

Fundraising Ideas and Links

Remember when considering a fundraising idea to examine:

- Effort and Participation
- Initial Investment of Money and Resources
- Your Environment
- That this article is based on a US original!

Already Prepared Fundraisers

Sweet Sales

There are national and regional companies which already have products packaged to sell as a fundraiser. These companies have prizes and profits for the group developed into a system. Many campus groups already have some sort of pre-developed fundraiser; therefore, you may be competing with other groups as you offer similar products to the campus over and over. This might inspire product sells or it might make it more difficult.

Coupon Book Sales/Discount Cards

Similar to sweet sales, there are national and regional companies that offer discounts for products, entertainment and dining. Again these companies have prizes for top salespeople and profits for the group developed into a system. Some schools have worked directly with local businesses to create their own discount cards (and build unique partnerships) that they print and sell directly to students. Having a student bookstore on the discount card can dramatically increase your sales.

Credit Card Application Booths

Credit Card companies are always in search of new consumers. Many credit card companies set up booths during various campus/community events. They also provide opportunities for student groups to garner some money from this effort through donations or sign-up fees.

Drive-in Movie Theatre

There are several campus activity groups that actually bring portable drive-in theatre equipment. You could charge a cover especially if student activities brings the group to campus.

Gourmet Coffee Sale (Even better...use fair trade coffee...see [Oxfam](#) for more details)

Auctions

Casino Night

You can have your own casino night by allowing individuals to gamble with monopoly money they receive for paying an entrance fee at the start of the evening. The "gamblers" will use this money to purchase prizes donated by the community. You can make this exciting by mixing up how the prizes are auctioned off. ("Big prizes" or "little prizes" may come up for auction at any time).

Date Auction

Just like the old datin' game. First you need several willing "dates". The dinner and movie could be donated by local businesses. The bidding could draw a bit of attention to your program through the school media as well as just plain ol' curious bystanders.

Get to Know Ya' Auction

Point people developing this project should collect donated items from faculty and staff based on their perspective interests, hobbies and talents. For example, there might be a Dean who plays tennis who might donate a tennis game, or perhaps having dinner for four at the President's house, or auctioning off the first place for registration or dorm assignments. Students are looking to connect with the faculty and staff more at any school.

Individual Auction

This type of auction allows you to "sell" an individual for a specific purpose and amount of time. For example, someone might have to carry the books or clean the room of someone who purchased their services.

Silent Auction

A Silent Auction is where a group of individuals bid on items/prizes which have been gathered in the name of the organization and its mission. In order to be a bidder, participants will have to pay an entrance charge. The bidders acknowledge their bid through body language such as hand or head signals or through raising prepared placards. For this type of auction you will need someone to be a caller.

Student/Professor

This type of auction could allow students to bid on the services of professors or professors bid on the services of students. This can be as varied as cleaning up the office, yard work or glorious database entry. Again, the money is collected through the bidding process as long as individuals are willing to donate their time and effort.

Dinner & Candlelight & Music

100 Men Who Can Cook!

If you can find the men to participate, this can be a lucrative fundraiser. One alternative break program had men from the area cook a variety of dishes and sold tickets to the food fest.

Band Night

This is another way to connect with the campus and local community through providing a musical event and charging admission to it. This gives exposure to musical talent and helps to fund the alternative break program at the same time. Keep in mind that you need a big enough place to hold the event as well as an arrangement with campus activities to hold the event. One school's theme for an event such as this is "think globally...jam locally."

Open Mic

This is a great way to build on the talents of your participants or the campus as a whole. Host a campus wide event on the lawn or in an auditorium where students can come and perform their specific talents such as poetry reading, gymnastic feats, acting, and musical numbers.

Poetry Night

Another way to draw on the talent of your campus, especially the English and Literature departments is to host a poetry reading night. Charge admission and perhaps even charge for snacks while folks get immersed in verse.

Donations/In-Kind Support

Alumni Association

Often times by working with your college or university's alumni office volunteer efforts such as the alternative break program can have access to alumnus donations. Perhaps your office will allow your group to solicit alumnus directly or they may be able to include your program in their donation materials sent out to alumnus. Each school's office of Alumni Affairs have specific regulations and policies so it will be necessary to check into these procedures first.

Change Bottles/Penny Wars

This is plain and simple collecting change donations for your alternative break program. Have participants cut water bottles in half to collect that loose change. Perhaps having it site or issue related would draw out more donations from a specific portion of your campus.

Community Civic Clubs

Rotary, Elks, Masons, Optimists, Kiwanis, the Lions Club, and so on to see if they would be willing to give scholarships to individuals. As a way of thanking them, meet with them and tell them about your trip, and show them pictures or slides from your trip.

Frequent Flyer Miles

If your alternative break program flies to some of its sites, consider working with local airlines to have individuals and businesses donate extra frequent flyer miles to your participants. Some programs have been successful in skipping this step...getting airlines to donate tickets directly!

Individual Donation Slips

This type of fundraiser requires participants to be responsible for sending out brochures explaining

the program with donation slips to friends and families. Providing donation options might add to the success of this program.

Letters to Faculty and Staff

Faculty and staff members are more often quite willing to donate their time and money to student groups on campus especially if they are affecting the community. Target the faculty and staff with letters detailing your program and allowing them to donate based on a variety of options such as site, issue and possibly even student. Definitely take the time to check with your campus office of giving to review any regulations there may be concerning this type of fundraising effort.

Places of Worship

Many times they are willing to help an individual to participate in such a trip. Also contact local churches and synagogues, as they might also be willing to help. Showing the congregation a slide show as a way of thanks is also a good idea.

Student Government/Student Affairs

Being able to make a proposal for funding from the Student Affairs or Student Government Association of your campus can be a very important element of funding for your alternative break program. Sometimes being listed as an organization will allow your program to apply for funding through these avenues.

Donate A Dinner

This fundraiser is a great way to raise awareness of your program in addition to generating a lot of money very quickly (most schools have earned thousands of pounds through this fundraiser). Partner with your campus food service to enable students to donate unused meals from their weekly meal plans. Your organization would then receive a certain amount of cash (generally around £3 or £4) for every meal that is donated. Get a bunch of folks from your program to solicit meals from other students...and it's even more effective when you ask them to donate meals for a week in which they're normally out of town anyway (the week of Thanksgiving or Spring Break for instance).

Food

Bagel & Coffee Morning

Have a campus/community breakfast where local businesses can donate the coffee and bagels or the alternative break program can purchase them for a minimal price. Host this breakfast for a small charge or donation. This event can also be site specific or issue related.

Cookbooks

Create a cookbook from ASB participant and family recipes or perhaps include recipes specific to the region or community your alternative break program will be visiting. You could also include cooking instructions for large numbers of people in the recipe description. Charge a small amount to cover the development of the book as well as to provide profit for the ASB budget.

Donut Sale

This is a great, quick way to make money on your campus as people stumble to class in the early morning. You can either develop a deal with the local donut shop such as Krispy Kreme or buy the donuts and sell them on campus. As a general warning don't get too many donuts because if you can't sell them they might go stale and you will be out some money.

Fasting

At some schools it is possible to donate the money which would pay for your meals in your meal plan to a specific cause or group. Check with your meal plan office to see how you can develop a partnership.

Food Baskets

There are certain times during the year when students need a pick-me-up such as mid-terms and finals. Appealing to the good nature of parents through a mailing to send care packages to their son or daughter, you can collect the profits after purchasing the food for the care packages.

Lobster Sale

Another food related fundraising event involves the delivery of fresh lobster. Your program would be

required to purchase the little critters up front; however, you could sell them through a dinner per/pound at a much higher price. It would be necessary to plan the other portions of the dinner in addition to both the location of dinner and uncooked lobster.

Hunger Banquet

This is a fundraising event in which a large portion of the campus can take part as well as provide some hands-on educational information. Individuals pay a certain amount of money and then are assigned a country status such as "developed" or "underdeveloped nations." Students eat according to the status they have been assigned. For example, a representative of an underdeveloped nation might eat rice while a representative of a developed nation might eat steak. Oxfam has specific information on how to organize a hunger banquet.

Luau

A thematic event in which you can invite a large part of the campus and charge admission for the tropical atmosphere and food.

Roast a Pig

Have a good ol' fashion pig roast over an open fire. Charge a specific amount of money to the campus community or ask for a donation. You have to find out where to get a whole pig.

Spaghetti Dinner

Plan for a big dinner inviting large portions of the campus and community. Charge an admission or donation price. This can be a very profitable event due to the inexpensive preparation cost. Spaghetti is cheap!

Games of Chance

Cow Pie Bingo

This is a great way to have fun on your campus. Usually part of a larger event, festival or carnival, cow pie bingo is a favourite. All you need to do is fence off an area where the beast will have a temporary stay. Then grid the area into squares. Sell the squares to individuals for a specific amount of money. When the cow does his or her business in the particular grid, the winning person gets to keep a portion of the money pot.

Raffles

A raffle is a very basic fundraising technique that relies on selling tickets with the "bingo" chance of winning a prize or series of prizes. Local businesses or community members can donate the prizes or the prize itself may be sharing in the cash pot created by the raffle tickets. A twist on this idea is to have participants sell a mandatory amount of tickets.

Grants

Adopt-A-Breaker

Many schools have been successful in adapting the "Letters to Locals" idea to friends and family as well. Basically, you have participants write to friends, family, and business people that they know asking them to "adopt" them or other students during their alternative break. Send a card or flyer detailing the projects that their breaker will be involved with and promise to have the breaker send a card or letter from the site during their experience. Adopted breakers should also give some sort of presentation after their alternative break experience.

Contact the Airlines

To see if they would be willing to give you a discount for flying as a group. because you're a service program or just because they like you.

Letters to Locals

Addressing local community businesses and companies is a powerful way to garner direct monetary and in-kind support. An effort such as this may require some training in developing letters of inquiry. An important element to include in letters to businesses is that the donation is tax deductible. In addition, make sure that you can provide them with a receipt for that donation. A twist on this idea is to allow businesses to adopt-a-site or issue for their donation.

Training to Write Letters for £-Raising

Enlisting the help of others on your campus and community to help train your advisory board or active participants in writing grants is a necessary element of your fundraising program. Writing grants and letters of inquiry have been successful for alternative break programs in the past. Sometimes it just takes some encouragement and training for individuals to ask for those bigger sums of money or in-kind donations. This is another way to partner with other groups on campus such as the campus office of Grants Management.

Holiday/Thematically

Florist - Valentine's Days

Holidays are always great times to have fundraisers around. For example, during Valentine's Day work a deal with the local florist to sell carnations for campus members to send to other campus members. Remember that you will need someone to pick up the flowers, staff the booth where people write their messages, and people to deliver the carnations. Another twist on this holiday is to send out gummy worms with the theme "hooked on you".

Student Care Packages

Especially during the first week of classes or during major exam periods, some programs have been successful in sending care packages including sweet and other treats to students. They send letters to the parents of the students, especially freshman, who purchase the care packages as a surprise gift for their child. You can make the care packages yourself or work directly with national companies that already have this fundraising program setup for you.

Partnerships

Bookstore Sponsorship

Work with your local college bookstore or bookstores to have a day or series of days in which your alternative break program can receive a perpennyage of profits from sales. It is a great way to get your friends and fellow campus members to buy books on a specific day.

Business Partnership - Dance Place/Grocery Store

A great way to partner is with local businesses and companies through in-kind support or perpennyage of profit donation. For example, having a local dance club donate a specific amount of a cover charge for college night or "students involved with service" night. Another example might be to have a perpennyage of certain products or a day's sales of a grocery store go to the alternative break program. They might also be able to donate food for your trip or help support the purchase of your t-shirts.

Partner with Another Grant Recipient

Oftentimes, there are opportunities to develop a grant partnership with other groups on campus which may be involved with your alternative break program's issues or sites. Always take note of what groups on your campus may have similar missions and goals so as to be aware of a possible sharing of resources.

T-Shirt Business Partner

Develop a partnership with local businesses to sponsor your t-shirts for some publicity on the shirt itself or in some other aspect of your alternative break program. It is a great way to give visual recognition to businesses working for the community. In addition, if your college or university's student identification can be used as a campus charge card you might persuade more students to invest initially.

Self Sacrifice

Laundry

Charge to wash student's laundry. Make sure you have enough participants and initial money to buy supplies.

Plasma Donation

Enough said...

Psychology experiments

Check with your school's psychology department about possible opportunities.

Sports Related

Charity Sporting Tournaments (baseball, basketball, volleyball, golf...)

Connect with the campus by providing a sporting tournament where you charge admission for participants. You could also work the concession stands for the event.

Final Basket/Shoot the Hoops Tournament

This is a great way to use your school's sporting program to earn some money for your alternative break program. Individuals can pay an entrance fee to have some sort of shooting contest during the half or end of a game.

Running Events

Appeal to the local running enthusiasts on your campus and in your community to be a part of a sponsorship race for your program. A unique twist might have the finish line be into a campus sporting facility at the end or beginning of a game. It is always a motivator to have thousands of people screaming and yelling for you.

Tried and True

Bake Sale

The basic all-purpose fundraiser! First, you need to acquire baked goods through either participant cooks or local businesses or campus food services. Then you need to have booths in well-travelled areas of the campus. One suggestion that was offered was to have donations instead of prices because people are likely to donate more than pay a specific price for an item.

Car Wash

This dependable event places a bunch of people together to wash cars by hand. You could charge a specific amount or ask for donations. It is important to have this type of event in a well trafficked part of your community or campus. Sometimes local businesses will let you use their water sources. A twist on this idea is the "topless car wash". This is where you only wash convertibles or everything but the top of the car.

Garage Sale/Rummage Sale

This is a great way to get rid of old junk! Have participants dig into their dorm rooms or ask their family members to donate for the sale. This is also a great way to get faculty and staff involved with the program as they donate for the sale. It will be necessary to have the event in a well travelled area and have the appropriate amount of volunteers to staff the sale.

Miscellaneous

Accounting & Taxes

Perhaps you can draw on the expertise of the participants in your program or appeal to your school's business department in general. You can have students with accounting and tax skills provide consultation for Federal and State taxes to the campus and community at a minimal charge.

"A" Thons

These are events in which people pledge a certain amount of money for a specific cause or individual involved with the cause. Some examples include a Bowl "a" thon or a Walk "a" thon or a Jump "a" thon.

Business Inventory

Local businesses and companies will have times during the year in which they will need help with their inventory. This is a great way for a group to make some money in a short amount of time. There might also be departments or stores that are part of your campus which might provide this opportunity as well.

Carnival/Opportunity Fair

Develop and plan a carnival which can be thematic , issue related or just a plain ol' carnival with

clowns, face painting, games etc... This is also something you can do in partnership with a local community agency. You can charge an entrance fee for the Carnival.

Campus Recycling - on-going through year

Another way to get involved on the campus is through the recycling program in existence or developing a program from scratch. It would probably require some part-time volunteers for part or all the year to clean out bins and take the recyclables to the local recycling plant. Because it might be a way to earn money throughout the year, this type of fundraiser could sustain efforts for pre and post break as well as the next year's program. It is also a tremendous possibility to partner with other groups on campus or in the community.

Circus "Stupid Human Tricks"

This is a great way to bring David Letterman to your campus without having to pay outrageous prices for a speaker's fee or even having him there in the first place. In the spirit of "stupid human tricks," invite members of your campus community to be part of a talent show where your alternative break program can charge for admission. Everyone can do a Stupid Human Trick.

Concessions/theme parks/clean-up facilities/staff campus events

This is a great way to use the community around you as well as your campus. Sometimes theme parks, concessions and clean-up opportunities are offered to the community in exchange for donation or payment. Check with local sporting facilities, theme parks and your own campuses sporting program.

Dunkin' Booth/Photo Booth

You can rent these type of facilities or perhaps even have them donated for use. Then your alternative break program can collect the money or a perpennyage of the money based on the relationship developed with the rental company.

Face Painting

You can do this at carnivals or before sporting events to add to the spirit of those die-hard fans. Charging a minimal fee and enlisting the talent of program participants is a must for this type of fundraiser.

Green-Up Day

This is a day where ASB participants can work for the campus or faculty and staff of the campus to clean up yards, mow, rake and clean up trash for donations. This can be a campus-wide event in which the donations benefit the ASB Program. It might also be a great way to partner with environmental groups on the campus or in the community.

Greek Week - party proceeds

This might be another way to enlist help from the Greek community of your campus. During Greek Week have party proceeds or a portion of those proceeds go to funding the alternative break program. This might also be a way to develop a new partnership or recruit from a segment of the campus you might not have already drawn from.

*Receiving money for fundraisers associated with alcohol might interfere with the policy of your alternative break program or school.

Jail and Bail

This event requires setting up a "jail cell" somewhere on your campus. The next step will be having campus members pay money to have people "arrested" and put in jail. Volunteer police persons will then take the suspect individual into custody. The "prisoner" then must come up with a pre-determined amount of bail money by using a telephone and the phone book. There are a number of twists you can put on this idea, however, one of the key facets to the success of this event is publicity.

King of Turkey Legs

This requires some enthusiastic participants. Both guys and gals can have pictures of their legs posted around the campus. Then people vote on who has the best "turkey legs" by making a donation. All entries will be placed in a pennyral box from where the winner's name will be drawn.

The winner could receive a pre-designated prize or part of the money pot accumulated from the donations.

Kiss the "animal"

This is a great way for students to donate money towards your alternative break program in the name of their favourite faculty or staff member. The individual with the most donations gets to kiss the "animal" whether that its a pig, horse or the school mascot. This can initiate quite a bit of competition and stimulate the money to come rolling into your ASB program.

Mocktail Party

This can be a great way to connect with a discussion concerning the alcohol policy of your alternative break program as well as partner with your campus peer educators or BACCHUS representatives. At a mocktail party people get a chance to mix and partake of non-alcoholic beverages. This alternative experience/party is a great way to bring in the money as if people were paying for drinks. It is necessary to reserve space for this event, acquire the materials for the mocktails including glasses and utensils.

Money Tree

This is where a "tree" is set up in a well-trafficked part of the campus. A table is set up next to the tree where people can donate £1 to place a "homemade buck" on the tree. As the tree becomes more decorated people will be able to see an actual goal and be more motivated to donate money.

Non-Events

A non-event is just what it suggests: an event which will not happen. The first step is to print a fancy invitation about a formal black-tie event. After describing the fancy non-event then you can ask for a donation based on what individuals would have to do to get ready for the event. For example, attendees would have to buy a dress or rent a tux, get a haircut etc... Therefore, through making a donation they only have to pay a portion of what they would originally have to do in order to attend.

Paper Airplane Contest

A one time campus event where ASB participants and others from the campus create paper airplanes. Before the event ASB Participants collect pledges for there favourite paper airplane. You can have winners in different categories such as design, distance, and style in flight. You can charge an entry fee or have donations to support each participant.

Parking Cars for Events

Perhaps your campus or the community host events where cars need to be parked or where they need "staff" to usher vehicles into appropriate parking spots. Participants will earn money usually in an hourly or daily manner. Students can donate the money individually or the host of the parking can make payment to the alternative break program as a whole.

Shave your Head

Definitely a fundraiser for the willing and able. This type of activity requires people with hair , a lot of hair, or people that are vain about their hair. Then it takes your ultimate persuasion skills as an alternative break advocate to convince individuals to shave their head in public. Campus members make donations for the "potential head shavers" in a competitive manner. If you can get some professors involved it might be a way to really dig into the deepest depths of some college student and other faculty and staff member's pocket. The representative with the most donations must follow through with shaving his or her head in a public forum.

Twister Tournament

Knots, Knots and more human knots. This is basically a monster twister tournament in which teams post an entrance fee to see who can survive the tournament the longest. You definitely need a lot of twister games or a very talented art department. The materials for this can be created by the alternative break program at minimal cost. The winner of the tournament might get a portion of the total money pot or some other specifically designated prize.

Tuck-Ins

A tuck-in is where campus members can donate or pay money to have Fraternity, Sorority or alternative break participants tuck them in and maybe even read them a bedtime story.

VW Car Show

For all the "deadheads" on your campus, or just regular VW fans, this is a great way to connect with

not only your campus but also the surrounding communities. Charging admission, hosting concessions and providing parking can be one way to win some dough for this sort of idea.

ANIMAL LOTTO

At first read you may consider this a fundraiser for those in the country areas only but maybe on reflection this is a fun event for almost anywhere. This is a simple and low cost fundraiser with heaps of fun and suspense.

| | | |
|----|----|----|
| A1 | B1 | C1 |
| A2 | B2 | C2 |
| A3 | B3 | C3 |

Mark out an area into fifty or 100 squares by tape, chalk lines or whatever is cheapest for you. Mark the squares to match the tickets either by using numbers or letters and numbers i.e. 1-1, 2-2, 3-3, or A1, A2, A3, etc. The table shows you how the marking works.

The size will depend on the animal you use and the area you have available. Animals can be as small as chickens or as large as cows. (Try to get an animal that poops fairly regularly).

You then sell tickets to the squares for a pound or several pounds. The winner is determined by which square the animal poops in. Make sure the markings are wide enough that the animal cannot poop in two squares in the one go. A ruling on "poops on the line" situations should be made and displayed before the animal is placed on the squares to save arguments later.

Place the animal on the squares watch the suspense build in the ticket holders waiting for the winner to be chosen. Once you clean up you can then do it all again if you so desire.

The prize can be donated goods or be a perpennyage of money raised from sold tickets.

ANSWERING BACK

Answering machines are now a fact of life in this modern, busy lifestyle we live. How many times do people call and not leave a message or you have to listen to the usual boring message 'we are not here so please a message after the beep'. Wouldn't it be great to hear or have something new or funny on the answering machine? Why can't it be different?

Well, it can and you can raise funds while doing something about it! Record funny messages for people, relieve them of the hassle of doing it themselves. Help them to have a unique message. This is a real fun way to raise funds for you project or group.

Clients supply a blank tape and a fee is charged for the recording. To help clients decide what they want either show them printouts of previous tapes, play a recording of previous tapes or show them new ideas.

The beauty of this fund-raiser is you can create repeat business on a regular basis as people like to change their messages from time to time. If you do a good job at the beginning, then people will come back again and again. You will also find that others who listen to your message will contact you for their own original message.

All you need is to be able to write humorous or original answering machine messages. Have someone impersonate famous peoples' voices. Below are a some alternatives to get you started:

If you have a multicultural base, have your members record their traditional greetings in their traditional dialect.

Sing the message.

1. Roses are red, Violets are blue, I'm looking forward to the message from you.
2. I may or may not be here at the moment, my shrink has yet to let me know, so please leave a message just in case I am.
3. Just when you thought that it was safe to dial this number...The answering machine is on! Yes, the answering machine is on! Ready to devour your name, phone number, and the reason why you called! Oh, no! Look out! Here comes the ...<beep>
4. Try a witty quote like: "No matter who I vote for, a politician always wins" or " I moved to the country to get away from it all, so why did I bring my mobile phone?"
5. "Don't bother coming in tomorrow. You're fired."

6. "Thanks for your call but I already know"
7. "Your dime , my time.....don't waste either"
8. "Hello, if you are not a interesting person with something important to say, please do not leave a message."
9. Try a joke....Hey what do you call a good looking Aussie? A tourist....hello....hello....if you are still there please leave your message. OR Welcome to the schizoid help line, if you are feeling all alone please press 1 if you have a split personality please press 2 if you have multiple personalities please 3,4 5, or 6 if you are paranoid, don't bother leaving a message we know who you are, why you called and where you live.....
10. Hello.... Hello.....Hello..... Are you there? Speak up please...<<pause>>....Gotchhhaaaa. Please leave a message at the tone.

ATHON'S

Athon's can be a fun way to raise funds for a worthwhile cause by the challenging of old records or creation of new ones in categories of longest, biggest, mostest or any other those spring to mind. Athon's can be serious or light hearted. They are a great alternative to selling raffle tickets and chocolates.

The Guinness Book of Records would be an excellent source of inspirational ideas. Activity of this kind is always attractive to the local media, so promotions in advance and of the results become just that little bit easier. Should the event become annual in nature, then the urges to out do last year's efforts and records will add an extra dimension of fun for all involved.

Ask locals to donate their premises on either their slowest day or a day they are closed. They will appreciate any exposure or patronage that comes their way by your promotion of the advent. Having the premise owner supply the food at cost or at cost plus a minor fee would be a bonus worth trying for.

Ask local celebrities, community leaders or TV personalities to join in and support a worthy cause. Consider the excitement of the patrons seeing these personalities as valets, stewards or waiters. Entertainment donated by a local band is a worthwhile consideration.

A plaque of the records to be mounted in the gym will give extra encouragement to the participants and give a boost to the success of the event. It would also serve as a reminder of the advent throughout the year.

FIT-ATHON'S:- Ask a local gym to have a sit-up-Athon's , a lap-Athon's or something similar.

GOLF-ATHON'S :- Individual golfers or specified groups of golfers to be sponsored on a pound amount per hole played in a day by an individual or shots over par by a group of players.

BOWL-ATHON'S:-Supporters pledge a certain amount per pin.

PENNY AUCTION

Penny auctions are becoming popular again, maybe because it is a form of silent auctions. There are no loud auctioneers or any pressure being brought to bear: people can take their time in deciding what they want to bid for. They have the same opportunity to win as any one else, the fattest wallet doesn't always win in this form of auction. Just because an individual buys a lot of tickets, doesn't mean they will win! You only need one ticket to stand a chance of winning.

The idea is that each ticket when placed in box, it's number being the same as it's relative prize, becomes a bid for that item. At preset times, a ticket is drawn from an advertised box, the holder of the matching ticket stub winning that particular item. The draws are progressive, this means at a preset time you draw the first lot and at regular time intervals after that, say five minutes you then draw another until all lots have been drawn.

Each page of tickets has it's specific number on all tear-away tickets and a stub which the owner holds for identification when collecting their prize. If the sheet owner has put one ticket in ten boxes then the sheet owner has the chance to win ten prizes. All for the low cost of the sheet of tickets, usually a pound. There are different strategies that ticket holders can use, the main two being either putting all their tickets in one box to maximize their chances of winning that item or putting one ticket in ten different boxes giving them a chance in ten draws. If you have more than twenty items for penny auction then people would have to

buy at least three sheets to have a chance in each draw. Originally you bought a sheet of one hundred tickets for a pound, a penny a bid, now though you usually get a ten ticket sheet for a pound, minimum purchase of two sheets. Make sure it is clearly advertised that the tickets are non-refundable. It is rare that people will ask for a refund on unused tickets but there are some who will try so best to avoid this by clearly making it known at time of purchase there are no refunds.

Try to have at least 25 - 40 lots ranging in value and types of items (all donated of course), not only to sell more tickets but to make the fund-raiser attractive to as many people as possible. The more varied the lots you have the better your chances of success, unless you are aiming at a specific audience. It's a good idea to have a really eye catching prize for the last draw. Not only will you get lots of bids throughout the event but it will soak up all the leftover tickets for a huge draw at the end of the event. You may want to try a mystery lot where the lot is covered and only a sheet of hints to it's value or contents is displayed (unless you have tried it before successfully and know it will work you should only have one mystery lot).

Each 'lot' is a single prize or a number of items making up a single prize. Make sure that each lot is clearly marked and identified so there is no confusion when the winner comes to claim their prize. To avoid this embarrassment,

- use coloured tape or other means to clearly mark around each lot,
- have each lot clearly numbered and correctly printed on an auction program,
- and have the ticket box directly behind each lot. This way people can see what they like and simply put their bids in the proper box. If you have numbered lots in one area and the numbered ticket boxes in another people may get confused or wary and be more reluctant to join in. Also it does not appear as well organized.
- hand over the prize lot when it is claimed straight after the draw.
- make sure people are on hand to answer any questions that may be asked.
- make sure that people have enough time to browse and place their tickets before the first draw. You don't want to draw the first lot before you have enough tickets to make it worthwhile.
- consider having multiple draws. Thirty lots drawn five minutes apart will take 150 minutes or over two hours. Plan carefully in advance how you will conduct your draws.

For ticket boxes you don't have to spend money, simply collect old ice cream containers and paint them up or decorate them with wrapping paper. Cut a slot in the lid, firmly attach each lid to the bottom and there you have your ticket boxes.

By having all the items in your penny auction donated you should only need to buy the tickets. You can get specially printed penny auction tickets or you may want to print your own. Make your decision in regards to your own individual situation.

When it comes to the drawing of winning tickets there are a few things to consider. Think about whether winners have to be present at the draw to win. If they do you may lose people who can't be there at the time of drawing. If you choose to not have them present then you have to make sure you have a system of recording the details of each sheet that is bought so you can contact the winner later. This can be very time consuming for the ticket sellers and can cause trouble when it comes to delivery. If winners have to be present, it encourages them to stick around and maybe spend a little more.

Once you have sorted out all your details, put them in a auction program. This helps people know what to expect and plan their activities and bidding. A program can be beneficial in other ways like giving you a way of thanking and promoting your donors, an excellent idea if you plan to do more than one penny auction. It also enables you to have a sponsor, a business that either donates a high value of goods or makes a cash donation.

One last thing to think about. Don't just throw away the used tickets after each draw, keep a record of how many tickets where in each box. This an excellent way of doing market research. By counting how many tickets where in each box you can then know which where the most popular items at the auction. With this

information you can better plan the next auction by having more of the most popular items and less of the least popular. You may be surprised at the results of what was popular and what wasn't.

As you can see penny auctions can take many forms so you are free to try whatever you think will be successful. Penny auctions can be stand alone fund-raisers or held in conjunction with a hub event. So have a go and most of all have fun.

DUTCH AUCTION

Normally, auctions sell objects individually or by lots, a lot could be an individual object or a number of objects sold as one. Bidding starts low with each higher bid replacing the previous lower bid until the last and highest bid wins. The successful bidder taking possession of the individual item or items in the nominated lot.

This is okay if you auction the objects by lot or individually, but consider the situation where you have many identical items and you would prefer to sell them individually rather than in lots. What is the solution? A Dutch Auction is the solution.

Dutch auctions differ significantly from normal auctions in several ways. Instead of the bidding starting low and rising the auctioneer starts the action with a high starting bid and then lowers the bid amount in stages. Buyers wait until the bid falls to what they are willing to pay and indicate acceptance of the price to the auctioneer. The first bid during a Dutch auction is the successful one. The Auctioneer asks for the quantity of the goods the successful bidder desires, the successful bidder may take all items or just the one. So the bidder risks when to bid, just how low will the price go before someone else will make a bid? By bidding first the bidder has the privilege of deciding how many of the items at the current bid they will take possession of.

In a normal auction this would be the end of the bidding until the next auction, not so here. Should the successful bidder not take all the items on offer, the auctioneer raises the bid by a previously decided amount and bidding starts all over again. So the next successful bidder may actually win with a lower bid in the second round of bidding than the first successful bidder. Pretty cool, eh?

This is the feature that injects much tension and excitement into a Dutch auction.

This form of auction also has a reserve price function. Should the bidding fall to the reserve, the goods are offered at that amount. Should no one offer a bid the goods are passed in to be auctioned at a later date.

PROMISE AUCTION.

An exciting twist to a regular auction. This time it is not how the auction is run that attracts interest by what is being auctioned. A promise auction is exactly that, an auction of promises. A bidder will make a set donation if a promisee fulfils an accepted promise. The tougher the promise the higher the donation.

Promise auctions are suitable for the office or social settings, in large groups as well as small groups.

Draw up a list of promises and appropriate names for the auction to get the ball rolling. Promises can range from a single kiss to the performance of an undesirable task to a boss doing a menial task, e.g. cleaning up the tea room for a week. A great way to ensure a success and a high level of involvement is to encourage the people to think up the promises themselves. This opens the door for people to poke fun at themselves and really get into the spirit of the auction. To avoid an embarrassing situation, all suggested promises should be submitted in writing so the auctioneer can apply appropriate discretion.

Not only do the promises cause interest levels to rise but also who is making the promise. For instance a normally chatty person promising not to talk through lunch breaks for a week will attract more than a little attention and shows that these kinds of promises can provide amusement for more than the day of the auction.

An important ingredient to a successful event is the imagination used in the promises. Encouraging donors to view this auction with a sense of humour can lead to the promises that grab the attention of other participants and create an event that is as memorable as well as financially rewarding.

Add an extra dimension for raising funds by introducing a penalty for non-performance. Something like a promisee who fails to fulfil their promise must donate twice the bid for their promise.

RAUCTION

Twists placed on traditional fundraising activities will always be welcomed by hosts and participants. This event combines elements of a raffle and an auction, where participants buy chances to win prizes that would normally be offered in a live auction. Each item is valued and that value is divided into a set number of "chances" sold to participants. A travel agency might donate a weekend getaway valued at £2,000. Divide the value into either twenty chances at £100 or forty chances at £50. When chances are sold, the buyer receives a number with a corresponding place on a prize wheel or any other exciting method you devise to determine a winning number.

Use the amount you wish to raise as a guide when deciding the number of chances to each item.

Participants can increase their odds of winning by buying several chances on an item.

In a live auction some people at the function may not feel the opportunity is there to participate, especially if bidding is fast and furious, this form of auction offers this opportunity to all present.

Placing a value on the prizes and then selling chances on them also helps to set a definite financial goal because each prize has an assigned value and is not the mercy of the bidders that evening.

Advantages of this type of fund-raiser is the ease of how it can be adapted to the function with which it is operating. The more participants at the function the more chances that might be offered for each item. If a definite amount is desired to be raised at an event then the final figure can be considered when allocating pounds amounts to the auction items, removing the risk factor of a live auction.

While prizes may draw less funds than in a traditional live auction, this method offers the option of a wider participation of those at the function due to the better chances of winning and less of a risk to the final amount raised.

Operated in conjunction with a dinner or reception, r auction offers a lively and interesting new twist to two established methods of fundraising and is sure to add spice to your future fundraising events.

SILENT AUCTION

Silent auctions are wonderful to run in conjunction with other activities and require little effort during it's operation. Silent auctions can also be individualized to the needs of the fundraising group.

HOW IT WORKS.

Display the prize in a safe location, with suitable box or container into which bids are placed and secured. The details of the prizes and the auctions closing time should be prominently and clearly displayed.

The more pre-auction publicity the better

Place bid cards on a sturdy table next to the display or have a volunteer hand them out. Bid cards should be printed so that bidders can record their names, addresses, contact details and of course their highest bid.

Add an extra flavour to the occasion by having a celebrity auctioneer.

SILENT AUCTION OPTION 1

Have the cards numbered and in two parts, one for the bidder, the other for the bid box. This way privacy is maintained and adds to the excitement at the drawing with the wait for those present to check their tickets to see if they have the successful bid. If this is the method then the winner must be present at the draw, so all details can be confirmed at the time of the draw.

A side benefit is that you may entice people back twice, once to enter and then again for the draw. Another benefit is that it may keep people longer at the activity and hopefully spend that little bit extra.

SILENT AUCTION OPTION 2

This method is best used when there are several silent auctions running at the same time. Cards are made available to bidders listing details about the items for auction.

The cards have spaces for the bidders to register their details and bid. The bidder's card is placed in the appropriate bid box. You can opt for a single bid box if you make sure that the bids for different auction items will not get confused by using different coloured paper.

Every 15 minutes a silent auctioneer checks the bid box for bids and writes the highest bid and time of bid on a board for passing people to see. The highest bid card is placed in a safe place.

A silent auction of this type allows all to see the auctions progress allowing them to place another bid if they want to have the winning bid. In some cases the changing of the board can generate an electric atmosphere for all to enjoy.

AUTOGRAPHS

The collecting of autographs of the rich and famous is a major past time of lots of people. How much these signatures sell for at auctions and private sales is sometimes quite surprising.

Your fundraising group can avail themselves of this passionate and profitable past time quite easily. Send blank cards to famous people with a POLITE request for them to sign the supplied cards and the reason why you are asking. These people normally are very willing to assist a good cause. ALWAYS supply a self addressed, stamped envelope, in which the cards are returned to you.

Having your letterhead or organizations name on the cards might also help, as it provides confidence that you are who you say you are.

Here are a few hints to help improve your chances of success.

- don't ask for too many autographs, as this will guarantee a refusal.
- always include a self addressed, business sized envelope with the correct postage. Not only is this a common courtesy but in many cases the only way you will get a reply.
- never demand, always be polite and use manners.
- be patient, sometimes it may take up to six or eight months to receive a reply, depending on the what the requester is doing. Some will have a certain day or month when they attend to fan mail, others do it whenever they have the time. Remember these people usually have very busy schedules and they are doing you a favour - so be patient. They might be on tour, recording or otherwise occupied that a quick response is not possible.
- if you want blank cards signed then supply the cards of the colour and size that you prefer. Commercial plastic protectors of cards are primarily aimed at cards 6.5 cms x 9 cms, so it is advisable to stay within these measurements.
- The better the condition of the cards and autographs the better the financial return, so look after them by taking proper precautions like plastic covers. Other factors to take into account, is the popularity and rarity of the autograph.

A series or a theme to the autographs, (i.e. certain sports stars, ex-prime ministers) will also help add value to your efforts. This encourages buyers to purchase more than one card, rather they are tempted to buy the series or set.

Do your research and appropriately price the cards and sell them at fete or market stalls or include them in some form of auction.

Another use for the cards is as rewards, i.e. for the highest fund-raiser or in recognition for long service to the organisation are very good options. The recipient will appreciate not only the thought and recognition but also the fact of the effort and personalisation of the present.

BADGES

Raising funds by selling badges can be a really enjoyable fundraiser. Initially you may want raise funds to pay for the badge making machine, after this the profit you make is all yours.

What you need initially of course is a badge making machine. this will include accessories to make the badges. Make sure you research all opportunities to minimize capital outlay, for example schools can buy a badge maker tax exempt. Always factor in that someone will have to learn how to operate the machine. Also consider very carefully which machine you purchase, the best for you may not be the cheapest, a

slightly more expensive machine that has more variety, i.e. an extra option to make magnets and key chains. This option may be the better long term investment.

Another point to remember is that you will constantly need to refresh the badges, so make sure you have a reliable re-supplier. Also be careful not to infringe on copyright by what you put in the blank badges to make them saleable. Cutting out pictures from magazines may seem to be an easy answer however by doing so you will infringe copyright. Original artwork by children of your members or local personalities are worthwhile options.

Points-Of-Sale: this can include schools, flea and craft markets and shopping pennyres. Anywhere you can find large crowds.

Chairs and tables to be used can either be borrowed from the volunteers or if more economical rented at place of promotion. Ask local shops to carry a few badges to assist you or your project, especially if the shop owner is a member of your charity association, i.e. schools P & C

Offer your services to local businesses or other local fundraising groups. First though make sure that you have reached a professional standard, shopkeepers will not want shoddy or products that are not up to their standards.

The larger the return at the point of sale, the easier it will be to attract help next time or to attract other points of sale to carry your product.

Themes: Cash in on commercial themes like Valentines' day, Fathers day, Mothers day, Easter and Christmas

Copyright: A little creativity is needed, ask a friend who is artistic to create some designs or logos for you or have children or buyers do their own art work. Maybe have your own collector series as something special

Promotion: Design and implement a clearly planned and targeted plan. A little effort invested in this area can return large dividends by less effort.

Have order forms put in the newsletters. Post flyers around the community or school.

Have your presence announced over the PA system if one is available.

RESOURCE REFERENCES

Local library

Yellow Pages

BAKE SALE

A common and time honoured fund-raiser for many different types of charitable organisations that delivers a worthwhile profit for time invested.

There are many ways of running a bake sale:

Shopping pennyres:

Set up a stall at a local shopping pennyre. Proprietors of pennyres are usually kind to such requests and will donate some space or charge only a nominal rent. An area with lots of passing traffic is desirable.

Presales:

Canvass the local area and sell your goods before baking. This way you will have much better idea of what to bake and therefore what ingredients to buy, ensuring minimal waste and over production. Also by knowing when to deliver you will know when to bake thereby guaranteeing freshness.

Try combining these two methods and others that you may find out by asking around.

Actively ask around to find out what the flavour of the area is, the better your research is the better the return on your efforts. The volunteer bakers will feel more appreciated and eager to join in and the sales

staff will feel more comfortable and confident in manning the stalls with the knowledge of your research beforehand.

Baking to a theme is very popular and more presentable: Christmas, Easter and Valentines themes are most obvious, so you might want to be original and bake something on Mother's Day, Father's Day or some other day that is popular but not so obvious.

Printing up your own recipes on cards or sheets for sale at the point of sale is an extra sales bonus. You can have them at the stall for sale at a moderate cost or as a free bonus for purchases over a certain amount or quantity. If you have enough recipes you may want to consider having your own cook book printed. (see under COOK BOOK.)

If volunteer bakers are not to be found, check with the local bakeries, most bakeries have a fundraising facility. They sell to you at a discounted price for you to sell on to your customers. The drawback is a lack of choice and individual flair and less profit.

BALLOONS

Balloons are a cheap resource yet lots of must-have fun for kids. They are an irresistible force that draw kids and therefore their parents. Having kids walking around your event can really add colour and a festival atmosphere.

The cost of the balloons is an easy cost to recover, if you chose a packet of balloons for under five pounds, it is not hard to sell the inflated balloons for a pound each thereby easily recovering costs and making a nice profit.

There are many ways to incorporate balloons into your hub events, here are few:

Have inflated balloons tied to sticks. The brighter the colours the better, this way they really stand out and become their own advertising for other kids to see. You can buy balloons with lots of variety, balloons with all sorts of designs from popular cartoon characters on them to balloons with common or funny messages.

Now if you have a clever person in your group, try balloon shapes, where you sell the balloons and then have this person twist the balloon into the shape of animals. By doing this you will attract a crowd of amazed onlookers that will have potential customers. Balloon twisters entertain both the grown ups and the kids with the kids walking away with the balloon. To learn how to do this refer to your local library or book shop. While learning how to shape balloons you will need to use some balloons, however these balloons need not be wasted as they can be used to promote the event or be used as a display at the event and sold during the day.

That's the kids taken care of but what about the grown ups? Well you could run a balloon style lucky dip. A very simple activity. The method is to have people pay to burst a balloon to reveal what, if anything they won. Before inflating the balloons you insert slips of paper into them. On the paper is written a number relating to a prize. The prizes can be genuine or a "booby" prize.

Depending on whether or not you can afford to buy or have donated lots of cheap prizes, you may have to have only a certain number of prizes and the rest of the balloons have a "Thank you for your support, please try again" slip. Another consideration is in the case of not being able to get donations to cover all balloons you conpennyrate your resources to a few large prizes to entice people to play. For instance you may want to have a small TV or a CD player for the major prize with a limited number of other smaller prizes, the rest of the balloons containing a "Please try again" note.

Another idea is to run a cash balloon lucky dip. What you do is to insert paper money into the balloons. Decide what the highest denomination will be and how much prize money you can afford to offer. This way you can avoid asking for prize donations all together or simply ask a donor for the prize money amount. Again you will need to have "Please try again" notes. You will certainly get lots of attention if you announce that one of the balloons contains a £100 note.

The main concern here for you to solve is how to inflate the balloons, especially the balloons for twisting. Do try to avoid having people use their lungs, at least use a manual tyre pump. The preferred option is to use an electric pump that can be run off of a battery. This way you can inflate balloons at a quick constant rate without wearing out your helpers. Of course there is the option of filling the balloons with helium, as

this option can add to the cost of the event it is left to each reader to consider whether benefit of helium out weights the extra effort and extra cost involved.

These are just a few ideas on how balloons can be used to raise funds, there are many, many more. Such a cost effective is always worthy of consideration to be used at any hub events you are planning.

BIKE RIDES

This is a healthy and social way to raise funds. There are various ways to run a bike ride. Rides can be designed for the whole family or the fittest of riders. The basic format is to get sponsorship for kilometres ridden and/or charging a participation fee and as much publicity as possible that includes an address where non-riders can send their support.

Here are a few suggest formats:

DISTANCE RIDE:

Here the aim is to gain sponsorship for a team of riders to cover a set distance, i.e. to ride from one city to another. You can add an extra dimension to fundraising here by organizing the riders to raise a set amount from each town or community they pass through.

MASS RIDE:

Ask the public to support your cause by donating an entrance fee and riding enmass on a designated time and place. Arrange for media coverage and maybe some prizes for the entrants in categories such as "best dressed bike", "best team theme" or "oldest rider". To have the prizes donated would be a bonus.

SPECIALTY BIKE RIDE:

The idea here is that the type of bike will help in the promotion of the event.

Encourage a club of enthusiasts to ride or supply a certain style of bike like Penny farthings or recumbents. Alternatively arrange for a specially designed bike to be purpose built, like a 20 seater or one that has a unique appearance. Again try to minimize your expenses by having the construction donated or built by volunteers

RELAY RIDE:

Just like in the Olympics, teams combine to carry an object from one place to another. The object could be a curiosity that the public make a donation to see or a container to be filled by donations along the route.

BOOT SALES

Boot sales are a quick and simple to organise. All you need is an open space, normally a car park of a shopping pennyre and people who want to sell

A boot sale is a when people gather to sell their unwanted possessions from the boot of their cars. Similar to flea or craft markets, using the boot of a car instead of a stall. Car parts and accessories are the primary goods offered for sale, however like other markets a wide variety of goods on offer increases your chances of a successful sale.

First you need a prominent car park, one that is pennyral and has a lot of passing traffic. Approach the shopping pennyre management or the owner of a prominent vacant block of land and ask permission to use it on a Sunday morning. Most car parks a empty at this time and most pennyre managements are willing to listen to a plan to maximise use of assets, in this case their car park or a section thereof. Make a list of ways that the pennyre will benefit by a boot sale, like increased traffic to the shops that are open on a Sunday morning like the bakery, news agents and convenience stores.

If the pennyre has covered or underground parking you will want to consider the benefits and drawbacks of using each area. For instance, underground parking offers shade but it is not in full view of passing traffic that may be attracted to stop and shop.

The other major part to having a successful boot sale is advertising: if people don't know it's happening then how can they come and spend? So use every method of getting the word about that you have at your disposal. Local newspapers and radio stations have free spots for non-profit and community organisations. Having notices around the shopping pennyre is another effective method of getting the word out. Also go to existing markets and pass around flyers advertising your boot sale to stall holders. Here you are contacting people who already use this format of selling. If they are not interested they may know others who could be interested in a one-off type sale.

For international visitors unfamiliar with Australian terminology a boot is not only a type of footwear but also a section of an automobile. In America a boot is known as the trunk.

BROCHURES

Tourism is BIG business and you can attract pounds to your fundraising effort by catering to a niche in the tourism market. Tourism is all about people going to places that they do not know as well as where they live. Places like where you live! This is where you profit by their curiosity and lack of knowledge...by providing a brochure or pamphlet full of information of your area.

The rule to remember and stick to here is Keep It Simple. Your brochure should consider including information on the following points:

- points of interest
- points of history
- a guide to local clubs, restaurants and other places to eat
- parks, picnic areas or other open areas for kids to burn off excess energy
- any other local spot that would be of interest to someone new to your area.

Where possible, include a reference map. It does not have to be glossy nor fancy, just easy to follow and understand, supporting the written information featured in the brochure.

Approach local businesses (like travel agents, hotels, motels, clubs, snack bars) to display your brochure.

To attract money to your fundraising campaign you have four options to choose from. You can charge a modest fee for your brochure, a silent request for a donation at point of display by relying on an honour system, having local businesses pay to be included or have their advertisement included or by a combination of the three previous methods. You decide what is best for you.

You do not have to start out with an award winning product. Better to start out small and grow with the experience as you progress. You can start with a two or four page leaflets printed off a home computer and as you grow you can approach a professional printer to produce your product (ask them to do it instead of for money but free advertising instead).

This kind of product properly produced can appeal to local residents and tourists alike. Not all locals know their area of residence as well as they could. People are moving in to new homes all year round and they benefit from this brochure as much as a tourist.

BURIED TREASURE

A simple yet versatile fundraiser. Kids love to play in dirt and sand, so here are a few ideas for you to turn this love into a profitable fundraiser. The whole idea is very simple – sell opportunities for kids to dig for a token, buried in a sandpit, relating to a prize. Below I outline a specific manner in doing a buried treasure fundraiser; remember it is not the only way to run a Buried Treasure fundraiser.

Fill a child's wading pool or similar vessel with sand. Place tokens in the sand that are clearly marked so the winner knows exactly which prize they have won. The number of winning tokens must exactly match the number of prizes. The number of prizes depend on how many you can afford or have donated. You can simply have individual prizes or you can group them together in groups and charge different amounts for each group. You may want to have one major prize that appeals not to the kids but to the parents like a small colour television.

The tokens do not have to be costly nor fancy, you can simple use a variety of bottle tops. Consider using the tops of milk bottles to different soft drink bottles. Display clearly on a board which prizes are represented by which bottle tops. If this does not appeal to you then use coloured discs, easily made from

wood then painted different colours. Do not have too many kids digging at any one time nor too many tokens in the sand at any one time. As tokens are claimed and removed from the sand, replace them with new tokens. Instead of bottle tops you can use ice cream sticks with numbers written on them, the ends with the numbers on them are buried in a small bucket of sand.

You can make the fundraiser more appealing by having a pirate theme. Have the convenor and all helpers dress up as pirates and have some pirate decorations around the sandpit. It does not have to be anything elaborate, as a kids' imagination does not need too much stimulation to get going. You may even consider colouring the sand blue and other colours to give the activity a festival look.

You can start at a pound a dig and go as high as two pounds depending on what prizes you have on offer. There are many variations to this basic idea and is only limited by your imagination. This is a fundraiser that can be adapted to many situations.

CAR WASH

The carwash is an timed proven fund-raising winner, just about any non-profit organisation can use this fund-raiser. It is one of the most adaptable of all fund-raisers not only in regards to who can do it, where it can be done but also how you do it.

As with almost any event, the amount of preparation you do will directly affect the success of your fundraiser. Pre-planning preparation is the key between a great car wash and an forgettable experience.

The date you set should take in a few considerations. First it should give you plenty of time to prepare. Hold the carwash in the time of year is it least likely to rain and ruin your day. Also it is very important to check out what else is happening in your neighbourhood for two reasons. One, is there going to be an event that will negatively impact your event and two, is there another event that will positively impact your event. The major ingredient to this fundraiser is cars. If there is an event happening that will draw a lot of cars then consider if you can run your carwash either nearby or in conjunction with the event.

When selecting a location to remember traffic count, ease of access and visibility. Fixed site car wash owners use very scientific methods in determining the highest profit locations for their businesses. Remember, your group will be car wash owners for one day. Traffic count refers to how many cars pass a specific place in an hour. Obviously the higher the better as this increases your chances of attracting more customers. It's no good for drivers to see you yet keep going as they can't easily figure out how to get to you. So have plenty of signage and a simple and obvious way to get to your washers.

A carwash is the type of fundraiser that you can consider pre-selling tickets. There are a few advantages to pre-selling. One you have an idea of how many cars will turn up on the day, you may even pre-sell specific times so you can space out those who do come. Not all who buy such a ticket will turn up, so you have the cash and no car to wash. (Make sure that if you have the policy of no-show-no-refund, that it is clearly communicated to the buyer and written on the ticket!) A benefit that all should like is that you have the use of cash raised by pre-sales, so that you don't have to dip as far into your bank account, if at all. Nor will you have to totally depend on the day for a good showing. In some cases, those who purchase tickets have no intention of showing up, they see it as a means of making a donation.

The more tickets you sell the higher the enthusiasm for the project should be and make it easier to recruit volunteers.

You make sure that all relevant information is on the tickets, like date, time, location, cost, permit number, no-show-no-refund policy, your organisation's name and motto and a contact name and address. It is always a good idea to check with a legal authority to learn if there any local laws in regards to ticketing. Better safe than sorry. *Time and effort spent researching into the legalities and insurance needs of a fundraiser is always a good investment.* Tickets should be printed on distinctive paper to make them harder to forge. They should be used on the day to help with accounting -to help keep track of how many cars have been washed and how much money there should be.

To off set the cost of professionally produced tickets, look for a sponsor of the carwash. The printer is a good place to start, they do them for free and have sole advertising for the event or shared advertising for a discount on the printing costs.

Another strategy to try is to go into your local auto shop and look at the range of cleaning products. Make a note of any addresses and ask for the contact details of the rep for these products. Now you contact these people and pitch for their support either in cash or products. Don't be afraid to cast a wider net when it comes to considering who to approach for sponsorship.

How long your carwash should go for and the time of day it should be run is really up to you and your climate. You should take into account that washing cars is a hot, tiring work. Having a rotation system is a good idea so volunteers can say wash for thirty minutes then have a ten minute break. If it is your first carwash start a short time period 2-3 hours and see how you go then apply all your newly gained knowledge to your next carwash. You don't have to stop at the predesignated time, if the cars keep coming then keep washing.

Make sure that you keep the area tidy at all times not just after you leave. Leaving the area neat and tidy will not only ensure that spot owner will have you back next time but also a favourable attitude will be there if other groups in the area take your lead and ask for the same spot. You never know who the site owner knows and if you will ever need the assistance of another local group. *Good news travels slow but bad news or opinions travel at breathtaking speed.*

At a carwash you have a very special audience, one that is pre-disposed to helping good causes. So why not take the advantage and have a few other secondary methods of raising money. You can sell drinks, both cold and hot, provide snacks like hot dogs, pies, chips and energy bars. Also consider providing receptacles for donations.

Again do your homework and see if you to have permits for supplying hot food. Keep it simple and make sure you don't overstretch your resources.

Last but not least make sure you have a thorough plan to thank all those that helped. You can have a plan that includes certificates, letters, plaques and special awards. A letter to the editor of the local paper is always a good idea and it is excellent PR. Your troops will get a kick out of reading your letter and so you help yourself to get help next fundraiser.

CELEBRITY PAINTERS

Nothing helps a fundraiser more than being able to associate the event with a celebrity name or two. So here is an event that might enable you to associate fundraiser with many celebrities. The idea is a very simple one – ask a bunch of local, state or national celebrities to paint a picture for you to sell, raffle or auction.

One cost you will have to consider is the supply the canvas, paints and brushes. To help in this regard approach a gallery to sponsor the event or to help reduce the costs.

Choosing the celebrities is critical to your success, so take your time and don't rush the choices. Do your homework and ask about. Be bold and invite some celebrities to participate that you may think are too big for a group such as yours – you may pleasantly surprise yourself and really boost your chances of success. Most people like to have a splash with a paintbrush and celebrities are people too!

You have the choice of having a theme or simply letting them paint whatever they want. Remember to get the artists to sign their masterpieces – people may be buying the name not the work, you will be very fortunate to have a painting that will stand on it's own merits.

Display the paintings before and during your fundraising event. The fact that you have been successful in having celebrities participate will help enormously however never take this bonus for granted. It will make your job of promoting your fundraiser easier - not easy. It helps if you can entice a few of the celebrities to turn up and promote or sign their work at the big event. This will attract more people to the event thereby increasing your chances of success and having a few other fundraisers feeding off the main fundraiser.

This is a fundraiser that promises much but like all successful fundraisers, success depends on the planning and hard work of all involved.

COIN DROPS

The silent fundraiser is always the preferred option when it comes to raising cash donations. People don't have to feel like they are begging. The silent fundraiser happens when you have donation receptacles placed in strategic places so that passer-bys can drop in coins at their convenience with out feeling

hassled. While it's an excellent way of raising cash you can make it more appealing by using your imagination. Here are some thoughts for you to consider.

1. Consider what kind of receptacle you will use. Can you make it unique like instead of just using any old can have the receptacle shaped like a wishing well or a famous land mark.

2. If you are using this at a school or some place similar consider using the "Day Drop" idea. It works like this: On the fifth day of the month ask people to drop in a five penny coin, on the tenth day of the month ask them to drop in a ten penny coin, on the twentieth day of the month ask for a twenty penny coin and on the last day of the month ask for a fifty pennys coin. If a person was to meet all these requests by the end of the year they would have donated £44.20. Multiply that by ten or a hundred and you can see how quickly and easily the pounds add up.

3. Again this is for a groups at a school or similar situation only the added twist here is competition. The idea is to have different groups vie to have the highest total at the end of a set period. Nothing new here so far but what if you add the ability of groups to reduce the amount of their competitors while still adding to the overall amount? Gets interesting eh?

How it works is like this, in Australia five, ten, twenty and fifty penny coins are silver and one and two pound coins are gold in colour. Give the different coloured coins a positive and negative value, silver coins add to their total and the gold coins a negative value, reducing their total. The way to have the highest total is to have more silver than gold, or by making sure that your opponents have a lot of gold coins in their receptacle. So those involved are encouraged not only to drop silver coins in their own receptacle but also to drop some gold coins into the other receptacles. Whether you use see-through receptacles or not is up to you and what resources you have at your disposal. This means that the overall donations are higher than what would normally be the case. A fun way to raise money in small donations and a lot of fun when it comes to the counting to determine a winner.

So here you have a few options to consider. Silent fund-raising can be both fun and effective if you use your imagination. There are many more ways of using coin drops as a fun and interesting ways of raising funds, so get your minds together and get going!

COINS COINS COINS

A good fund-raiser is more than just about raising money. It should also raise awareness of your organisation, provide a means for people and supporters to be involved and be a lot of fun. This particular fund-raiser does all this.

The idea is to provide an interesting way for people to donate to your cause - in this case coins. The beauty of this is that you keep the coins at the end of the activity. It is what you do with the coins that raises interest and promotes fun. Listed below are a few options for your consideration. No doubt there are a few fun ways that you can think of as well.

- How high can you stack the coins?
- What is the longest line that you can make?
- What is the heaviest pile you can make?
- Can you have enough coins donated to outweigh a colleague?

A key point to adopting this activity is that it can be used as an annual event. Each year you promote interest by trying to beat each previous effort. For example say you use the coins to make a line, you try to make the line longer each year. By promoting the fact that you are trying to outdo last year's effort people will be attracted to turn up to see if they have a part of a new record or how close the current line is doing. Another way to get people to this event is to have them place their coin or coins in line themselves. If possible you can present a photograph to the person who places the coins to break the old record, placing the coins to set the new record. This is the kind of activity that attracts the attention of local news agencies and thereby promotes you and your event.

To start or kick off the line, approach someone who is willing to donate the first ten or twenty pounds worth of coins. Once the line is started others will always have some coin to add to the line. In doing so consider what type of coins you will use to start the line. Do you want to influence the type of coin used

(one or two pound coins) or do you want the line to be as long as possible? (using the widest coin in your countries denominations.) Note that the longest line may not be the most profitable but it is a way to promote interest i.e. a line of fifty penny coins in Australia will produce the longest line but a shorter line of two pound coins will raise more money.

In Australia the fifty penny coin is three pennyimetres wide, each metre of fifty penny coins is worth approximately £166. As you can see the coins soon add up. For the two pound coin, it is two pennyimetres wide so that calculates to one thousand pounds per metre. You do not have to have a long line to have a successful fund-raiser.

This is an activity that requires no up front expenses, needs no special skills, is easy to do and creates a lot of interest and self promotion. A great fund-raiser for any organisation.

COLOURED SANDS

Fundraising activities should appeal to a wide range of people, both young and old, so here is one for the youngsters - coloured sands.

Basically as the name suggests the base ingredient is different coloured sands. Now before you say 'boring' - there is a method to appeal to the young and that is that they make their own bottle of coloured sands. That's right the kids sit down and create their own wonderful piece of art. This really appeals to them as an activity and it appeals to the parents as a memento of their child's youth. A double appeal that is sure to be a success.

What you need to get going is a quantity of pure white sand of a refined standard. You can buy this (better if it's donated by a local nursery) or get some parents to donate a bit of sand that has been screened from their child's sandbox. To this you prepare medium size bottles of sand that you have dyed with non-toxic colours. These can be sought in local craft shops. Two things to remember, don't put the coloured sands in bottles that young hands will find difficult to handle and only use plastic bottles for the prepared coloured sands.

Use as many colours as you want, black and white are essential. Vary colours as much as possible for contrast in the final piece of work. At each work station try to have around eight to ten colours for the kids to choose from.

The bottles that will be used for the finished can be of glass, this is so the colours can be easily seen. The size of these bottles is left up to you to decide on. It will depend on what bottles you can access or how generous you feels with your sand. When a child has finished their masterpiece, glue the cap on and tape it so the lid can not be removed until the glue has dried.

You will be amazed at the delight that kids get out of this activity. To help get them going you may want to have a few finished bottles of coloured sands on show. This is not just for the kids but for the parents as well. One worker can usually handle two work stations seating four to five children each. Two pounds is an acceptable fee for a child to create their master piece of art.

So there you have it, a wonderful fundraiser for kids that appeals to the kids in many ways and also to the parents (who will pay for the pleasure).

COUPON BOOKS

Coupon books have been around for a long while, done right they can be a very worthwhile fund-raiser. A coupon book is a book of discount deals or other offers by businesses to the purchasers of the book to promote their business. The book offers the owner tow for one deals, buy one item get another free, or discounts on presentation of the coupon in the book.

Coupon books are ideal for small non-profits for three main reasons. First you are raising funds from the community as well as your own organization, it is one of few ways to raise funds without relying on the same pockets that you usually have to rely on. The other reason is people and businesses do not have to be related to your group - they benefit from buying or advertising in one of the coupon books. Purchasers get the benefit of using the coupons - by saving on what they would have to do anyway or to access an opportunity to try something new, restaurant or cinema, at a price that appeals. The business gets an increase of sales or profile - hopefully both. So you can see everyone benefits, you raise funds, the businesses raise sales and the buyer gets an in-expensive way to do or try new things.

Take heed of the sales adage - sell the benefits to sell the product. Both to the end-user and those businesses you approach to be in your book. There are very good reasons for both to participate, you may even find the businesses agreeing to be your book wanting a copy or two for themselves!

By having an expiration date you add a little urgency to their decision - This offer is only good between this time and that time. This is a very common selling principal, just take notice of the advertisements on the television. If it's good enough for the professionals it's good enough for you. An added feature to your selling of the coupon book is that the valid time of the book, the time in which the book can be used, should be aimed directly to the time when the business are trying to lift their trading in a slow period.

You do not need an army of volunteers to produce a coupon book, however you do need dedicated people. In fact one person could produce such a book if so motivated. The returns for the effort of a coupon book can be very satisfying.

| | £ |
|----------------------|--------------|
| 100 ADS @ £20 | 2,000 |
| 250 SALES @ £5 | 1,250 |
| LESS COSTS, printing | -500 |
| TOTAL PROFIT | 2.750 |

This chart shows the simplest method of calculating the pounds return in theory, though it does not show the hours to be invested. It is impossible to calculate these hours as they vary greatly from area to area. In some areas businesses may be very eager to be part of such a promotion while in others they might not be willing at all. The only sure way to find out what your area's potential is to go out there and ask.

The hardest part is recruiting businesses to advertise in your book, this means you need people or a person who is not intimidated by asking for support or in essence selling the idea to local businesses. This could be minimized by approaching the local Chamber of Commerce, or your local equivalent, to support your fund-raiser. This local official group would also be a goldmine of information as to who to approach and what they regard as the best way to present your book. They might also be able to help you avoid the errors of previous efforts.

There are good reasons why a local business would want to be involved.

- The book is a good and in-expensive way to advertise,
- to promote trade during known slow periods,
- to raise their profile,
- to trial, introduce or increase sales of a particular item or service.

The use of coupons can enable them to keep their own record of how successful the promotion was.

There are a few things to consider to help boost the appeal of your book. Make sure that the presentation, how the finished product looks, is as professional as you can get it. Remember the old saying "don't judge a book by it's cover"? Well this is a situation where potential buyers will definitely judge your book by it's cover so make it a good one. Use quality paper and ink. If you can't produce one on a members home personal computer approach a local printer and offer him a full page advertisement in the book in exchange for his services - like his printing of the book if you supply the paper. This is an excellent way for a local printer to advertise and build a local profile. If you are considering doing a book on an annual basis then it is even more critical that the final product be as professional in standard and presentation as possible. If there is a local graphic artist, approach them to see if they will contribute to your book. Not only does a picture say a thousand words they also make the finished product much more appealing.

Do you sell the book for a small fee or give it away at a larger fund-raiser? Instead of having a raffle you may want to offer the coupon book for five pounds instead. Use it as a lure to get people to attend by having a copy included in the entrance price. If you use a theme you can target a particular group or increase your appeal at a certain time of the year. For example if you have a theme of "back to school",

you approach those businesses in your area that sell goods related to school - uniforms, books and other school related items, then promote the book during the month leading up to the first day of the school year. A very popular theme is to conpennyrate on restaurants and other recreational businesses.

To help minimize the risk of outlaying funds, try to think of a way to pre-sell your book. Let people know what you are doing, when you are doing it, why you are doing it and what will be in it. You should always make every effort to minimise your risks.

DEBATES

Where the location allows host a debate or guest speaker night. Debates can feature politicians, either local councillors, state or federal representatives before an election or if there is a community issue that needs attention. You can host specific speakers, such as experts in a particular field i.e., an expert to talk on issues faced by first time mums or an employee from a local financial or investment firm. Anyone on any suitable topic that is of interest to your local community.

Not only will you be providing a public service, but you will also attract much attention to your organization. By inviting people of interest to the local community the local papers will want to run more than one story, so insure that they will speak to the local paper if requested. An introduction to what you do and on the speakers but also follow up stories on how the debates or speakers performed. So generating publicity should not prove too difficult.

Funds are made by providing refreshments and drinks for the night or by charging admission. Members donate sandwiches, cake and biscuits, while drinks are purchased cheaply locally. Members are to host the refreshment stall, act as ushers and attend to any other needs for the event. When hosting a debate, make sure that the agenda allows for a break so all who attend can make the most of the refreshments provided.

DICE POKER

A common way to raise funds to appeal to the gamblers' streak that seems to be so prevalent in our society. You have fundraisers offering houses, holidays - even gold bars to attract support of their efforts. So how can you plug into this rich vein of support? Here is just one way - Dice Poker, a simple yet very good potentially to raise those much needed pounds. Of course you too may have to take a gamble, so think carefully before you chose to use this method!

Dice poker is a simple game involving five dice, standard six sided, and prizes, donated where possible. You can either have just one major prize or a graduated prize system related to what is thrown on the die. It is a game of odds, pure and simple. The prize can be on the first throw or not at all - there are no guarantees.

Dice poker can also be used to attract people to your event or attract publicity. People are always looking to win or to get get something for nearly nothing and newspapers are always writing such stories about people winning lotteries, jackpots and other prizes. So here you are offering both. By approaching your local newspaper and telling them about what you are doing you stand a good chance of gaining publicity and people to your event, making your event bigger and better.

In regards to the prizes, make sure you heavily advertise what is to be won and the fantastic value. This is what will entice the people to pay and play so don't hide this motivation. Get the message out well before the event and promote it on the day as much as possible. No point in getting people to your event if all they do is watch others play. Even if the prize is won on the first throw there is an up side, this is the kind of good luck story that papers and radio love to feature, so you can win either way if you are prepared for either outcome.

OPTION A: a single major prize.

You have noticed when playing any dice game how hard it is to throw a double six or any double for that matter, especially when you need it? So how hard would it be to throw five die for each to come up a six? To throw five sixes would be something special. Would it be harder to throw five die to read the numbers one through to five or two through to six? This is the reasoning behind the first version of dice poker.

What you do is have people pay a set amount to take a chance to throw the dice hoping that a preset configuration of numbers will be the result i.e. 1-5, 2-6 or all sixes, to win the single major prize. The

bigger the prize the more you can ask, however don't go overboard in the asking price, better to keep it around to one or two pounds per throw. You want to offer a pound per throw or three for two pounds. You want to entice people to throw yet not give away too many free throws. Make sure that the players know what must be thrown to win. Advertise this by large clear signs and verbally, have the person in charge say loudly and clearly before each throw what is needed like 'all sixes to win'.

A point to remember is that the prize may be won in the first few throws if not the first. This at worst means disaster for your fundraising effort so you will need to consider options to either remove this risk or minimise it. Below are a ideas for your consideration...

- If the prize is donated then you are insured against any financial loss, however quickly your event is over. People may be disappointed and irate if they turn up and the contest is over.
- Look into what kind of insurance you can cover your event with in case the winner turns up under a certain number of throws. You will have to pay the premium but it may turn out to be the best option, while it may reduce your profits it may save you from a total diaster.
- Alternatively ask if the donor of the prize would be willing to take this type of insurance or donate a second prize if the first prize is won very early. By promising and delivering as much advertising as you can at and before the event, you can increase your chances of a donor agreeing to this arrangement. On the other hand the prize may not be won at all so the donor gets a lot of exposure and at no cost if you return the prize to them. What you are asking is that the donor takes the risk and not you.
- Have a second donor or donated prize to fall back on. If the first prize is won at any stage then you simply move on to the second prize. If you chose this fallback method make sure everyone knows! By having this fallback you can minimise your risk while increasing the appeal of the event.

This not a a total list of all your options. There are as many options as there organisations ready to adapt this fundraising idea to their needs. So put on your thinking cap and see what comes to mind.....

OPTION B: many prizes, many levels.

This version of dice poker is directly related and based on card poker. It is for those who have many prizes to offer. Numbers on the dice relate to a certain playing cards i.e. the ace is represented by the six and the nine playing card by the number one on the dice (see table below). If a player throws five sixes then the hand he holds is four aces, unless you can offer special prize for this kind of throw then the fifth dice should be ignored.

66655 represents a full house- three aces and two kings. 99999 represents four 9's. 12345 represents a straight.

| | | |
|----------|----------|-----------|
| 6 = ACE | 5 = KING | 4 = QUEEN |
| 3 = JACK | 2 = TEN | 1 = NINE |

Prizes are awarded when particular hands are thrown, full houses, four or three of a kind etc. This should be well promoted and clearly advertised, so there is no confusion and therefore arguments. For example a straight might win the major prize, two of a kind might win a small prize. The allocation of prizes depends directly on what prizes you have and how many you have to present. When you run out of a particular prize either remove this prize from the display or advertise the fact that this prize is no longer available, this is critical to avoid arguments and nasty situations that you do not want to occur.

It always help if people can see what they are playing for and know they can take possession of the prize when they win. Make sure that the prizes are properly protected and displayed. An eye-catching display will help to entice people to play. There is point in having lots of appealing prizes if no-one can see them or they are poorly displayed

No doubt there are other versions of dice poker that can be successfully adopted. These are just two to give you an idea of how it works, a starting point for those of you who like the idea of this kind of fund-

raiser. Dice poker is an exciting and simple way to raise funds, however it is not for every one everywhere. So do your home work on your local area to make sure that it is relevant and that your local laws are not broken. Make sure that if you need a permit that you get it.

DISCOUNT TICKETS

At various times this book has referred to the principal of adopting a commercial idea and adapting it serve the needs of a non-profit, this is another such fund-raiser. Discounting is a popular method of businesses to attract customers, so why not use it as a method of raising funds.

The principal is simple. Buy in bulk to gain a discount, this allows you to make a profit when you on-sell them for a higher price than the discounted price you received. The key to making this a success is numbers - the more tickets you sell the more you raise. So you need either a large member base or a method of reaching a large audience when you offer the tickets for sale.

The discount can work in a variety of ways, the two most popular are: a straight of a perpennyage discount on all tickets sold or sell a certain amount and get one free i.e. sell ten tickets to get one free equaling a ten perpenny discount, but you still have to sell the eleventh ticket to make money.

For example say a highly anticipated movie is due to open soon, you approach the local cinema and ask them about how they discount their tickets for very large bulk bookings. You could try to book out an entire theatre of between 150 -300 seats. Any organisation faced with such a prospect will talk seriously about a substantial discount. Now the cinema may offer a ticket price twenty to thirty perpenny below the normal price. Now you have the opportunity to on-sell the tickets ten to fifteen perpenny below normal ticket price. Alternatively ask the buyer to pay full price, as they were going to see the movie anyway and that the difference in price is a donation to your organisation. Point out to prospective customers that it's better to see a movie or game with friends then seeing it alone, so how much better would it be with so many others with a similar interest. Wouldn't the added fun of being part of such a group be worth the donation?

If you have a small member base then consider approaching a local school, church group or any other local community group and ask them to participate in your fund-raiser. They too can benefit from joining in.

There are many venues offering tickets for sale,

- cinemas
- sports events
- theatres
- zoos
- restaurants
- theme parks
- tours
- museums

Don't forget to sell the favourable points to the business like associated income generated by people eating while at their place of business, repeat business, business generated by word of mouth, community goodwill, free advertising when the local paper covers the night etc. Sell the benefits to sell the idea!

This fund-raiser is vary adaptable in regards to groups who can use it and to the businesses that can be approached - just use your imagination. Remember if you are buying in bulk ask about a discount. Ask about the different numbers i.e. what's the discount if I buy 300 or 500 etc.

DON'T COME EVENTS

Do you ever feel that at times you would rather not go to that function? You feel that you would rather stay at home, grab a quiet night and help out a really good cause by doing so? Then the Don't Come Event is something that you should seriously consider using as a fundraising event.

Imagine how good people will fell towards you for saving them the effort or inconvenience of attending `another' time consuming function with `boring' speeches and people that they might not want to see again quite so soon or at all.

Here is the perfect fundraising activity for the very busy who appreciate a good idea when they see one and like to support good causes.

What you do is send a humorous invitation to an event that will never take place. This is a novel way of asking for a donation. The invitation must be clear in explaining that the dinner will never take place and why it is to your invitee's benefit not to come to a dinner they have paid for.

The invitation must be appealing and very presentable so some invitees might consider having it framed and put on display. Furthermore it is a low cost method of getting your message out there in a very friendly manner. If constructed properly the invitation should be able to be used as a conversation piece. Be original and use your imagination, as the dinner will never take place you can have it anywhere, anytime and it won't cost any extra.

To reduce the cost of the invitations approach a printer to donate the cost of the printing by allowing them to have their name somewhere on the invitation.

Who do you invite? The major advantage of this type of event is that you are freed from the restraint of only appealing to your membership! You can invite anyone! From the Prime Minister down, every one is a potential invitee. Invite politicians, media personalities (you might even get a free plug), anyone who you think will or is liable to support your cause.

Depending on the funds at your disposal, you can send out as many invitations as you deem appropriate. Just keep in mind that you will not get a response from every invitee.

Work on the expectation that only a perpennyage will respond and from there send out enough invitations that will probably secure enough positive responses to make the activity worthwhile.

After the invitee has paid for his ticket/s, issue a certificate of thank you for their non-attendance. Again re-affirm all the benefits the invitee has enjoyed by their non-attendance mentioned in the original invitation.

Where possible include a speech by the guest speaker who also did not attend. If the guest speaker is fictional, a cartoon or movie character, you have the choice of having a long print out of meaningless gibberish as a speech or include a genuine speech on a topic related to your fundraising organization.

If the guest is a celebrity who is lending their name to your event then you have a choice of asking them to prepare a genuine speech or have an approved speech ghost written on their behalf. A genuine celebrity lending their name to a speech supplied in writing on request is another good reason that invitees can use to support your activity. This can also be extended to casino-type events where the invitees can plan their losses and include a 'loss' donation. Highlight the fact the invitee is in a small and elite group invited to such an exclusive event.

TOP

Model for Dinner Invitation

Number 01 of 100
We have reserved a place for
(NAME OF GUEST)
at our
(YOUR NAME'S) ANNUAL DON'T COME FUND-RAISING DINNER
on January 1st 2000 at the South Pole
Promptly at 6:00 AM

Please show this card to the non-existent

usher to be seated promptly
 Guest of Honour, J.F. KENNEDY, Speaking on
 'Why Don't Come Events Can Save Your Life'
 £ per plate
 Dress Code: Black Tie
 Donation inclosed Y/N

 Please send me a copy of the main speech Y/N

DRESS DAY

Dress days like all good fundraisers are easy and simple to organise and fun to participate in. The point to a dress day is to have a change in the dress code for a day, either dressing up or down depending on the where the activity is taking place. Dress days are great activities for work places or at a picnic type event.

You raise funds by charging a fee for both participation and non-participation. Of course you charge more for non- participation, as a kind of penalty for party-pooping. For those who join in , charge around a pound. For those who decide not to have fun you charge them double.

Always be careful in which theme you decide to adopt for the day. The theme should always be in accord with business and location where the activity will take place. The mode of dress should never interfere with work output nor upset or clash with the image of the hosting organisation or employers.

Dress themes for consideration

| | |
|-----------------|---|
| VEST DAY | everyone wears a vest of some description |
| DRESS DOWN | relaxed dress code (no uniform day) |
| JEANS DAY | everyone wears jeans |
| DRESS UP | all dress better than normal |
| LETTER DAY | on C day's you dress as a cowboy, curtain, cat, etc |
| CROSS DRESS DAY | girls as boys, boys as girls (is this still relevant?) |
| COLOUR DAY | everyone wears the same colour |

Themes and fun are only limited by where event takes place (work or park) and the imagination applied.

Take photos for later enjoyment and maybe later fundraising opportunities by making available the possibility of the non-appearance of certain photos of individuals on the bulletin board for a donation to the cause. (hey! blackmail is such nasty word.....)

DRIVES

The "drive" fund-raiser is becoming more and more popular. They are simple, versatile and sometimes you get help. There are many companies that offer their assistance if you chose their particular product. An example of a drive would be when a chocolate company offers you their chocolates at say a pound each, you then sell them for a pound fifty pennys each, you pass on the pound and keep the fifty pennys

difference. Drives are best suited to non-profits that have a large member base like schools or can appeal to the public (their members sell the product at a local shopping pennyre or around their neighbourhood). Drives can raise from a few hundred to many thousands of pounds depending on the size of your member base and the item chosen for the fund-raiser.

The advantage of a "drive" over a raffle or an auction is that people know what they will get in return for their money, something they want or don't mind paying for. The advantage to you is that the items are in a price range that everyone can afford to purchase at least one item, so everyone has the choice to participate. Also you may be able to appeal to some members competitive streak to see who can sell the most, thereby improving sales and your return.

To find a variety of companies to choose from, look in your local yellow pages or business directory. If this proves unsatisfactory, make a list of local companies you can approach and ask them if they would like to be involved in a drive, it's a great way for them to get their products known or tried as well as improve sales in a known slow time for them. Some companies who have their own drives include performance bonuses for selling set amounts of their product. They might also help you organize, promote and deliver the items. So shop around to make sure you get the best for your needs and resources. Also consider the companies can put names or messages on items like towels or pens and pencils.

Drives can include items like those listed below:

| | | |
|------------|--------------|----------------|
| chocolates | pens/pencils | pizzas |
| pies | cards | wrapping paper |
| key rings | socks | coffee |
| sweets | books | |

To help ensure your best result keep the following ideas in mind when planning your drive:

- offer what people buy anyway.
- ensure your prices are equal to or better than the local shops.
- ensure the quality of your items is equal to or better than in the local shops.
- your items are appropriate to the season, chocolates in winter, drinks in summer.
- your items relate to a special occasions like mothers' day or fathers' day.
- make sure there are no similar offerings from local businesses or other fund-raisers at the time of your "drive".

So don't forget the "drive" in your fundraising mix. Like in all fund-raisers, planning is the key to success and the same applies here. Plan well and you may surprise yourself with the returns.

EGG HUNT

Egg hunts are a fun-filled exciting activity for children. Hunts are easy to organize and are mostly weather proof as they are fun both indoors or outside. There is fun for all, as parents can easily involve themselves by assisting or joining in with the children.

HOW EGG HUNTS WORK

Hide brightly coloured eggs in a clearly marked area, 2-3 per child taking part. It's a good idea to record all hiding places and the number of eggs hidden so all eggs will be found. The children have a fixed time to find all eggs. A few tough spots can be found so clues have to be given for the last few to be discovered. This really adds to the excitement in the last few minutes of the hunt.

Prizes can be awarded for the most found, least found or specially marked eggs. This is for the organizers to decide, depending on how they want to run the event and what funds are available.

Charging admission is also up to the organizers, depending on whether they want to just cover costs or to make a modest profit.

Care should be taken when choosing the area in which to have the hunt and to where the eggs are hidden.

The eggs can be chocolate or gaily painted hard boiled eggs or a mixture of both. Eggs can be bought through discount shops or organizations that cater for fundraising bodies by donating a perpennyage of the cost back to the fundraising body. Whether just covering costs or generating a modest profit, it is best have all the eggs and prizes donated.

Enjoy using hard boiled eggs by letting the children paint the eggs, say a few days before the hunt. This way they have fun painting them and then have the joy of the anticipation of finding them.

ET....ELECTRONIC TRANSFER

One of the hardest parts of fundraising is collecting the monies owed during the year, wouldn't it be nice to collect in way that was easy, time saving and someone else does most of the work? Well, this may be just what you are looking for.

Nowadays the ability to move money around electronically is amazingly simple and simply amazing. So simple in fact that there must be an opportunity for charities and fundraising to benefit somehow and there is. All banks and societies offer electronic banking, that is you sign an authority for them to pay your bills for you, or for your work to automatically transfer your wage into your bank account.

So how do we get this modern marvel to work for us? Simple. Ask members or donors to sign a permission form so that the bank can transfer one pound per week (four pounds per month) to the fundraisers account. A pound a week is hard to deny as the amount is so small. The period that this is to occur in is also fixed, i.e. the termination date is set at the end of the year or end of a school term.

If you have 100 members donating one pound per week for a year you will have raised £5200, not a bad foundation for other fundraisers to be based on. Be flexible in your thinking if you suggest say five pounds a month as an alternative you receive £60 per person per year instead of £52. Multiply this amount by the number of contributors and you can see the value of this idea and method.

The major benefit for you is that you only have to ask once for a small amount, that adds up to a handy total over a period of time, and the banks do all the work.

Another appealing feature, if your charity qualifies as a tax deduction, is at the end of the tax year you issue a tax deduction certificate to help the donors get a better tax return cheque.

FACE PAINTING

A fun, simple, easy and low cost activity. Kids of all ages, (oh yes even those old enough to know better) love having their faces painted. Younger kids prefer flowers or superhero faces, older kids like the colours or designs of their favourite sports teams. Keep the designs as simple as possible and relevant to the area and event at which you have your stall.

You only need one or two painters to have a successful stall, but many hands do more work. Organise your people and tables so you do not have to purchase too many paint bottles. Four painters can share a table, depending of course on the size of the table, the paint bottles and brushes.

Your volunteers don't need to be artist of the first order, just careful and reliable. By keeping the designs simple, anyone can turn up and pitch in. Learning on the job so to speak. Don't hesitate to have kids wait if you only have one painter that can do a really complicated design. The kids won't mind waiting if they believe that the design and finished look is worthwhile.

Having a sheet displaying all your designs has many advantages. You can use them as advertising so that the kids and parents can see what you are offering. The visual effect on kids is amazing, it's one thing to be asked if they want to have their faces painted, it's something else if they can see a picture of a superhero. The latter is like attracting bees to honey.

Make sure all painters have a sheet showing all the designs, so they know what it is EXACTLY that they are to paint. This helps a great deal in building the confidence of new painters and reduces kids being upset by not getting what they expected. The more smiling painted faces you have walking around at the hub event the better your efforts will be rewarded.

You can set up a face painting stall at many places:

- fetes.
- markets.
- sporting events.
- shopping pennyres during school holidays or late shopping nights.
- any event that has kids attending.

If you are at an event that has a face painting stall, don't be afraid to talk to those running it. There is nothing better than field research.

The charge for paintings can vary. Start at a pound for the very simple or basic designs and raise the price to four or five pounds for really involved or intricate designs. Most designs should be for two pounds.

FAIRY FLOSS

Fairy floss or cotton sweet in the US, is very popular whenever people get together in a fund-raising spirit, not just with the children but the young at heart as well. It is simple, cost effective and very profitable especially when put up against other fund-raisers.

Here are the basic things you will need:

- fairy floss machine
- icing sugar
- sticks
- bags
- bag sealing machine
- food colour



The machine is usually rented out for a small fee by a non-profit in your area or a company that provides carnival rides for fairs and fetes. All other items, icing sugar, sticks, bags and colouring can be donated either from local businesses or from your member group. The bags can be snap-lock bags although the provider of the machine normally provides a bag heat sealing machine. Learning how to use the machines does not take long.

A day or two before the event it is advisable to make up a large number of bags of fairy floss. It is a good idea to have a small number of plain fairy floss, the rest being single coloured and multi-coloured bags. By bagging early you can use the filled bags as decoration for your stall that really attracts a lot of attention. Hang a line of thin rope or strong string, then peg the bags to the line to create a wonderfully coloured and effective display. These bags sell quickly taking pressure off the stick fairy floss made on the day (your volunteers will really appreciate this!). Bagging also lets you have multi-coloured fairy floss which is much

appealing to the children. As you bag don't totally fill the bags, only fill a third or a half and when you change colours then fill them up and seal them. Bags also let people buy fairy floss that they can take away with them for various reasons, for their kids who couldn't make it to the event, for the children of friends or for their kids to eat at another time. This will add to your bottom line at the end of the day.

A fairy floss fund-raiser can be a hub event by itself or in other words a stand alone fund-raiser. You can set up in a shopping pennyre, at someone else's event, sports events, craft or flea markets - anywhere people are gathered. Sell bags for around two pounds and the sticks for a pound to a pound fifty pennys. Vary your price between multi-coloured and single coloured bags. Give the different bags names to add some flair to your stall.

Hints to make the day run more smoothly and profitably:

- If you can, rotate your volunteers regularly in short periods especially when hot or busy.
- Set up in a shady or cool spot.
- Try to have two people making the fairy floss sticks and two others to selling the bags and handling the money.
- Keep a track of how the bags are selling on the day and if you get the chance make some more on the day.
- Change the colour of the fairy floss during the day.

FASHION SHOW

Shopping for clothes can be one of those chores that most people put off until the last minute, a past time rarely placed on the top ten enjoyable things to do list.

Mothers have to struggle to get the kids to come and then hassle them to try on the clothes. To buy clothes for themselves is tough as well, for when do they have the spare time to do it in a relaxed manner, a manner that is very very desirable if not essential. As for the male half of this equation, we won't go into that dark and depressing area, suffice to say that maybe it's a good thing that the women are in charge of the clothes shopping.

So, how can we offer a solution to Mum and make a fundraising pound at the same time? Have a fashion show. If organised properly, you will be doing a public service, helping the local economy and improving your organization's bottom line.

Things that will need to do or decide:

Someone willing to be in charge and responsible for the show.

Models can be volunteers from agency or members of your organisation (for kids' shows use the children of those parents attending).

Will the show be private (open only to those directly invited) or public? Should you hire an appropriate venue or maybe approach the shopping pennyre where the shops are to host or sponsor the show. Alternatively consider holding the show in a members' backyard in a relaxed bar-b-que atmosphere?

Support and participation of local clothes stores.

An appropriate sound system.

Refreshments (will you need a license to sell alcohol)?

A decision whether to raise the money by ticket prices, commission on sales, participation fee levied on the clothes stores participating or a combination of the above.

Should the event be held by night or day, weekday or weekend?

What theme to use: summer, winter, baby, young, teenager, sports, 14 up (size that is).

Your theme may depend on which clothes shops participate. You may have to see which shops agree to participate then work out a theme. Be prepared to adjust your theme to local influences.

Time is crucial when organising a fashion show so give yourself plenty of lead time. This activity is a great way for the members to mingle and relax as well as raise money. It is also a great way to court new members.

FENCING

When you are the trail of raising pounds for a worthwhile and non-profit cause you must use what ever is at your disposal for maximum return. Sometimes when you start you don't have a great deal to use. A good idea is to see what the commercial world is doing and adapting these ideas to solve your problems. This is one such idea.

Have you noticed that when you go to a sporting ground that has a major sports team, the amount of sponsorship signs that are on fences and walls? Every available piece of space is ablaze with some piece of advertising or sponsorship. If it's good enough for them then isn't good enough for you?

If you have a fence or wall in a prominent position, in eyesight a busy road or walkway then consider putting this wall or fence to actively raising the funds you need.

Do this by selling the space to one sponsor or advertiser or several sponsors or advertisers, depending on the amount of space you have at your location.

To cover the cost of the signs or painting, approach a sign maker to the signs and in return allow him to have a spot where he can have his own advertisement. Alternatively you can include this cost in the amount you ask for when selling the space.

A little homework of finding out what is being charged in the commercial world will help you determine what you ask when approaching possible benefactors.

The rewards for effort in regard to this fund-raiser can be excellent.

FISHING

Fishing is popular past times wherever you go. Anglers are always talking of their fun times and 'the one that got away'. A great annual event to organise is a fishing competition. This fund-raiser will appeal a wide and large group making it a great way to raise funds outside your membership.

You will need to a pamphlet setting out all the details of the competition. Details should include the date, the entry fee, start and finish times, departure point, area to be fished, different categories and if a barbecue or social event is to be held afterwards.

All fees must be paid before the start time. Consider offering a discount for fees paid in advance of the day of the event. This will help in knowing how many entrants you will have and reduce your initial outlay for the trophies.

Contact your local fishery's department and rescue services for any advice that they can offer to help make your event safer and more enjoyable.

At the departure point have some members there to check that all boats are legal and safe to enter, you don't want you event associated with a search and rescue news bulletin or costly court case later on.

Contact any local or regional fishing magazines or TV programs and invite them to become involved. Again they might be able to provide invaluable assistance or advice. They might even help with the advertising of the event or at least raising your events' profile.

FOUNTAINS

This is a variation of the wishing well and coin drop fund-raisers. Basically what you want is for people to throw their coin donations in to some kind of receptacle that promotes who you are and maybe what you need their donations for. The main attraction of this method is two fold. First not everyone has the access to nor can they build a portable wishing well. Secondly the fundraiser is aimed at the community not their members, therefore this fundraiser can reach many more people and so hopefully raise more funds.

The idea is a simple one. All you do is approach any local business or shopping pennyre that has a fountain if they would donate any coins in their fountain to your organisation. To help promote your efforts

ask them if you could place a plastic notice in and around the fountain to let all those passing by what is happening to the coins in the fountain. The more you can promote this fund-raiser the better your rewards will be, so try to get the local newspaper or radio to carry stories about your fundraiser. If the business can't see the public relations value in supporting you then don't be shy in letting them know it is a great way to get them free advertising in the local media.

This fund-raiser doesn't require a lot of people nor do these people have to put in a lot of time. The more places you get to support you the better your return. The fundraiser can run from a week to a month and you you try to have it as annual event. They only cost to you is the advertising material you place in and around the fund-raiser, although you can ask the larger businesses to donate this.

GAMES DAY

This is a fundraising activity for the whole community. What you do is take the most popular sports in your area and tinker with the rules so all can join in, the young, the old, the fit, the unfit.... anyone and everyone.

For instance you could play soccer or hockey with a beach ball or pumpkin, outdoor chess, have a thong or broom throwing competition. Play a ball sport, not baseball, with a boiled egg instead of the real ball or play basketball with one hand tied behind their backs. Instead of a tug-of-war have a push-of-war.

You can introduce a handicap system for certain types of teams, i.e. over fifties or make the winner lose or come last. Alternatively invent some games of your own, it doesn't matter how strange or weird, actually in some cases the stranger the better. Consider including a brain teaser that leads to a hidden prize.

The local papers will either write an article or advertise the event free for a good and worthwhile cause, remember if it moved you chances are it will move them. Entrance fees or a minimum part thereof is to be paid in advance, the balance, if any to be fully paid before competing.

Canvass local businesses for their support and participation. Invite all the local paper employees to join in, this will help if the event is to be an annual event and helps increase your exposure in the paper concerned. Strange game tournaments have become tourist destinations, so go for it.

You don't have to spend a fortune on trophies for the winners. Put some thought into having unusual trophies for the winners of unusual events. Inject a shot of local humour. Trophies can range from a red rose to a donated dinner to a refund of the entrance fee or a perpenyage of the total event entrance fees to having their face on the front page of the local paper.

The only limit of the fun and types of fun activities is your imagination.

GIFT WRAPPING

A great and simple way to raise funds leading up to Christmas by providing a welcome time saving service that can add that little extra to some one's gift.

Most people at this time of year find it hard enough to find time to do their shopping so finding someone to wrap the present in an elegant and beautiful manner is a welcome investment. Another group that will take advantage of your service are those who can't wrap a present properly no matter how hard or long that they try. I know because I look for gift wrappers every year.

All you need are a few volunteers, a table, some wrapping paper in various styles and colour, a choice of small Christmas cards, some Christmas stickers and lots of sticky tape. All that you need is inexpensive and may even be donated by your members, your suppliers or the retailer who lets you operate in their area

Approach major department stores or shopping pennyres and ask if you can set up your wrapping table at their entrance or a place of their choosing. Most will not object as you do not threaten their trade, in fact you will assist their trade by providing a welcome service. These organisations neither have the staff nor time to provide such a service, so will normally see your offer as good for their bottom line. In some rare cases they will help by donating some wrapping paper and tape. If in doubt ask, all they can do is say no and if you don't ask you will never know.

A little training in wrapping may be necessary however most people do not need much training. On-the-job training is an option that is available where necessary.

Those who are first time wrappers start in the simple wrapping section and move on as their experience grows. If you have someone to call on who can add that extra touch in the presentation area so much the better.

Having a varied price structure is a good idea. Adjust prices from £2 for a quick and simple wrap, £5 for more detailed wrap (this includes ribbons and a small card) to £10 for a deluxe wrap (this is where having someone 'gifted' in wrapping with a sense of artistic presentation comes in real handy). The deluxe wrap features the more expensive paper, ribbons and time for the wrapping.

Not only will volunteers be happy at the funds raised but also love the warm responses from those that take advantage of the time saving service you are providing.

GIFTS IN KIND

Gifts in kind is the term used when donors give goods or services instead of cash. There are numerous reasons why some donors prefer this method. From distrust in the giving of cash to this method being better suited to both the receiver and the donor, i.e. donation of precooked or pre-packaged food.

Asking for gifts in kind instead of cash gives you extra dimensions when fundraising. This kind of donations is a real boost when running auctions, raffles, handing out rewards and other similar activities. You will rarely be offered a donation of this sort that you can't use to your benefit. Although some may require a little lateral thinking and imagination to achieve the advantage.

You should always make yourself aware of any kind of risks, if any, associated with any donation, gifts in kind are no exception. Before accepting the donation you should use common sense and if applicable proper investigation to ensure that no 'nasty surprises' are attached to the donation. If you are not sure then seek proper counsel before accepting the gift.

Here are a few questions to answer to your satisfaction before accepting:

Will you obtain full, clear and proper ownership of the gift? Is it proper that you accept such a gift?

Does the donor have the right and authority to donate the gift?

What risks and possible costs will your organisation incur by acceptance and use of the gift?

What are the legal requirements of your organisation? Is a receipt to be issued on acceptance of the gift? This is concerning gifts of large value. A rough guide is gifts of over a thousand pounds, but it is your duty of care that you know exactly what the legal and tax requirements are in your area or state to determine what is a large value.

What are the ramifications if the donor has a financial or committee connection with your organisation?

Should you contact an independent valuer before issuing a receipt? Or is there someone in your organisation that has the expertise and legal requirements to do the valuation?

These are just a few of the questions that should be answered to your satisfaction before acceptance. This is not a comprehensive list, so apply common sense to your situation and don't be afraid to ask questions before committing yourself. You may be saving your self and your organisation some painful and costly times ahead.

Apply the old saying 'if it looks too good to be true then it probably is!' and act accordingly.

Recycling and other environmentally friendly activities are enjoying more support today than ever before. Any activity that is environmentally friendly has a huge advantage over other activities. A glass or bottle drive is definitely in this category. A wonderful mix of making money while helping preserve our environment.

Before you start your glass drive contact the local glass recycle to find out how best to go about the activity. Seek advice on what bottles are refillable and which aren't. Refillable bottles are paid for by the dozen (some wine bottles and some brown beer bottles) non-refillable bottles are paid for by the kilo. You can get between .50c and £1.20 per dozen or around £35-40 per tonne. By calling local glass recyclers you will get a good idea if a fundraising activity is right for your organisation. It is better financially for you

to take the glass to the recycler as they pay less on site than at their factory. However better on site than not at all.

Let your membership or community know that you are having a glass drive, and all the details of it, at a meeting, by letter or a mention in the local paper. What you want to do is let everyone know what you are doing and giving them time to put their empty containers aside, to make your efforts worthwhile. Fix a date for pickup (this could be over a period of a day to a week). When advising people of your activity include a contact name and phone number, so those wanting to participate can advise you of their involvement and addresses. The more people involved the better your success will be.

There are four main ways of running a glass drive, each has its advantages and disadvantages. Read the following and decide which is best for your organisation.

Home collection

Here you need someone to let you use their trailer or truck to collect the glass from the homes of the participants for transport to the glass recycling pennyre or a local point where the glass recycler can come to pick up at your convenience.

Local drop off point

You may find it more efficient and a better way to attract non-member participation by having a local and publicly accessible drop off bin.

Find a receptacle like an old 44 gallon drum with a removable lid or some old wheelie bins, you might even find that the glass recycler may have their own receptacles that you can use.

Place them where the public has free and safe access to them for most of the day and on weekends. This way non-members can participate and you have less work to do. Another benefit here is you can run this activity as like as is convenient to your organisation, only having to call the recycler when the receptacles are full.

A word of warning: You must be able to secure the receptacles from vandalism. You will not want to have to clean a mess of broken glass after some vandals have had their way smashing the glass all around.

After you have decided how you will collect the glass and bottles you then must decide whether you will take the glass to them or have the recycler come to you.

Company collection versus you deliver.

If the recycler comes to you they will pay you less to cover the costs of coming to you. However you will be spared the inconvenience of having to sort the glass and bottles, packing them and finding the means, time and volunteers to transport the glass to the recycler. A lot of organisations can not get to do all this during the trading hours of the recycler, so it is better for them to have the recycler to come to them even if they do pay less.

A glass drive can be either a short term one of type project or an on-going long term activity, it is up to you and your organisation which is better suited to your needs and circumstances.

HEADS

Shaving hair from heads and faces has been used very successfully all round the world to raise funds. Taxi drivers to police officers have donated their heads for worthwhile causes.

The way it works is those donating their heads or faces ask others to sponsor them being shaved or otherwise mistreated. Apart from shaving, dying the hair green or blue is another great option. Sponsorship is collected at time of hair loss.

This form of raising funds when run with other activities such as fetes, can infuse much merriment to the occasion. Local press should be invited to help spread the word of the event and gain wider exposure of your cause. Especially if a some local dignitaries agree to take part, either as celebrity heads or shavers.

Simple, easy and lots of fun for all involved, no wonder this has proved to be a popular way to raise funds.

it with men and sport? Doesn't really matter here, as it is this fascination that makes for a great fundraiser. Simplicity and variation are its strength and why it deserves consideration. Most sports, commercially successful that is, have a few main components - balls, of sizes and shapes, men trying to put them

somewhere and rules telling the men where to put the ball and how to put it there. Sports like golf, football - all codes like soccer, rugby union, rugby league, Australian Rules, American football, Gaelic football, baseball, netball and cricket to name just a few are the source for this money making event.

The basic premise is to pick a major sport and develop a minor version that you can ask people to play and pay a fee for each time they play it. The appeal is based on two attractions - it is fun and only a few will win. Of course if they achieve the goal then they win a prize.

You may have seen such fundraisers like mini-golf, quoits, darts and the like. Here are a few ideas for you to think about.

Putter: This is based on the art of putting in the game of golf or the to be more specific the putting. Again there are variations that supplies you endless opportunities.

1. **The Long Putt:** Hitting a ball into a small hole with a golf stick is no easy feat. If you make the length of the putt a long one, then you have a challenge that will appeal. A twenty metre putt is a real challenge and deserves a prize if it is made. You can do it over well mown grass or artificial turf.
2. **The Uneven Putt:** If you don't want length or can't accommodate the length then make the ground uneven or use badly laid carpet. The putter has to move the ball over the uneven ground using their skill or rely on luck - preferably luck.
3. **Money Putt:** tape money or mark certain spots on the ground or carpet at a reasonable length, the aim here is to stop the ball exactly on the spot to be a winner.
4. **Holey Putt:** Have several holes in the ground, look in a manual or ring the local golf club to get the measurements of the holes. At the bottom of each hole is a tag or something similar to identify the prize, of course not every hole is a winner or some may have a booby prize.

Here are some the options for your consideration:

- As a separate or extra inpenyive you may want to run a mega star award. For example, if someone can win on three consecutive putts then they win a prize that really stands out from the rest of the prizes on offer.
- Instead of running just one of the above games run two or three side by side. By doing this you can sell tickets for each game or a ticket that allows one go for each game.
- You can sell tickets for each go or for three attempts.

The variations to this type of game are endless, it is all down to your imagination and circumstance.

HOOPS

Hoops is a very very simple, easy, versatile fund-raiser and you need no special equipment. The basic idea is to lay out prizes on a table or on the ground, people win by throwing a hoop over a prize. The prizes can be as simple as a bottle of drink to a voucher for a more substantial prize like a dinner for two. The hoop must completely surrounded to win the prize the prize.

Of course the more donated prizes you can get the more profitable you will be. To assist you in raising donations, offer to post a banner with the name of the major donor or with a list of all donors where you hold hoops. For prizes too large to be "hooped", attached a readable note to a small pole that can be "hooped". You may want to consider having a few mystery prizes where people take a gamble on what the prize may be. This adds another touch of excitement to the fund-raiser. When collecting donated prizes try to approach a variety of donors so that you have the widest offering of prizes possible, this way you will appeal to a wider group of possible players.

Poles can be small pieces of wooden doweling on a base or stuck into the ground. The hoops can be made of nearly anything like cutting out the inside of ice cream lids or a circle of thin rope starched to be firm enough to hold it's shape.

The distance the competitors throw the hoop is up to you. You may want different distances for different ages or sizes. The more desirable prizes are place at the back and the less expensive or more numerous

prizes at the front. Alternatively you can have only poles to be hooped. However the poles are colour coded to relate to a group of prizes to choose from. The prizes can be displayed on shelves or groups of prizes displayed around the playing area that are easy to be reached and presented to winners.

This event can be run at shopping pennyfairs, markets, sports events, car parks, anywhere you have room to set up and have a steady flow of passer-by's who can be enticed to play. At a pound a throw or two pounds for three throws it is at a price where if the prizes are appealing and well displayed you should be able to attract enough players to make it worth your while.

IDENTITY ACTIVITIES

A way of raising funds and doing a community service at the same time. The idea here is to make ID cards for children, pets and property. These are not legal forms of ID, more like help cards.

To help lost kids, identifying stolen property or as a preventative measure against theft, set up tent or table at a hub event and charge a modest fee to mark items. Police involvement with this activity is suggested. They can let you know the advantages and disadvantages of such schemes. The police can advise you on the legalities in regard to ID bracelets or cards. They can also inform you on how best to mark property such as TV's, stereos and cars. You may be required to register such markings with the police.

Once you have consulted with the relevant authorities, you decide which is more appropriate to your abilities. If you decide to do engraving, you will need an engraving tool and someone who can operate it. You will also have to be able to go to people's places to do the engraving.

Should you decide to do ID cards or bracelets, you can set up a stall at markets, shopping pennyfairs or other appropriate locations. You will need a print up blank card to be filled in and a laminating machine to help protect the finished cards.

KILLER COMMUNICATIONS

All organisations, no matter what their nature, succeed or fail mainly due to their ability to communicate. If they fail to let you know that they exist, why they exist and how you will benefit from their existence then their future may not be a rosy one nor very profitable. There are certain fundamental laws on what makes a successful organisation and this is one of them. Consider the fact that advertising companies generate billions, yes billions!, of pounds each year the world over. As I have said elsewhere, if it is critical for a large commercial organisation to spend money and time on a specific action or point then it is a safe bet that your organisation would benefit from similar actions. Don't think I am simply talking about advertising here, sorry but there is a lot more to it than that. Communications cover the following:

- conversations
- speeches
- email
- newsletters
- letters to the editor
- manuals from a library
- minutes of meetings
- letters

Good communications do not involve nor need to cost a huge amount of money or cash. All in the above list are free. You do of course have the ability to ask others to do this on your behalf and at times that is a sensible action to take but this will always cost in one way or another. One giant advantage you have in these modern times is the plethora of books, videos and forums to help you develop your communication skills and structures at a relatively small investment and let's not forget the many advantages of the internet.

If you can not successfully get your message across to your staff and volunteers then how can they successfully communicate with the general public? How can you possibly succeed if you project a jumbled, amateurish and unappealing message. Ask yourself- what was your reaction to the last time you had such an experience with just such an organisation or individual?

There are two main areas of communication to consider, internal and external. You must be able to deliver your message equally well to those inside your organisation and to the area of the public that you wish to deal with. If you do one well and the other poorly then your success will be limited if not short-lived. You must develop your personal, verbal and written skills and expect that those in your organisation will do likewise.

You do not need to launch a huge program to improve your communications skills. Just make it a priority to be aware of this point as you go about your everyday business. A simple but effective idea is to have posters around where you go saying "Good communications are the key". This will place it in the forefront of everyone's mind where it should be. If you use computers, have someone place this message in the screensaver. As you can see it can be very simple and cost-free.

How you go about it is up to you, your circumstances are unique and no-one knows them like you do. Just remember the sooner you start the sooner you will see the results.

TOY LIBRARY

Toy libraries are a cheap and appealing way for people to provide a wide arrange of play and educational toys to their children. It also provides a way for a non-profit to raise funds and provide a great service to their community.

All who have children will know how quickly they get bored with toys no matter how expensive, colourful or noisy. Toy libraries are a wonderful way for parents to continually keep the children happy with new toys to discover and master. Toys should be aimed at the one to five or five to ten year old child. Toys do need to be cleaned between loans.

Toys can be sourced by donation either in the form of toys, cash, or discount. Consider approaching local parents, toy stores and other charities in your area. It's OK to start small and let the number of toys grow as you go along. Also consider asking for cash donations so you can buy specific toys or a number of popular toys so disappointment can be kept to a minimum. Cash can be asked for either by directly approaching individuals or companies or by applying for grants offered by organisations in your area.

You do not need to have a massive commitment, for the toy library can be opened for as little as one day a month and only three to four hours on these days. If you have two or more people involved then the load is quite easy on these volunteers.

Money is raised by charging a joining fee, late return fee and a rental fee. The amounts are to be set by those involved as these people have the best understanding of the community they are in and what kind of toy library they want to run. Loans can be of a weekly or monthly nature depending on the times the library is open. Money can also be raised by running raffles on the day the library is open.

You can make the toy library anything you want it to be. You can run it on it's own or in conjunction with another charity, event or business. It can be as big or small as you want. It's up to you and your ideas!

LUCKY DIPS

Lucky dips are an age old, well proven fund-raiser. So good are they that people rarely recognize the commercial variations. Card collecting and the toys in chocolate covered plastic eggs are commercially sophisticated versions of lucky dips. No one is suggesting that you copy these complicated offerings however they do demonstrate the possibilities. On the index you will see such ideas as balloons and the bottle shop are simple variations of the lucky dip theme.

Like all fundraisers you should try to get the prizes donated, find a sponsor or failing this you then need to look around and try to find the cheapest source of prizes. A fantastic source for these prizes are at flea markets, garage sales or novelty wholesalers. Here you find a wide variety of items you can use and at a very low price. Do not be afraid to tell the sellers what you are doing and the organisation. Once they know you are helping a non-profit, most vendors will prove to be very helpful and generous. The items don't have to be new - just look it!

Presentation in any fund-raiser is critical. Present a neat, colourful stand and you will do better than having something that looks like it was thrown together at the last minute. Think about your reactions to

stands you have seen. What kind of stalls or fund-raisers have you supported in the past? Use your answer to guide in what you should aim for in your presentation.

Now here some variations for you to consider that don't stray away from the lucky dip appearance that most of us know yet inject a fantastic extra dimension of fun. Try having a number of levels of lucky dips, from the kids to teenagers to adults. Of course you can vary the cost to suit the age level. By doing this you appeal to a wider range of participants. Imagine a father or mother buying a lucky dip for their child and then the child then says "OK your turn now" to their parent - two sales were you normally would only have had the one! The prizes don't have to fit into a paper bag, you can instead put in a ticket or other way the winner can claim their real prize. To really add an extra dimension you have one or two super surprises. These can be prizes that are much more valuable than the other standard prizes. For example, the one major super prize is a donated computer game or extra large bag of sweets.

Lucky dips can be simple yet very successful with a wide range of options for fun and excitement. It really is up to you to make the most out of this proven fund-raiser.

LUCKY SPOTS

A Lucky Spots fundraiser is not just a stand alone fundraiser, it can be run in conjunction with another major fundraiser like a fete, movie night, dinner etc. This does not mean it cannot add to the bottom line of your event, it can, in an indirect manner. You include the value of the prizes in the admission, cover charge or in any other creative manner of your choosing.

People love winning. People love being in a situation where they can win. People are drawn to see to a place to who will win. This is why a Lucky Spot fundraiser can be a worthwhile addition to your event fundraiser. It adds excitement and attracts attention to your event and if you want to your sponsors and donors.

Before your event fundraiser, dinner, fete or something else, determine how many prizes you can give away - this is how many lucky spots you will have. Have as many gifts as possible or suitable donated, of course. You may want only six prizes for a two hour event so try to have donations fitting your major event or your cause. Consider what is the most effective fundraiser in regards to the donations. Determine the order in which the prizes will be drawn, this can add to the overall atmosphere of the event. Always arrange the order so that the last prize is the attention grabber. This way you keep the attention of the attendees, both mental and physical, and help build the overall excitement of the event. However if you have an invited speaker, you don't want to accidentally upstage their moment, so make sure there is an appropriate time between the two or have the guest make the draw.

Pick and record the lucky spots before the event begins. Only pick clearly distinguishable spots, ones that can't be mistaken or argued over. Putting envelopes under chairs is one favoured method or marking chairs so that the winner is the person sitting on the chair when the draw is made.

By having the spots written down before the event begins will prevent questions being asked later. You may even want to write down the method of dispute resolution, i.e. if it an out door event then a tape measure will be used or the person closest to the lucky spot wearing a belt. If more than one is wearing a belt then add the next criteria like a green shirt. Have enough disqualifying criteria so you are left with only one clear winner for each draw this way you won't have any disputes.

Make sure that the rules are clearly and highly advertised so as remove confusion during the event. It is worth the effort to make sure you have the appropriate permit if one is needed in your part of the world.

Lucky spots fundraisers is a very versatile idea in where it is used and how it used. Use your imagination and common sense and you should do well. The fundraiser is one that can be run as a no cost addition, you only use prizes that are donated, and that should appeal.

MARKETS

There is a limit for some organizations as to how much they can rely on their membership and friends for continuing financial support.

Other avenues of income from the wider community must be considered, this is where opportunities like existing markets can be used. Markets like flea markets, craft markets and trash'n'treasure are great opportunity to broaden your financial income base. Here you can find ways of raising funds from the

general public. The markets can even be in a different suburb or area than the one in which your organization is located.

The vital ingredient here is that you will need to rely on some of your members donating their time to this venture. Carefully consider how often you will attend a market, account for volunteers and costs (rentals and are stall fees different for weekly or monthly visits).

Shop around to find the best location you can get at the nearest and most popular market venue. The cheapest or nearest venue may not be the best venue, so talk to lots of stall holders to educate yourself on how different venues operate, treat their stall holders, how much they charge and pitfalls to be mindful of for beginners.

Don't be frightened to ask for special treatment in placement or fees, remember you are a charity and you rely on all the help you can get. The worst that can happen by asking for help is the answer being 'no'.

ACTIVITIES FOR CONSIDERATION:

- Face or item paintings,
- coloured sands,
- fairy floss
- balloons,
- raffles,
- silent auctions,
- boot stalls

METRE BY METRE

Before the construction of a path, or fence past the local school or other local structure, approach the local authority to sell it in metre portions (each portion having the donors name engraved in it) to raise funds for your organization (or to get it done).

These portions can then be sold to locals for a pre-set amount, this amount should take in account the target audience, or auctioned off at a related organized event. This way their names will be linked to the area for prosperity.

Personalized, numbered and dated stock-like certificates with colourful logos are a worthwhile accessory. Not only do supporters have their name on the path but also have the certificate to display where ever they choose. This will have a strong appeal to local businesses.

Certificates are a great way to recognize the contribution of the supporters of your activity, and you should never underestimate the power of this recognition.

These certificates also open the option of supporters using them as gifts. People may not want their names used but those of a friend or family member.

Official certificates can be issued, easily and at little cost by having them printed up from someone with a PC and colour printer.

Fund raising events can be organized to start or end with the selling or auctioning of the portions and another event with the official opening or presentation of the certificates.

VARIATIONS:

If a tree planting is desired then sell individual trees and give them a long term and easily noticed designation that can be included on an 'official' certificate

School class rooms: instead of having a number they can have a name, the opportunity to choose names is sold or auctioned. The choice of names can be from a pool (chosen by the school) or left totally to the discretion of the purchaser of the naming-right.

A bold move would be to approach the relevant authority to name bus stops on a local route (or a new one) before they raise the signs or an old route before they replace the worn out signs. As they have to provide the signs anyway there is no extra cost to them and they can use it as a great public relations exercise.

CHAMPION MONGRELS

People love their pets, no matter what they are, of this there is no question. So how can you perform a wonderful service for these pet owners and raise a few pounds at the same time?

Easy, how about a pet show where papers and pedigrees mean nothing. That's right, have a prize giving pet show, where people pay entrance fees, for the mongrels. Those just as lovable dogs and cats of mixed or questionable heritage. Are they not just as adorable as the most pedigreed pooch? Would not the owners of such pets desire to see the beloved's crowned Show Champion? You bet.

Hold a show where the winning criterion is not on the result of specialized or selective breeding. No! But on the lovability, friendliness, personality or obedience of the pet. Are these not the most popular reasons that we buy these loved extensions to our families? So it makes sense to hold a show to celebrate this fact.

The show does not have to be a huge production. They can be included in school fetes or country fairs. All you really need is a population of pet owners, a bit of space to move the animals around in and a few ribbons to award at the end of proceedings.

Prizes can range from getaway holidays to merely the presentation of a "show winner" ribbon that the owner can hang on their wall for all their visitors to see. In many cases the prize becomes secondary to the their pets winning and being recognised as "most friendly" or "most cuddly" e.g. winning a category at a show. Prizes and categories must depend on your situation, e.g. your area, your support base, funds available, is it a dog, cat or chicken show?

You decide how many categories there are and what it will cost an owner to enter their pet. Is there an overall entrance fee, e.g. one fee covers all categories? Or do owners pay a fee for each category that they enter their pet in? You decide how simple or otherwise the event gets.

Planning is the key to success here. Make sure that you let all pet owners know your rules and requirements. In say the case of a dog show that all dogs must be leashed (or muzzled) at all times and that failure to meet this rule means instant disqualification of the pet in all categories with no refunds.

To minimise the financial outlay you might consider offering a cash prize to only the show champion that is a perpenyage of funds raised by the entrance fees.

MOVIE NIGHTS

Going to the movies has really become a popular pastime again in the last few years. This is great news for fundraisers as it means that you could raise funds for a weekend activity and have a lot of fun doing it.

This is an activity that can appeal to a wider audience than just your member base. The more you can appeal to those outside your member base then better for your financial bottom line. Also you may attract some new members from such nights.

Now one critical factor to attend to is making sure that you don't infringe copyright. Do your homework and contact the relevant authorities or lawyers in your state or country to find out if you need a license or need to make a payment. Get their advice in writing so there are no misunderstandings. Copyright is a big deal - ignore it at your risk.

The idea is not to compete with the cinemas head on, rather to fill a niche between the cinemas and watching videos at home. Sometimes watching videos at home lacks the numbers to build an atmosphere and at the movies you are limited in what you can do to participate with the film. To combine the two for a great outcome, you run your own niche theatre where patrons can boo the bad guys and cheer the good guys.

The way to do this is to show theme movies like Star wars, Startrek, Diehard, Airport etc, cult films like Bladerunner or Rocky Horror Picture Show or concentrate on movies starring a particular actor.

For example take the cult movie Rocky horror Picture show. This is a movie where attendees like to dress up and really get involved by singing all the songs or acting out certain scenes. This is a venue for those

people who like not to just sit and watch but really get involved with the movie. All who attend know what to expect as this kind of proactive viewing has been happening for a long long time in regard to this movie. What you are doing is raising money by facilitating a time and place that otherwise would not exist. If this is not your choice then follow the just as good alternative of showing two or more movies featuring a particular 'star' like John Wayne, Bruce Lee or Dirk Bogarde.

This an activity that be enjoyed on a monthly basis to quarterly or half yearly basis

The idea is to show popular films that are you are only able to see on video. You do this by renting a hall (or having the premises donated) and a video projector and the desired videos videos. A hint to success is to use videos that are owned by the people who will be in the audience.

Ask around your area to find out which movies have the most appeal, than advertise what you are doing.

You add to your fundraising by providing the drinks and popcorn, or any other knickknacks that might seem appropriate.

OBSTACLE COURSE

This activity is aimed at the excess energy of the young and young at heart. This is not meant to be a body breaker nor to require a new level of fitness to complete, it is meant to be a fun activity for mainly kids however an adult version is not out of the question. The main aim is to time participants nothing more. The fact that participants are racing themselves and the clock will introduce an appropriate difficulty level without you having to think up any extra.

With two people, a timer and helper to watch and record times, a timing watch and an open area are all you need. Basically all you want are a few simple physical challenges lined up in order for the participants to overcome. A simple course containing less the ten obstacles to overcome should prove suffice.

Obstacles like those listed can be considered:

- a sprint, start and finish,
- a tyre stepping segment,
- a rope bridge
- a crawl under a sheet or canvass
- a jump over an exercise horse or vault
- a rope swing
- a set of markers to a run around
- a set of push ups or sit ups
- a simple relay of an item to one spot to another
- a mental quiz

To avoid excessive line ups, accidental injuries and fatigue the course should take around a minute to complete. This ensures that there is a constant flow of participants and many repeat attempts. You should find that those who try the course return to better their own time to or be a friend's time.

Charge something like a pound for three goes or fifty pennys a go. At the end hand each competitor a certificate. This certificates can be cheaply printed up on a home computer. You may want to make them A5 size or two to a standard page. The certificates should bear your organisations name, date, event, a place for the competitors name and time. A good way to advertise your event or organisation and have the competitors walk away with something tangible. It is also a great way to feed the rivalry between friends so that they come back and try to outdo each other. If this is not possible then hand them a fun sticker say something positive like " I did it!" or "I didn't need to win it Just be in it!" Either way the kids will really appreciate getting something at the end. Like the Speed Gun activity, the competitiveness will already exist and will need little to fuel it so that many will have numerous attempts to improve their times. This in itself is a good thing as some kids will surprise themselves and walk away very happy with themselves if there is an improvement in the their times over numerous goes.

Near the start finish line have a board or some means of displaying the quickest time for preset groups. If it is at a school fete show the two fastest times for each grade level otherwise show similar times for age groups. You will have to trust the competitors when they tell you which group they belong to. If you want to go to another level, get trophies or special prizes donated so that you can have a presentation to the fastest in each group later on. It is the kind of fund-raiser that sports stores will want to be involved in as it is good, clean fun that parents appreciate for their kids. If you do go to this level make sure that you advertise it so everyone knows when and where it will be.

Parents and friends of the participants will gather and festive air of cheering will give a real fun atmosphere to the event. Even those who are not very fit nor athletic are able to join in and enjoy it.

Two things to keep in mind when doing this activity. First consider if you need accident insurance, it is your responsibility to make sure you are covered if anything does go wrong. Common sense when doing this activity will minimize the chances of accidents however it is impossible to completely remove any chance of accidents. It is prudent to consider your actions in this respect.

Secondly it is wise to try and have at least one person running this activity to have first aid experience. If not at the activity then close by in case there is an accident. Proper management should ensure a minimal chance of any injuries but it is common sense to cover the possibility. Kids are kids and that means you can't predict what will happen.

The chance of an accident is a worry but if you plan carefully and take proper precautions then this chance should not deter you from holding this fun event.

ONE, TWO THREE

Here's a fund-raising idea to raise money and to keep people guessing. It's simple, inexpensive, easy to do and is adaptable to almost any hub event.

What you do is fill a vessel with some kind of a filler that can be counted, then you charge a set amount for a person to enter a guess of how many individual fillers the vessel contains to win a prize. People can enter as many times as they like, the more they enter the more you make.

An example of this is to fill a bottle with jelly beans and the entries closest to the exact number win a prize. The vessel and the filler can whatever suits your needs, they can be big or small, the whole activity can be whatever size suits your organisation.

On the large scale if you are hosting a golf day and you can get a car dealership to sponsor the event you could try to fill a car with golf balls, the closest entry wins either the car or a basket full of auto related goodies. Alternatively it could be a golf bag filled with golf balls to win the golf bag of a years' free membership to the golf club.

On a smaller scale you simply fill a valuable vase with jelly beans, the winner getting both the vase and the jelly beans. The point is this fund-raiser is as variable as your imagination can make it.

Like all fund-raisers, the more you are donated the better your efforts will be rewarded. This is a simple and if you want, an inexpensive way to hold a fun and hub related money raiser.

PAINTERS CELEBRITY

Nothing helps a fundraiser more than being able to associate the event with a celebrity name or two. So here is an event that might enable you to associate fundraiser with many celebrities. The idea is a very simple one – ask a bunch of local, state or national celebrities to paint a picture for you to sell, raffle or auction.

One cost you will have to consider is the supply the canvas, paints and brushes. To help in this regard approach a gallery to sponsor the event or to help reduce the costs.

Choosing the celebrities is critical to your success, so take your time and don't rush the choices. Do your homework and ask about. Be bold and invite some celebrities to participate that you may think are too big for a group such as yours – you may pleasantly surprise yourself and really boost your chances of success. Most people like to have a splash with a paintbrush and celebrities are people too!

You have the choice of having a theme or simply letting them paint whatever they want. Remember to get the artists to sign their masterpieces – people might be buying the name not the work, you will be very fortunate to have a painting that will stand on it's own merits.

Display the paintings before and during your fundraising event. The fact that you have been successful in having celebrities participate will help enormously however never take this bonus for granted. It will make your job of promoting your fundraiser easier - not easy. It helps if you can entice a few of the celebrities to turn up and promote or sign their work at the big event. This will attract more people to the event thereby increasing your chances of success and having a few other fundraisers feeding off the main fundraiser.

This is a fundraiser that promises much but like all successful fundraisers, success depends on the planning and hard work of all involved.

PAINTERS - Local

There are two reasons for having a public fund-raiser : to raise funds and to draw attention to your cause, organisation or message. Here is a vehicle perfect for this activity.

You need to approach a few local artists and a local shopping pennyre. You ask the local artists to donate their time and skill. You are helping them to get exposure, so normally they will agree. The number of artists you involve depends on what you think is right for you, the number of artists available and the types of paintings you want at the end. If you are a little short on 'real' artists consider having a few 'graffiti' artists to help out. From the local shopping pennyre you need a prominent position to carry out your activity.

The idea involves erecting a blank canvass and over a period of a week or two have it painted. At the end of this period you auction off the finished paintings. The paintings are cut from the canvass for framing after all the paintings have sold.

The blank canvass can be erected in the shape of a tent, positioned against a wall or any other creative idea you come up with.

The types of pictures you consider should be varied:

- seascape
- landscape
- dolphins
- horses
- nightscape
- flowers
- portrait

The sizes and types of paintings, even in the same theme should be varied. The more paintings you include on the canvas the better your chance of a worthy return for your efforts.

This activity offers you wide publicity even if you can't get an article in the local paper. However this activity allows for a wide scope of ingenuity at the planning stage to increase all angles of promotion during the implementation.

With careful planning and a little imagination you can use this idea to both raise funds and raise the awareness of your organisation and it's cause.

PARTY PLAN SALES

Party plan sellers can at times be a nuisance, here is a way to get them onside to help you raise funds. Party plans cover a wide range of choice, from household goods to health products.

Due to the wide variety, you may be able to hold several. Each one you hold will help make the next one easier as your experience grows. Each party should help you decide whether or not to continue. If you decide to continue you will also be able to better judge which party plan products are worth the effort and how often to hold parties. You may decide to just rely on one type of party plan product and hold a party every three to six months.

Contact your local party plan agents, (Amway, Avon etc) to jointly plan a party. Explain that both sides benefit, your organization by collecting a commission on the party proceeds and maybe a perpennyage of any proceeds of the parties arranged at or as a result of the first, the party plan agents by having access to hopefully a large audience and the prospect that they can organize future parties. Also that they can create much goodwill for future parties if they donate all or most of the profit from the first party and seek their profits at the future parties.

You stand a better chance of be able to attract a larger audience if you can tell members and prospective attendees that all the profits of the party are going to help your organization. Another point to be considered is that you have a chance to appeal to people outside your membership and their friends (and one should always look carefully at such opportunities).

To help with up front costs, you may be able to hold the party at a private residence and hold raffles and other like activities to raise funds. Consider having it in a social atmosphere by incorporating a bar-b-que either beforehand or after, this could also help introducing new members to your organization.

PETROL SURCHARGE

Approach a local petrol station and ask them to raise their price, say by one or two pennys a litre for a day, donating the rise in price to your fundraising organization. If the station serves 100,000 litres in a day, try for a Friday - or whatever their busiest day is, your organization stands to collect £1-2000.00, less what is spent on signs and promotions.

For those organizations that can issue tax deduction receipts you might be able to get the petrol station owner to support your endeavours without raising his price. By donating this way his public relations image is even better.

Add to your chance of success by getting a local paper to write a story about the day. This helps in three ways by letting motorists using the supporting petrol station know what is happening, gives the petrol station owner a good and free public relations exercise, and you getting your message out.

Make sure there are plenty of signs on the day, so even passing motorists know what is happening, this also helps supply an image that the local paper can use in a follow-up story.

Another option to consider implementing on the day is to use donations tins at the counter where motorists pay for their petrol or other needs at the petrol station.

This activity should be considered as more than an annual event, you may want to try it every three to six months depending on your location, the level of support offered by the owner and the days, success level.

PHOTO OPPORTUNITIES

You've seen them at fairs and tourist destinations. People paying to have their photo taken with a cardboard cut-out of a celebrity. If it's good enough for a commercial operator then isn't good enough for you?

The charges can be moderate, £5-10 per photo. The cost will depend on your set-up costs. The costs can be kept to a minimum if the instant camera and cut-outs can be borrowed, donated, made or rented.

The cut-outs, if owned can be used over and over if stored carefully in between uses. Not only this but they can be rented out to other charity organizations when not in use. You don't need a gallery of cut-outs, you can start with one then increase the numbers as you prosper.

Be careful which cut-outs you chose, as to popularity especially if you are purchasing them. Make sure you choose those that will be popular for years to come i.e. movie stars like Marilyn Munroe or a Disney cartoon character. Do your homework and ask around before spending your money.

The backdrop can be a painted piece of canvass Paint it differently on both sides depending on the character/s you have chosen.

POSTERS

Another simple, easy and inexpensive way to raise funds. The idea here is to ask local businesses to donate old posters, in good condition, so you can use them at a fete or hub event to raise funds.

Posters collected can be used to raise funds in many different ways,

- sold (£1-£5),
- auctioned (individually, collectively, framed or unframed),
- used in a mystery hunt. People pay to search an area in which mystery prizes have been hidden, one prize per paid search, or
- in any other imaginative way.

Posters can range from ads for eye wear, video games, movies, clothing, concerts, virtually anything! If it has a famous face or image on it then it's usable. The collector market for old movie and promotional posters is huge and world wide, so this is simply cashing in on an existing market.

LOCAL RESOURCES

movie theatres
record/CD stores
sports stores
optometrists
video stores

any shop or store that has posters with well known identities featured .

50-50 RAFFLES

The raffle is called 50/50 because the funds raised are split 50-50 between the fund-raisers and winner. A 50/50 raffle is probably the easiest of all raffles to run and with the bonus of a minimum initial outlay. All you have to pay for up front are the raffle tickets, or a board with the numbers for sale.

There is no need to pre-arrange prizes of any sort or worry over what to offer as the next prize, which makes it easier to enrol volunteers.

You may want to sell the tickets for £1 each and 5 tickets for £4. Try 5 for £4 to see if by doing this you can sell more tickets than just a straight pound a ticket approach. Remember the aim is to sell as many tickets as possible to improve the split at the end.

CASH TREE RAFFLE

A simple yet effective way of raising funds by way of raffling.

The prize offered in this raffle is a number of 'scratch and win' or lotto tickets attached to a small tree or branch representing a tree. Wrap the CASH TREE in clear or lightly coloured plastic to prevent attached tickets being lost. Present the tree in a stylish manner so that all can see the numerous tickets and be impressed by their chances of winning.

Always include a ticket that gives the winner a chance to win BIG, i.e., £250,000 or more. A spread of £40 worth of tickets 1 x £10, 2 x £5, 5 x £2, 10 x £1 will decorate the tree and provide the chance for the winner to really win BIG

The number of attached tickets and the value is dependant on how you will sell the tickets. Will you be confined to your large or small member base only or will tickets be sold at the local shopping pennyre? Will the tickets be sold over a week or a few hours at a function or fete? The answers to these questions will be a helpful guide to the amount of funds directed to this raffle.

PROGRESSIVE RAFFLES

It is amazing what happens when a little imagination is applied to an old idea. Here is another form of raffle that adds a twist and more reasons for people to participate. Instead of not knowing if they will win, now they don't know which prize they may win if they do so buy a winning ticket. Another dimension adding more excitement. Usually in a raffle there are usually only a few winners, in a progressive raffle there are many winners over a set period of time. This fundraiser can be used not only to attract people to a major fundraiser it can be used to encourage them to stay a little longer, thereby maybe spending a little

more money at your main fundraiser. Of course you can run a progressive raffle as a stand alone fundraiser.

The way it works is simple. Gather as many prizes as you can, say forty to fifty, ranging from small prizes to large prizes. All tickets go into each draw except those tickets that have already won. In each draw you select multiple winners. If you have forty prizes then you will have forty winners. The draws are made at preset times over a two hours to several days, depending on the length of your fundraiser. If you run this fundraiser at a fete that runs for six hours and you have sixty prizes. You have five winning tickets drawn every half hour. The order of the winners are numbered to numbers placed on each prize. Prize number one is won by the first ticket drawn in the first raffle, prize number two is won by the second ticket drawn in the first raffle and so it goes. Each ticket must have a name and a contact number of the winner.

There are few things you can do to bolster the success of this event.

- First try to have as many of the prizes donated, offer to boldly display the name and address of the donor.
- Once you have the number of donated prizes, give careful consideration to the order in which the prizes will be won - save the biggest until last, have the more unusual or interesting prizes scattered throughout the draws.
- Pre-sell the tickets, although you may want to attract people to a major fundraiser, you may feel it is more advantageous to sell tickets to those who have no intention of attending your major fundraiser yet would buy tickets. You can use the pre-selling of tickets as a way of promoting the event.
- Have the price of the tickets included in the price of admission, if there is one, and so add a "free" source of excitement to the event at which the raffle will be run.
- On the day or in a very visible area, display the prizes in their best light with the name of the sponsors. In the case of the more valuable prizes include their value in the display and the total value of the prizes overall. People love seeing money signs in regards to winning.
- Clearly and repetitively announce drawing times and places. People want to be at each draw.
- If the progressive raffle is being held at a dinner, then it is a great way to spice up those times in between speeches.
- Ask celebrities or individuals highly regarded in your organization or area to perform a draw. Consider having a major donor do the honor of a draw, donors usually as a form of advertising so let them be advertised personally.
- Make it a well publicized fact that the winner must be present at the draw and has a set time to claim the prize or it will be redrawn. The aim here is twofold, you want to keep the people at your event as long as possible and secondly, make it fairer for those who do turn up. Keep in mind that this may affect your pre-sales.

This kind of raffle has many areas that can be tweaked to suit your organization or situation uniquely. It can be run as a stand alone event or in conjunction with another event.

REVERSE RAFFLE

This is a non-raffle raffle, the raffle that no one wants to win. Intriguing, yes?

The hub to this of these raffles is that everyone is issued an equal amount of tickets in the raffle for free but they have the opportunity to buy back their tickets and reduce their chances of winning.

Why would they want to buy back their tickets, well they don't want to win!!!! The twist is that the first prize is one that no *one wants to win*, i.e. having their hair dyed green for a week or washing the teams' jersey's for a month, something relevant so that people would rather part with a few pounds rather than win the prize.

If done correctly this activity can inject a real sense of fun to the chore of raising funds.

SPONSORED RAFFLE

This is a great way to free yourself of all the risks of having a raffle. The raffle operates as a normal raffle but without the risk of not making a profit or worse a loss

Approach a local business to sponsor the raffle by providing the tickets and the prize. What does the sponsor get in return? The sponsor has the name or logo of the business on all the tickets both front and back.

The sponsor can add to the effect of his advertising pound by offering a 5% discount to customers presenting a raffle ticket at their next purchase. So even the losers are winners. This is a great way for local businesses to raise local awareness of their name and build healthy goodwill at the same time.

For businesses that have to watch their advertising bottom line this is a fantastic option. A built-in feature of this activity that sponsors will enjoy is they can test the local reaction to the activity by how many ticket buyers use their tickets for the discount.

SANTA'S HELPERS

Christmas is a time of good cheer and sharing, a good time for fundraising. People are in the mood to spread their good fortune and what better way to spread their good fortune than to help your worthwhile cause? Here are some ways to help people celebrate the Yuletide and assist your organisation in their fundraising efforts.

SANTA MEALS

Meals, breakfasts, lunches and dinners, are used to raise funds for political campaigns, to launch books and simply raise money, so why not have a Santa Supper to help your fundraising requirements?

These meals can be aimed at grown ups and kids alike. Apply a theme that is applicable to your area, membership and organisation.

SANTA PHOTOS

For how many years have you seen professional photographic companies set up in local shopping centres to take photos of Santa with kids? A question to ask yourself is, can my organisation do this? The answer is 'YES'. A little planning goes a long way.

How can you compete with a professional outfit is the first question to answer. There are two immediate responses price and no waiting time.

To be competitive you have to be creative. Most photographers have a week or so turnaround for you to get your prints, you then use a Polaroid camera and hand them out on the spot. The client is happy with the immediate result and the volunteer taking the photo can see the result and improve each shot until happy with the result. Be adventurous and instead of having a camera on a fixed mounting, try taking photos by hand.

The second is that you work on a high turnover low profit principle. That is you depend on taking a lot of photos at a small profit per photo instead of a large profit on a smaller number of photos. Study what is happening in other locations and beat the competition. The advantage to have here is to have a sponsor in regards to the film and camera.

Sponsorship is the key. There are several lines of sponsorship to try. First to be able to operate in a shopping centre for free. Approach a camera or photo developing shop to subsidize or even better supply for free the camera and film. The shop should be as close as possible to the area where the photos are taken. Approach a toy store in the shopping centre to provide props and toys to help create a jolly Christmassy atmosphere. Prominently display the names of the shops that help you in your endeavour.

The large factor in your favour here is that this is the time of year that shops spend 'big' to be noticed and noticed in the best possible light. Helping your organisation out meets this criteria.

SANTA SIGNS

Have ever noticed the explosion of Santa and Christmas signs leading up to December 25th. Wouldn't it be great if you could have a pound for each sign? Well this isn't the place that will tell you that, however there is money in Christmas signs.

During the year, so to spread out the capital investment, make signs with various Christmas themes. Make some saying 'MERRY CHRISTMAS', others with a picture of Santa: build up a wide variety of signs.

At the beginning talk to shop owners to find out what kind of signs they would like. There are several advantages to this: Knowledge of the market, so you know who and what you are aiming at, creating a market by letting your prospects that you are about and creating the niche market of being able to make customized signs: signs that are specifically asked for. Also you have the chance to presell, lowering your initial capital outlay.

When you see the first signs of the Christmas advertising push, canvass local businesses to purchase or rent your signs.

SANTA STREET APPEAL

The idea here is to have a Santa volunteer on the back of a vehicle ringing a bell while driving slowly around neighbourhoods. This to attract attention and help spark off a Christmas. Kids really love seeing a Santa cruising through their neighbourhood, even more so if he is handing out lollies. Beside the car you have several volunteers walking with collection buckets.

A simple concept that has proven to be a very successful fund-raiser.

SANTA : VISITS

This activity depends on your membership having four or five members who are willing to donate their time to being a happy, jolly Father Christmas'. You may start out with just one Santa and slowly increase your numbers.

All you need are the volunteers, the costumes and some advertising.

In the pre-Christmas period let the public know that you are available to do children's parties, office parties, kindergartens or place a Santa in a shopping pennyre.

For a modest donation, kids get to give Santa their wish list or tell him in person what they want to find under their tree. A good idea is to have a bag of lollies to hand to children.

At office parties, the boss might want a Santa to hand out end-of-year bonuses or gifts and then mingle within the staff to add a bit extra of the season's wonderful atmosphere.

Think carefully on whether to charge per person or on a simpler one-cost party basis. Another factor to consider is the circumstances of those wanting to make a booking. The person taking the booking must understand exactly what latitude they have when it comes to making variations in booking fees, times and any other unforeseen circumstance that may arise. Careful consideration is essential when choosing booking staff as well as who acts as Santa.

Always have only one pennyral phone number for bookings to save on confusion. Having one person, two at most handling the booking calendar also saves on possible double bookings. The calendar is filled out immediately a booking is taken. It is a good idea to try not to have a mobile number, as it might put some people off making a booking.

SAUSAGE SIZZLE

When people go out they don't always eat before leaving or can work an appetite while there so it is a good ideas to have some cheap and easy way of feeding them. A sausage sizzle is such an option. It is very easy and appealing for any group to put on a sausage sizzle. A sausage is basically the Australian version of the American hotdog stand. All you need is some bread, or buns, some sausages and sauce either bar-b-que or tomato. Cook up them sausages , place them on a slice of bread, a splash of sauce and WHAM BAM all done.

Sell the meal for a pound or two and you will find that you have a popular and profitable way of fundraising. The only hardware you need is a portable bar-b-que, although most times a member will be

able to provide this or know a friend who will. Another great benefit is the you only need two people to work it, one to cook and one to cater to hungry customers..

You can aim your sausage sizzle at breakfast, lunch or dinner crowds. Of course get as creative as you want, by adding extras such as cheese and beetroot for a little extra say twenty pennys extra. It is up to you and your volunteers how fancy or simple they do a sizzle. They can go with a set amount of food and close when it is all sold or they can try to keep going as long as possible. Leftover food should not go to waste as the workers will usually buy whatever is left over to take home.

So there you have a popular cheap, easy, no waste way of fund-raising. This can also be adapted to have a hot dog stand or other yummy masterpiece you can think of. Bon appetite!!

SERVICES

The membership of each organisation is unique. From their goals and activities to the make-up of their membership. If among your membership there are people with special skills or practice a profession then you have a great way to raise funds.

Instead of or in conjunction with the normal fundraising activities, consider asking these members to donate their skills to raise funds for your organisation. For instance you might ask a member with the appropriate skills to conduct a classes in painting, computers, fitness or any other locally relevant topic. The members deduct any expenses, like advertising or hiring a hall, and donate the rest of the funds raised to the organisation.

The skill can be professional, helping with tax returns or legal advice or social like painting or swimming. This is a way of raising funds while providing a worthwhile service to your community.

The person donating their skills does not need to be a member, simply a supporter of the idea or your organisation. All legal and insurance requirements should be adhered to.

By having and maintaining a Members Resource List, you have the ability to take advantage of this type of fundraising activity. This activity is also a great way to seek out new members and promote your message.

SHOP OF BOTTLES

This can be a really profitable and enjoyable fundraiser. The Shop of Bottles is a cross between a lottery and a lucky dip. The key point, as in all fundraising, is to have as much of the raw material donated as possible.



However you may want to invest in a couple of really appealing prizes that can be inserted into bottles to catch the interest of people, thereby enticing them to play. These bottles then become the pennyrepiece of your display. You may also want to include a few bottles of which the contents can not be seen to stir interest. The way you present the bottles on the day can either help or hurt your chances of success. Try to present the bottles in an eye-catching manner. Highlight the best bottles to win either by making special

boxes for them by having a large sign listing their contents. A little showmanship can turn a moderately successful event into a howling success.

The basic concept is to fill numbered bottles with goods of all descriptions and sell numbered tickets, the number on the ticket determining which bottles has been won buy the holder of the ticket.

While the contents of the bottles can be seen by the ticket buyers, their number should not, thereby introducing an element of chance and of course excitement. Contents of the bottles can range from a handful of lotto tickets to a piece of paper saying " thank you for your support better luck next time" or booby prize. People buy a ticket and take a chance on what they win.

Bottles you can expect can range from old coffee jars to some rather exotic ones that have been collecting dust in some ones' attic or garage for years. Donated goods can range from scarfs to preserved fruit. (You should always be very careful if accepting food. Make sure you can trust the donor and strictly follow best food handling practices.

How do you price the tickets? Well you have two options depending on what you have in your bottles. First you can offer all tickets at say two pounds, and spread your contents evenly through all bottles.

Secondly you can place the contents selectively into bottles so you have several groupings, from the trinket group to the better valued bottles. This allows you to have say, a one pound shelf, a three pound shelf and a premium five pound shelf. To do this last option you must clearly communicate on the day the difference of the levels. The extra effort is worth it in the final pound amount you will have at the end of the day.

STICK LOTTO

Here is a quick, easy, inexpensive and highly adaptable fund-raiser. All you need is a tray of sand, 100 sticks and some way of colouring the tips of the sticks either by paint or marker pen. How it works is really simple, take a few sticks and mark them as prize winning. Then stick them into the sand, marked ends in the sand. People then pay to remove a stick to see if they have won and if they have what their prize is. Easy!

There are many ways to individualize this event to your needs. First what kind of sticks you use can range from tree sticks to popsicle sticks to toothpicks. As long as they can be marked to meet your needs then they will do. You can use 10 sticks or 100 sticks. Instead of sand you can use dirt, jelly, marbles or any other material you can think of as long as the sticks stay upright and the winning sticks are not visible.

The marking of the sticks can be colour coded, have pieces of coloured paper or small pictures stuck to them or marked by pen - whatever you can think of that is appropriate to you or will add a bit of fun to the activity.

The amount you want to raise or where you run this activity will determine what you charge per go and how much you will give in prizes. You can either try to have prizes donated to give to winners or simply return a perpennyage of money raised. For example if you use 100 sticks at a pound per go then you can expect to have £100 to draw winnings from. From this you may offer thirty pounds in prize money leaving you seventy pounds profit. This thirty pounds can be offered by having the following sticks...

To add to the fun try having a few sticks marked "try again". To ensure that you raise the full amount you either do not replace the sticks that have won or replace them with non-winning sticks Make sure that you advertise this fact so all players know what you are doing and by so doing avoid the accusation of cheating. If you replace the winning sticks then you run the chance of these sticks being pulled in succession. This is an activity that contains a risk element - be aware of this. It is really the luck of the draw.

| | | |
|--------------|-------------------|------------|
| | 1 stick for £15 | 15 |
| | 5 sticks for £2 | 10 |
| | 5 sticks for £1 | 5 |
| TOTAL | 11 chances | £30 |

A good promotional idea is to have a winners list placed near the game. People love reading about winners and will be encouraged to play. If it's good for the real lotto's to advertise then it should also be good for you. If you remove the winning sticks then have them displayed somewhere with the winners name beside them.

Stick lotto can be run as a one day event or as an on-going activity over a period of days, weeks or months. It is up to you to judge what is best in your circumstance. You can also run several games at once for differing ammunites to play and of course to win.

SPEED GUN

Good fund-raisers are always based on what people enjoy doing, and if others are interested in doing most of the work for you then you are on a winner. This fund-raiser is based on both these principles. One of the things kids love doing is throwing, from rocks to all sorts of things so get them to throw balls. That's right - throw balls but you see how fast they throw by using a speed gun from the police. The police are always keen to be a part of community projects and have shown in the past to be agreeable to participating in this particular event. This is not a rare fund-raiser in Australian fetes. So here you have kids having fun and the police being part of the community and you having a successful fund-raiser.

How it works is simple. Section off a safe area that kids can throw and have a member of the police force use a speed gun to record how fast their throws are. Charge fifty pennys to a pound for three throws and keep a list of the fastest for either age groups or grade levels. To really get the kids in, hand them a certificate after each go that they can show their family members and friends. The name and speed is filled in by hand at the end of each go. What you will see is the kids try to outdo themselves and their friends on more than on occasion. If you want to take it to another level you may want to keep your own records and at the end of the fund-raiser present a simple trophy for the fastest thrower for each level. You may want to consider separating the boys and girls into separate competitions. If you chose to have a trophy presentation then make sure all who participate know when and where it is going to happen. No point in having a presentation if no one turns up.

To keep costs to a minimum there are a few avenues to pursue. Approach your nearest major baseball team or sports store and invite them to sponsor your fund-raiser either by a cash donation or by supplying the certificates and trophies. Sports clubs are always looking for new members so letting them know you are willing to hang a banner of theirs is a good idea. You don't need really big trophies, small ones are just as attractive to the kids. Approach your local trophy shops, one of them may want to promote themselves in your area and so agree to be your sponsor. Never underestimate the generosity of your local businesses. The certificates don't have to fancy nor colourful, black and white photocopier quality certificates will do just fine. Like the trophies approach local printing firms and discuss how they would be willing to help out, They might settle for just having their names somewhere on the certificate.

This event can be run in parks, at fetes or in shopping pennyres. The more passing people the better. You will have more participants and you stand a better chance of having a sponsor. It is a simple, cost effective fund-raiser that is fun to be part of and therefore well worth your consideration as a future fund-raiser.

TEMPORARY TATTOOS

There certain activities that appeal to both kids and adults alike. These are the fundraisers you should try to have surrounding your hub activity. Real tattoos have a social taboo while temporary tattoos are usually seen as harmless fun. It is the choice of the tattoo that pitches the appeal to either the kids and the grown up kids.

There are two basic types. The first type goes on wet skin and the type that is for dry skin. The dry skin tattoos usually last longer. Both can types can be removed at the wearer's discretion.

Before using any type of temporary tattoo do some homework. Ask around to see what is available and what brands are best to avoid. To make sure that the type you will use is safe, test them on a few volunteers so that you know they will not cause rashes. Keep a list of the ingredients so that if a rash is caused the person can take this list to a doctor for proper treatment. Always warn your customers that in some cases sensitive in will result in a rash if the tattoo is applied. Have a sign so all know that children under a certain age need a parent or guardian's presence or you will not let them have a tattoo.

TABLE GAMES

The aim of most activities of non-profit organisations are to be simple, appealing, have minimal cost and of course make a profit. Here is an idea that meets all these requirements.....table games, i.e. games that can played on a table. Card games like bridge, board games like Monopoly or new trading card games like Magic : the Gathering. Below is a list to further illustrate the variety of choice.

Try the games that are most common and familiar like Monopoly or bridge. By trying a game like Magic: the Gathering you may make headway into a younger, more untapped market! Movies like Star Trek: the Next Generation have such a game to be played. Don't forget to investigate the hand held computer games option. Check it out in your area and see if there is a club or other people hosting regular meetings, if so approach them to join you in promoting a fundraising meeting. Offer them a share of the profits to help.

Remember any games that can be played on the surface of a normal table is worth considering, even games like Trouble or Headache. You may want to have a theme of weird or unusual games, consider having contestants having to play a multitude of different games gaining points from each round to determine an all round champion.

To promote your effort, pass around black and white flyers, put ads in shop windows. You don't have to be fancy or expensive. Let the idea sell itself. In the promotional handouts, set out the basic rules and all costs. A good idea is to have either a discount for those who pay all their fees before the day of the tournament or have a rule that all fees must be paid in advance. This will depend on your financial status, expected attendance and desire to take a risk.

Before launching into your own playoffs, see if there are any similar types of gatherings in your area and attend a few to find out more on what is involved in hosting such an event. You may even get the organisers to help you plan or run your own meeting.

GAMES LIKE:

| CARDS: | BOARD GAMES: | NEW CARD GAMES: |
|---------|--------------------|---|
| BRIDGE | MONOPOLY | MAGIC: THE GATHERING |
| CANASTA | SCRABBLE / UPWORDS | STARWARS |
| GIN | DRAUGHTS | STARTREK |
| SNAP | BATTLESHIPS | or a game like Connect-Four / Four-In-A-Row . |
| 500 | CHESS | |

The choices are endless, the possibilities exciting.

THEMES

Fetes and other such hub events are always popular and profitable. However are you being too predictable? Ask yourself why should Joe Public attend your event over a rival event? Or why should they attend yours even if it is the only one in town? Is there a sameness that stops it from standing out. How do you make your event stand out? Try a theme to spice things up and gain appeal and maybe extra publicity.

Try themes like cards, sports, science, craft, swap, fan clubs, music or any other specific interest that has a large following in your community. There are all sorts of these meets going on commercially all the time. What you should endeavour to do is capture or attract a part of this commercial market for your fundraising ends.

For example you might want to try a `sci-fi fete'. Arrange for a suitable open area or enclosed place is available. Then invite as many businesses (those that sell trade cards, memorabilia of sci-fi shows like

Starwars, Startrek, Babylon 5, book shops that deal in sci-fi related books) and related groups to join in (like Starwars, Startrek, Babylon 5, X files fan clubs). Get these traders and groups to come in costume.

Charge these traders a fee (say £25) for a table and the public a pound entrance fee. Hold the event on a Sunday so it won't interfere with the traders normal hours and Sunday is a good day that families can get out together without worrying about the shopping or working.

By having an original or at least different theme, you will find it easier to promote interest and attract attention. A theme fete will not be any harder to organise than a normal fete, in fact it might be easier as your organisers will find it a `fun' thing to do. Another advantage is your theme will make it easier to advertise (bring those renting tables to the attention of the local paper).

By having a theme of this vein you will add a curiosity factor. You will attract a portion of the community that will attend purely out of curiosity, they will come just to see what it's like. There are clubs that play card games based on TV shows like Startrek, so hold a play off with an appropriate prize as a pennyral attraction.

Try a theme fete and you find that your other `normal' fundraisers, (fairy floss, auctions, raffles etc) will do better as you attract more people to your fete.

TOURS

The freedom of owning or being able to drive a car is taken for granted. The freedom for everyone to get to all the sales and warehouses to save money is also taken for granted. However there is a sizeable number of people who do not enjoy these freedoms. Here is an opportunity to provide a public service, have fun and raise funds.

Arrange tours for those who don't have the access to or the ability to move about freely in their own vehicle or normally get to discount warehouses. These tours can be of any sort that appeals to the local residents or members. Tours can range from shopping tours (for clothes, alcohol, anything) to areas of interest like sporting events i.e. grand finals. Tours help share the costs and thus reduce them to each individual and maximise the experience by doing it with others of a similar mind.

Shopping tours can take many forms. Maybe monthly shopping trips from country area to city mall to bulk buy and save money that not only pays for the trip but helps raise funds (you the fundraiser take a perpennyage of the savings). You might want to organize a day trip to several warehouses or flea markets. Another idea is to organize a bus to transport revellers from one night spot to another so they don't have to worry about drinking and driving.

By travelling in groups not only do you save but everyone will have a great time. Friendships can be made or renewed. Plan to have some fun, simple contests to pass the time driving from one place to another. Maybe include finger foods or a snack.

If you decide on the shopping trip notify the shopping pennyres you intend to visit in advance so they can expect you and maybe help you add to your raised funds by them donating either money or goods to your event. Donated goods can be used in raffles or the games to help pass the travelling time. You can also use them as a door prize to help boost ticket sales by enticing more people to join in. This way you can maximise the benefit of bulk buying and bulk bookings.

There are many reasons that bus trips or organized tours can be fun, helpful and cash raisers all at the same time.

Canvass the idea, get your bookings confirmed by a deposit before the day of the trip then you can decide the size of the bus you will need and if the event will do financially. This is critical, you will want to have some idea if you need to cancel so that you don't loose money. By letting the hirer of the bus know the number of people expected you can better plan the hiring of the bus. This may lead to a discount for the bus or maybe get a free bus for the day. (This is more likely if your donations to your organization are tax deductible.)

TRIVIA NIGHT

Trivia nights can be a whole lot of fun. They require a little more in the way of organising, however this is repaid by lots of laughs and fun on the night. A great feature of trivia nights is that there is no set ways, no hard and fast rules that to be followed, trivia nights are as flexible as your imagination and situation.

To help you I have written about different features you can use, in any order or combination. These segments might trigger a few unique features of your own that you choose to use.

ON THE NIGHT

Basically there should be about six tables with six people making up the teams. There can be teams competitions and individual competitions. Aiming for this and having fees paid in advance gives you a starting point of £216, six pounds per person entrance fee. This will help in you be able to pay for hall hire, if necessary, and buying food and drinks for the night without outlaying your own funds. A nice way to minimise the financial risk. The food and drinks will also go towards a final profit for the night. Whether or not you provide a meal or simply snacks during the night is for you to chose, depending on your expertise and available help. Consider carefully how many breaks you will have, when you have them and for how long they will last. Breaks are good for the participants and also can be used to the advantage of the hosts, for checking totals, summing up on how the night is going, making adjustments to proceedings etc.

Having around 36 competitors is a number that is fairly easy to handle and won't make the night too long. There is no way to set an exact time it takes, as this will depend on how fun you are having. A trivia night is primarily about having fun, not finding the person who holds the most trivia in their heads.

There can be two competitions running simultaneously during the night, teams and individual. Points accumulate during the night to determine eventual winners. Here you can add intrigue by not displaying the progress totals, waiting until the end of the night to announce the winners or alternatively show progressive totals for most of the night then have say play the last two rounds with the progressive totals being shown.

EXTRAS:

Extras are options you can use to up the fun factor and boost income for the night.

- Player cards: a pound a card, limit two per player.
- Written quiz sheet: a pound per team member to gain the chance of extra points.
- Picture puzzles: if picture puzzles are to be used during the night, you may offer teams a chance to get an early glimpse, there is no set price for this advantage, you leave it up to the team to decide how much they are willing to pay for the advantage of an early peek or extra clue.
- Points: hardly seems fair but you may want to offer a certain amount of points to start the team's tally. The points rise in price as the night progresses. The amount you charge is directly related as to how you award points in the games you play. Another twist is to charge an extra fee not to disclose whether or not a team has availed themselves of this advantage until the end of the night., certainly can add suspense to the proceedings, especially if the MC constantly refers to this extra Can also add a boost to the income for the night..
- Terminology for these cards can be changed to add relevance or humour.

PLAYER CARDS:

Player cards are used to up the points on offer or to enlist help from other players to garner points. Here are three options for player cards. First is the "d'oh" cards. These cards are used when the person answering the question has no idea of the answer. With a d'oh card he can put the question to all, if the question is answered both the card player and the person or team who answers the question correctly get the points on offer.

The second card is the booster card: this cards is played by a team or individual when a set of related questions announced. If the the team or individual is confident they will do well in this category they play the booster card. The booster card can work in two ways. First if no points are deducted for wrong answers then as well as doubling the points for right answers points will be deducted for wrong answers if the booster card is played. If points are deducted for wrong answers anyway then simply double points added or deducted.

A third option card is the stumper (one per team or player). This card lets a player or team present a question of there own to all other competitors. A predetermined amount of point are allocated to the

presenters if they stump the others and the question is unanswered. These points go to the person or teams that correctly answer the question. All stumper questions must be submitted for approval at the beginning of the night. When these cards can be played are up to the organisers.

TOP

WRITTEN SHEETS:

Written sheets of questions can be bought to add to either team or individual scores. they should be available at most breaks. The are to be completed at the table of the competitor and handed in for marking and points at a specified time during the night. Be careful with these questions, make sure that there is only one answer to ensure there are no complaints later. There are no restrictions on who actually answers the questions. if the answer is correct and the competitor was clever enough to get someone else to answer it, points are awarded. remember this is a fun night, not to be taken too seriously so laws applying to TV game shows are not to be rigidly enforced.

THEME FOR NIGHT:

To add a bit atmosphere to night or add a bit of spice to your promotions choose a theme for the night and ask people to dress in the theme for the night. You may even consider awarding points for best and worst dressed or deducting points or fining those who do not come dressed in theme. Themes can be based on movies, movie stars, popular TV shows or a local theme. Anything really. dress up themes can really add to the mood and atmosphere of the night.

WINNING

There are many ways of determining winners. The two easiest is either the first to answers a question or a number in all categories, or the most by a certain time, wins. the second is the team or individual player to accumulate the most points after all rounds are played wins. The strong suggestion is to keep it simple as possible so all know exactly how winners are determined before the the games start.

QUESTIONS:

No doubt that a lot rides on the questions prepared and how they are presented. This is the real time consuming part of the whole activity, so get as many volunteers as you can to help prepare and check questions and answers. Before setting on the quest to compile this list, finalize how many sections you will have, how many questions will be in each section and what those sections will be. group questions in groups like:

- GENERAL
- SPORTS
- LAST WEEKS NEWS
- FILMS
- MUSIC
- SCIENCE
- WORDS either meaning or spelling
- TV trivia
- or anything that grabs your fancy.

PRIZES

Like all other non-profit fundraisers, it is best to try and have trophies and awards donated. however if this is not the case then really awesome looking certificates can be printed up on home computers or bought inexpensively at some computer or photographic shops. To try to maximise profits with donated prizes try to get a local business to sponsor the night. Attract a sponsor by offering to have their name prominently on all promotional material and prominently displayed on the night.

So there you have a few simple ideas on a trivia night. Simple easy and a lot of fun. If you are a first timer then ask around and see if you can acquire the services of someone who has hosted a trivia night or other similar events to help out. Sometimes it is worth their expense to pay such a person, especially if you are considering of having more than one, if the first one goes well the others that follow will be better attended. Like all fundraisers, the better the preparation the better the chances of you having an enjoyable and profitable night.

VIDEO TAPING

Memories are one of the most precious parts of our lives, especially when it comes to remembering the good times and special events.

Photos are great but videos add a whole new dimension. Videos offer so much more than photos and we have now entered the electronic age that makes videoing a viable fundraising alternative.

WHAT YOU NEED:

- One or more hand held or mountable video recorders.
- Volunteers to operate the video cameras
- Two VCR's connected in a way so copies can be made.
- A professional outfit that can video the event at an affordable price.
- Permission, in writing, of the owners of the venue to do the videoing.
- Someone to do the time consuming job of editing if this required. Sometimes the raw footage will suffice but editing is required if some theme is desired.
- To minimise costs, buyers supply their own unused videos to be copied onto.
- An insurance policy of the equipment for the day may be desirable, especially if the owners are not the operators.

HOW IT WORKS.

Canvass members or attendees before the event if they would like a video of the event for prosperity, this will give you an estimate if videoing the event is feasible. Make clear as to what will be on the final production either by a meeting or newsletter.

Ask for a deposit to be paid well before the event as this will give an even better guide to the financial outcome of the undertaking.

One or two volunteers tape during the event, with clear instructions on what the final is to include. Care and discretion is to be exercised when choosing the volunteers.

View the raw footage and decide on whether editing is required.

Deliver the final tapes on the remainder of funds are paid in full.

Themes to be considered:

dinners, dances, presentations, a day at school, sports days, anything your group does.

WISHING WELL

Wishing Wells are as deeply embedded in mythology as wishing is in our every day vocabulary. The myth states that there are magical wishing wells that if you toss in a coin and then make a wish, that wish will come true.

So strong is this myth in our culture, that many public water fountains or ponds have coins in them. Here is a suggestion for a charming manner to raise funds. Build your own wishing well and place it in an appropriate public place so passer-bys can drop in a coin and make a wish. Who knows they might get their wish?

Wishing wells are relatively simple to make. They don't have to be large. Sizes can range from table top size to larger stand alone size. You may want to take advantage of having several different sizes placed in different locations. Whether you include a security grate is up to you and the size that you chose to use.

Another advantage is the options of what you write on the roof of your wishing well. On one side you can identify your organisation and cause while the other side is used to raise funds from sponsors, maybe the builder of your wishing well.

Place your Well where there is a high volume of pedestrian traffic, in shopping malls, petrol stations, outside a major sporting venue, anywhere that as many passer-bys as possible have an opportunity to make a wish. This means it is not a "get rich quick" activity. It is a quiet and steady income generating activity that can help you raise awareness of your existence and cause.

This is a fun, silent and charming way to raise funds. Kids love, and adults are not immune to the charm of, the wishing well.

YEAR BOOKS

This is a fundraiser primarily schools, junior and senior, primary and secondary - even preschools and child care operations consider producing a year. A year book is like a photo album. It is a memento, a reminder of the year that's been and we can never get enough of them - especially when it comes to our kids!

Schools are ideally placed for doing year books as most will already have computers or access to them. You only need one computer to be on your way to a great fundraiser. In the past the type and quality of the year book was limited by the technology i.e. typewriters. Now the technology allows you to do things that previously you would not have even dreamed of.

Do not underestimate the power of the written word, most people will more easily relate to a paper version of a year book. This what they are used at and in the immediate future maybe easier to produce. However their are definite advantages to the electronic version - sound and video. There is nothing in a printed version of a year book than can compare to watching little Johnny dance, run, smile or hear their voices! You may have to start with a printed version, even so aiming for a CD version is not such a bad long term goal.

The power of computers and the availability and diversity of computer programs is an absolute bonus for those who want to produce a modern year book. Not only that, but the options of what you can do is almost limitless. Most already are thinking of the costs involved - this is where a positive attitude and thoughtful planning will be of great assistance. To offset the cost of computers, printing and computer programs don't be afraid to maximise the resources of advertising, sponsorship and donations. Once the initial investment is made in the computers, attachments and programs is made the cost per CD version is much lower than the cost per printed version - therefore the potential profit per unit is greater!

Another seeming huge hurdle that you may hear is - "We don't know anything about computers". Well this is the point where a unique bonus enters this fundraiser. Get the kids involved! Most kids take to computers like ducks to water. This is a fundraiser that parents, teachers and children can all get involved in, have fun and all take a great deal of pride and satisfaction in the end product. The end product also becomes a fantastic promotional tool for successive years, it can be used to convince sponsors, donors and buyers to get excited and join in. You don't have to be experts in the latest computer wizardry - start simple and build on your successes. This can be a very educational activity and sometimes you may wonder who is teaching who.

CD's (compact discs) are easily copied and easily stored so years down the track it is a simple and cheap matter of making extra copies - this is something that you can't do with the printed version. CD's are easy and cheap to put in the post so the grandparents or other relatives can see the children in a way the maybe many families could nor otherwise afford. While not all parents currently own a computer, they know that one day they might and their kids definitely will, so the immediate investment of a CD year book will not be wasted and probably treasured in many ways in the future.

This is not a fundraiser of the future it is possible right now, many organisations have the capability to produce this product - they just don't know it!!!

Collections

aluminium cans

If your community does not have a bottle bank scheme it is worth getting one from the glass recycling companies and collecting round the doors after Christmas and New Year particularly or just locating it in your but car park. You can then sell the glass to the recyclers. Equally aluminium cans can be collected and sold to the recyclers.

irn-bru style bottles

Collect Irn-Bru Bottles Particularly from around industrial estates where refreshment vans sit at lunchtimes or from the various factories. "Borrow" a supermarket trolley or other suitable receptacle to gather them in.

foreign coin collection

waste paper

Competitions

beetle drive

crossword puzzles

photography

whist drive

word puzzles

Once a year these can be a bit of fun and raise reasonable amounts of money. Done too often they can be a nightmare in parents' places of work! Raise up to £250 a time.

Crafts

badge sales

hair braiding

t-towels

badges

t-shirt printing/embroidery

table decorations

face painting

nail pictures

Food

Donations of Foodstuffs Obtain donations of foodstuffs from local companies/ farmers for use at camps and fundraising events. Charge the same as usual and put the surplus into your funds.

baked taties

daffodil tea

ice cream

soup stall

burgers

drinks stall

pancakes

tablet

cake and sweet

homemade jam

sandwich stall

wine tasting

Races

balloon race

horse (video)

raft race

duck race

pram race

Scalextric races

Reselling

miller cards

Webb Ivory

Webb Ivory The use of the catalogues and sale of cards and goods raised up to £1,000 from the Groups visited this year. Always popular.

Miscellaneous

advertising in group magazine

Annual Report/Newsletter Sponsorship The inclusion of adverts from local companies into the Group's Annual Report/ Newsletters enabled a higher quality production and raised substantial funds for some of the Groups visited.

bag packing

Groups benefited most from this method where they limited the number of times a year they visited the store, restricting it to busy periods at Christmas/ New Year, Easter and end of months. The use of older Scouts and Explorer Scouts only, increased takings and raising jointly for another charity was preferable to most supermarket chains. Up to £5,000 a year.

book selling

commercially such as campfire songs

car washing

Whilst washing at supermarkets and garden pennyres was popular with Groups, others did screen washes at Drive Thru fast food restaurants or petrol stations, the most profitable car-washing method was to go round industrial estates during school holidays, collect money and registrations in the morning, with the full day to wash cars.

carol singing

catering at events

A large number of Groups ran the food or refreshments stalls at local events and made up to £3,000 a time. This enabled them to invest in industrial catering equipment that they could use for camps. Care is required to comply with Food Hygiene rules.

clean up district

You can frequently get grants from local councils to clean-up local beauty spots or organise sponsorship from local businesses ?skips and gloves etc are often supplied free. Also try and get scouts involved with the T in the Park cleanup

diary sales

football coaching

Arrange for a local player or manager to donate a day or days training and sell places on a half-day course. Parents will pay and up to £1,000 can be raised very easily.

gardening

Garden Hit Squads Managed by an "expert", use the labour of older Scouts & Explorer Scouts to provide a garden clearing service. There is always a call for regular grass-cutting or annual hedge-trimming by reliable personnel.

home-bakeing stall

in local high street (watch out for council)

printer toner cartridges

Check to see if local businesses, parents' places of work already have an arrangement ? if not then collect these and arrange for their sale to the various recycling firms. Found to be very profitable by many Groups.

leaflet delivery

Cheaper than the local newspapers or Royal Mail and with plenty of enthusiastic helpers, local Groups delivered leaflets and flyers for all sorts of local businesses. Particularly profitable if many can be collated and delivered simultaneously.

Musical Concert/Recital

Sell tickets for events to be held in your own premises or some other local hall. Provide homemade refreshments to maximise profit.

Tuck Shops at Section Meetings

Try to ensure that sweets etc being sold are all home-made and all profits are going to Group funds. Sale of bulk supplies such as boxes of crisps to parents can also prove profitable. Find out how best you and they can benefit from collective purchasing.

lorry washing

Christmas Post Groups throughout Scotland collect cards from parents, places of work and local churches and shops. The easiest to organise schemes only have one sorting and delivery. Visited groups made up to 5,000 pounds using this method. In Edinburgh this is organised at area level.

Talks on Scouting to local clubs Talks on Scouting to local Rotary, Round Table, Lions, Speakers, Soroptomists, Chamber of Commerce etc can often result in much needed financial and material support.

mile of pennies

scout post

windscreen washing

pen/pencil selling (with group name)

story telling

Talks on scouting

Sales

book

Book Stall or tombola Stall in local Shop Sell books or run a tombola stall in the local shopping pennyre or foyer of supermarket. It also ensures that Scouting is seen locally.

car boot

If you have access to a car-park or pennyrally located hall you can raise funds regularly by charging cars/ tables for entry. You need to build up a clientele to be successful.

jumble

Thrift Shop/Jumble Sales/Auctions Many Groups collected articles from the public and sold them in a variety of different ways. Up to £2,000 per Group had been raised throughout Scotland.

auction

Lego

plant

Tupperware party

bring and buy

linen party

silent auction

coffee morning

nearly new

toys

Sponsored Events

Sponsored Events Avoid the normal and hold the sponsored cream cracker eating, sponsored wheelchair pushing, sponsored speaking, sponsored dog-dirt flagging, jail-break etc. And remember scout job week.

abseiling down building

fill a match box

jail breakout

assault course

fill Smartie tube

ping pong

basket ball throwing

hoopla

shave

cycathlon

it's a knockout

darts/snooker/pool/bowling

Pin Bowling Organise competitions with reasonable prizes for either youngsters or adults and charge an entry fee. A good, fun way to raise funds and good PR for Scouting locally.

Social Events

Burns Supper

Burns' Supper/McGonnagal Night Many Groups organised these events, with the older Scouts and Explorer Scouts acting as waiters. The McGonnagal night runs in reverse from normal with the coffee being served first and finishing up with the starter. Print the programme in reverse and introduce a few fun raffles and your night will be a success.

ceilidh

Many Groups ran these primarily as social events, but were surprised just how much they raised, particularly from the bar. Older Scouts/ Explorer Scouts who would be benefiting from the funds could serve food, collect/wash glasses, run raffles.

disco

Get the Explorer Scouts or Leaders to offer to run discos in your premises or other premises for local youngsters' birthday bashes. Full packages including catering can also be offered at a price. Always popular.

Karaoke Nights

Buy or borrow karaoke video tapes and organise a fun night for parents and friends.

quiz

Quiz Nights Organise a quiz with teams from parents places of work, local pubs etc. Run it in your premises with donated prizes and refreshments provided by the Committee.

race night

Race Night Another highly popular social event that had raised up to £1,000 per night for local Groups. Many Groups owned their own equipment and hired this out to others.

sportsmen's dinners

Invite some local sporting celebrities to speak and arrange suitable catering. A few games such as throwing money towards the whisky bottle, hoopla etc will raise more.

swimming night

The local swimming pool for your exclusive use and then charge members and friends. It'll be cheaper than them paying individually and is a good social activity.

telly addicts

Organise a family telly addicts' quiz in your community. Entry fees chargeable and use of donated prizes (perhaps even a TV!) Great fun to watch as well as to participate in.

walking or cycling or car treasure hunt

Organise these for people locally. Get prizes and publicity donated and charge an entry fee.

Vimto or Vodka & Vol-au-vents Night

A popular alternative to Cheese and Wines and much more fun! Sell tickets and have lots of fun quizzes with little prizes at event.

wine and cheese

Always better when combined with something such as a slideshow of an overseas expedition or last year's summer camp. A good social event for the whole group.

| | | | |
|-----------------|--------------------------------|------------------|--------------------------|
| bar-b-que | fancy dress party | linen party | whist drive |
| beetle drive | fancy dress party | mystery tour | silence |
| bingo | fashion show | mystery tour | slim |
| casino | fireworks display | pet show | sponsored assault course |
| cheese and wine | five aside football tournament | pub crawl | swim |
| coffee morning | gang show | puppet show | tallest sunflower |
| daffodil tea | highland games | Scalextric races | walk |
| dinner dance | it's a knockout | story telling | wood cut |
| dinner dance | | Tupperware party | |

Stalls

See also: [food](#). Community Gala Day Stalls Offer a variety of fun games and refreshment stalls. With a good parental rota and involvement of older Scouts/ Explorer Scouts much money can be raised. Scottish Headquarters own a popcorn and a sweetfloss machine that can be hired by local Groups for use at such events.

autographed ball, football shirts

Obtain from popular teams and auction at a Group function near to Christmas. Always popular and will raise extra money.

| | | |
|---------------------------------|-----------------------------|---------------------------------|
| basket ball throwing | guess time watch stopped | rent fun fair rides |
| beat the goalie | guess weight of cake | roll 10p at bottle |
| bouncy castle | highland games | shove coin |
| bouncy castle | hoopla | simulator hire |
| buzzer wire | lucky dip | simulator hire |
| coconut shy | mile of pennies | slave auction |
| cover coin in bucket of water | nail pictures | splat the rat |
| cover coin in bucket of water | name the doll | sponge throwing |
| darts | pet show | sponsored shave |
| eating competition | pillow fight on pole | sponsored slim |
| fill Smartie tube | piano smashing | table tennis |
| five a side football tournament | sponsored or charge per hit | tombola |
| guess amount of sweets in jar | pin tail on donkey | treasure map |
| guess doll's birthday | pin tail on donkey | tug of war |
| | plant sale | welly boot throwing competition |
| | punch boards | wheel of fortune |
| | raffle | |

