



Your Guide to Successful Fundraising

Sunday 2nd October 2011

**Wendy Adams JP
Head of Fundraising**

Get Involved in Supporting Us



Sporting Events



Cake Sales

Our Fundraising Activities



**Knitted Together
Initiative**



**Olympics and
Paralympics
2012**

"Congratulations Mrs Smith, you've been appointed fundraising chairperson. Your mission, should you decide to accept (and you will because we know that's the kind of person you are) is to oversee our school's fundraising activities. Good luck."



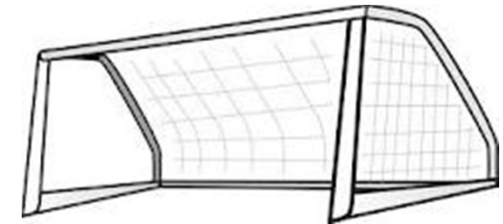
Do not panic!

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Step 1 - Set a Goal

- No fundraising activity should be without purpose and that purpose should be one that everyone can support
- Why do you need the money?
- How much money do you need?
- When setting the fundraising goal, be specific
- Involve all interested parties in setting the goal and then make that the focus of your campaign from start to finish
- If the goal is meaningful to family, friends, local school administrators, community groups and businesses, your chances for success are greater



Step 2 – Recruit a Committee

- Don't try and do everything yourself
- New fundraising chairs often try to do too much themselves rather than delegate
- Recruit a team of three or four volunteers to help organise the activity
- Recruit a person to help recruit to any other extra volunteers needed
- For example, assign one person to take care of publicity; two to handle money collection and record keeping; and another to manage delivery logistics



Step 3 – Planning

- **Make a list of resources you will need:**
 1. **Marketing materials that you will need to advertise and raise awareness of your fundraising activity**
 2. **Determine how many adult volunteers you'll need to execute the fundraiser at every step**
 3. **Develop a master schedule of important dates for everyone to use as his or her blueprint**
 4. **Include such details as: advance promotion (press releases, newsletter articles, billboards)**
 5. **Deadlines for orders/money to be turned in**
 6. **Reminder notices/P.A. announcements**
 7. **Delivery of products and prizes**
 8. **Announcement of results to all participants**
 9. **Volunteer appreciation; and a wrap-up meeting to review the entire event**



Enjoy the event

- **With your team in place and agreed aims, you will feel confident you have done everything to create a successful fundraising event**
- **Have a good time and don't forget to enjoy the event, create breaks for you to mix and mingle with your participants**
- **Make sure you take lots of photographs of the event and share them with your supporters and the charity**
- **After the event let us know how it went, we would love to highlight your efforts on our website**



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