities.

8. CLOAKROOM FACILITIES - Make sure that there are adequate facilities for members and staff to leave their coats and belongings. If necessary they should be guarded.
9. UNIFORM - Every event brings the opportunity for improving our public image and therefore members of the Group should wear uniform. Non uniformed members should wear a badge or armband.
10. TOILET FACILITIES - Must be adequate for members, helpers and the public.
11. PARKING - At some events it will be necessary to arrange parking. Stewards may be necessary.
12. FACILITIES - Make sure that the requirements of the event have been properly thought out. For sales, you need adequate tables (with covers if necessary), chairs, display equipment, tools, felt pens (waterproof), card for notices, drawing pins, sellotape, etc.
13. DISPLAY - The initial appearance makes a big difference. Try and get an artist to design the signs to go over the stalls. They should all be in the same style and should be large and bold. Make sure that there are adequate signs at the entrance and, if the event is being held in a Scout hall, that the Scout hall is neat and tidy - the whole effect can be spoiled by a ramshackle hall with litter all over the place. Ensure that all signs and literature refer to Scouts rather than Boy Scouts, and check that uniform is correct.
14. WET WEATHER - In our climate you have to be prepared for wet weather. Stalls should have a light framework and a polythene cover - take a wander down a street market on a wet day and see how they do it.
15. CROWD CONTROL - If there is likely to be a crowd, arrange for stewards - and always advise the police, no matter the type of event. Watch particularly where there are doors leading straight on to busy streets. Parking control may be necessary.
16. STAFFING - The staff required will vary for different types of events but the following is the general outline

| | | | |
|-----------|-----------|---------------------|---------------|
| Organiser | treasurer | stall organiser | chief steward |
| publicity | catering | transport organiser | trouble |
| secretary | organiser | | shooters |

`Trouble Shooters' probably requires some explanation. At any event things may go wrong or there may be some stall or part of the organisation which is hard pressed. The `Trouble Shooters' consist of a small team of good reliable people who are prepared to use their initiative and know their way around. They can be sent to bolster any part of the organisation which is weak or where the pressure is greater than anticipated. They are a mobile force who are held in reserve until required. They are under the control of the organiser.

17. PERSONALITY - Frequently a personality is asked to open an event. The personality should be properly briefed so that he or she knows exactly what they have to do, the time commitment, and sufficient background to enable them to say accurate things about the Group. Most personalities will attend Scout functions without charge but the basis of their attendance should be clearly established beforehand. Even if they are performing free of charge, you might like to offer travelling expenses and ensure that they are given adequate hospitality. After the event has been opened, make sure that the personality is looked after and is given a guided tour of the event.

18. COMPLAINTS - At any fund raising event involving the sale of goods, some members of the public may not be satisfied. In general, it is better to give them their money back and leave a good impression rather than having an argument - after all we want the public to give the Group a good reputation and we want them to come back next time!
19. CLEARING UP - Don't forget to include the clearing up in your preparations. There should be adequate people to do the clearing up and proper arrangements made for clearing the hall or field. All borrowed equipment must be safely returned to those who have kindly lent it and any damage made good. The hall or field must be properly cleaned - both of equipment and of litter. See the owner and make sure he is happy at the end. If it is a jumble sale type of event, it is usual to arrange beforehand for a General Dealer to come along at the end to take away anything that is left - thus avoiding the necessity for storing a lot of the material until the next sale.
20. THANKS - After it is all over make sure that all the helpers and the owner of the hall or field are thanked. If the police or other outside bodies have been involved, thank them as well. It is always good to write to the local paper and thank through them those who participated in the event. This continues the building of the image and those that missed the event might come next time.

Sponsored Events

Sponsored events have become very popular and the following notes may be helpful. The public will support a sponsored event if they think that the event itself is useful i.e. does something for the community and if it is raising funds for a good cause.

The scheme operates by those taking part going to their circle of friends and neighbours and asking them to pay a small sum for a certain amount of work - it may be swimming a length of the baths, picking up a sack of litter, keeping silent for a period of time, sponsored walks or work-ins.

It is essential to make the rate of sponsorship realistic. If a Scout is sponsored to walk a mile for a pound, many donors may be upset if the boy walked 25 miles and they have to stump up £25! Try to ensure that the rate per unit will give a reasonable donation

based on the anticipated performance of the boy. In other words, the person who is going to do the sponsoring should have some idea of the amount to which he is committed. It helps to put an upper limit on the commitment (e.g. maximum 10 miles).

If the event being sponsored is anything like rubbish collection, the method of payment should be clearly established - by weight or volume. If it is a payment per sack of rubbish collected the same type of plastic sacks should be used so that there is a standard quantity from each Scout.

Unless the work is very dirty, uniform should be worn as it provides good publicity. Ask the local paper to send a photographer along and arrange for some personality to be there at the end to see the rubbish. Do not forget to arrange with the local council for the removal of the rubbish immediately after it is collected. If it is left lying it will be just as unsightly and vandals may redistribute it for you!