**Supporters’ fundraising pack**

Thank you for choosing to raise funds for our school and to help us make sure every pupil can benefit from all aspects of the rich, memorable and diverse education on offer, for free.

Raising £100 can pay for swimming lessons for three children for a term; £21 can pay for a ticket to the Lion King and £24 gives 12 children a group music lesson.

In this pack you’ll find some ideas about events and some of the things you might want to think about when you are organising your fundraising activity. We’ve also included some of the literature about Free for All and some sample sponsorship forms.

If you have any questions or would like to talk through your ideas, please get in touch. Contact details are at the bottom of the pages of this document.

**Where to start**

**Pick an idea**

If you’re looking for inspiration, check out the fundraising ideas below! Some of the things you might want to think about are:

* + **Be active**

Get a team together or go it alone, to challenge your fitness or fulfil your adrenaline dreams. You could try: Sky diving / five-a-side football / sponsored walk / sponsored cycle / gym challenge / netball tournament / go-karting

* + **Join – in**

Follow the latest trends or maybe create your own version of your favourite tv show. You might want to think about: Yoga-thon / games console contests / swishing party / Come Dine with Me / Strictly Come Dancing /

* + **At work**

With your colleagues you could think about organising inter-office or inter-team events. What about things like:

Grand National sweepstake; a Karaoke night; Bake off ; golf day; car wash or maybe a Department challenge – you could look for opportunities in larger organised charity events, maybe bike events or Dragon Boat races etc

**Choose a time and place**

Make sure you’re not going to clash with any other event that may steal your limelight. Choose a venue that meets your requirements; is it easily accessible and will it attract lots of footfall? If you think the school might be an option for your venue, talk to us.

**Budget**

Know your budget. Set a realistic income target making sure your costs are covered.

**Recruit volunteers**

Everybody needs somebody… to help them fundraise! Make a list of tasks that need doing, and then recruit suitable people to do them.

**Gather some freebies**

If you need raffle prizes for your event then write to or visit local businesses and ask – you’ll be surprised how generous people can be. We can offer endorsement letters upon request.

**Get the word out**

Reach all your friends instantly and publicise your event using email signatures, Facebook and Twitter. You can design your very own branded posters and flyers to publicise your fundraising event using our templates. Get started by visiting our website.

**Things to think about**

**Be prepared**

Write a list of what needs to be done before people arrive, get there early and make sure everything starts on time!

**Selling your idea**

If you want to organise something at work, or take advantage of charity days etc your employer already organises, and need some help putting together a case for supporting our charity, then do get in touch.

**Maximise fundraising** – find as many ways as possible to raise money around your event. Could you run a raffle whilst a sporting activity is happening? Could you auction off high value raffle prizes?

**Brief your volunteers**

Let everyone know what their responsibilities are for the day, and make sure that they’ve got everything they need to carry them out.

**Tell us what you’re up to**

We will be delighted to help you with any queries or ideas that you may have.

**Take photos (and get consent to use them)**

You can use photos on social network pages and in the local media to raise a bit more cash after your event. We’d love to put them on our website to inspire others! The school office can provide consent forms.

**Keep everyone safe**

Make sure crowds and traffic are managed properly, food is cooked thoroughly and drinks sold responsibly. Think about such things as whether you will need a first aider and how you would deal with lost children.

**Follow the rules**

There are regulations governing certain fundraising activities, for example it is illegal to carry out house to house or public street collections without a license. Let is know what you are planning and we can help you make sure that you are aware of any rules that might apply.

**And afterwards…**

**Say thanks!**

Use social networks and our posters to thank your supporters and tell everyone how much cash you raised!

**Send us your money**

Bank the money you have raised and send your cheque (made payable to North School Association) or bring your donations in to the school office. Don’t forget to include your details, and tell us how you raised the money so we can say thank you. If you’d like us to thank a group by name please let us know.

**Tell us your stories and spread the word**

If you fancy being an inspiration to others then get in touch and send us your fundraising stories and photos. We’d love to use them on our website and in future materials to inspire others to get involved!

We have lots of fundraising resources available online including a health and safety checklist, consent forms and press releases. Download your materials

at [www.northschool.org.uk](http://www.northschool.org.uk)

 

**Sample sponsorship form**

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**Event details**

**Photos**