

GUIDE TO FUND-RAISERS

WHAT ARE FUNDRAISERS?

Individuals can take on a fundraising challenge, creating their own online page to attract donations. Anyone can set their own fundraising target.

WHY FUNDRAISERS?

Fundraisers are ambassadors and recruit new donors. Charities receive increased income from an increased network. On average, a cause gains 16 new donors per fundraiser, raising awareness.

HOW TO HELP?

Encourage fundraisers to personalise their pages with photos and updates. Provide a toolkit with logos, promo materials and suggested social media posts. Celebrate their milestones, thanking fundraisers and their donors.

1 THIRD PARTY FUNDRAISERS



This typically refers to existing annual challenge events that individuals can independently sign up, such as runs. Charities may signpost, encourage or buy sponsored places for fundraisers that commit to raising a minimum target.

2 SUPPORTER-LED FUNDRAISERS



Individuals come up with their own fundraising idea that interests them and is entirely organised by them. They choose the focus, scale and capacity. They can be as local and cheap as required, with the fundraiser making the call to action.

3 CHARITY-LED FUNDRAISERS



The charity itself can run a fundraising event for others to join. These must be time efficient and get supporters to vote on their favourite idea, ensuring there is interest.

4 DEVELOPING STRONG IDEAS



Consider the basic facts of all networks, their relationship with the charity and their motivation for involvement. Fundraisers could highlight impressive outputs to sustain or make a challenge out of a task volunteers need to put time into. Make the most of existing facilities, skills and insurance.

5 RECRUITING FUNDRAISERS



Invite internal and external fundraisers, including volunteers, beneficiaries and their families. Group fundraisers allow a joint challenge, lessen the pressure and bring together multiple networks. Fundraisers allow people to thank charities for their help. Suggest meaningful fundraising targets that equate to tangible outcomes for the cause, to strengthen the 'ask'. Follow the building networks guide.