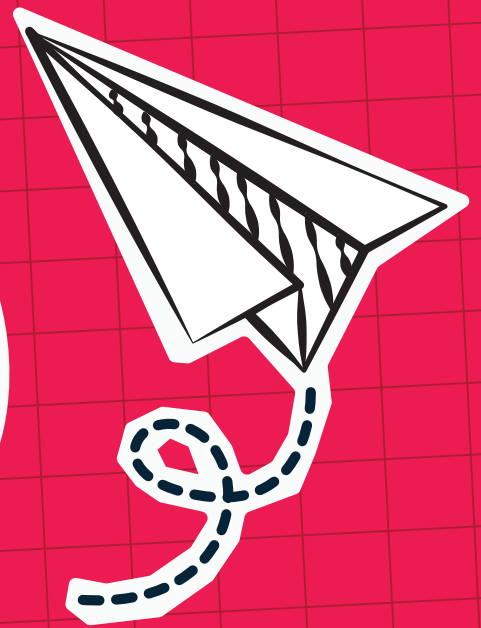


IFM·SEI Community Fundraising Guide



International Falcon Movement
Socialist Educational International

Why community fundraising?



Often when we think about raising funds in our organisations – for local work or for international projects – our first thought is to apply to funders to support us. While this can be an effective way to seek funds, it can also be competitive, require a lot of time and expertise, and what you can spend the funds on can be restrictive.

When we're looking to raise funds for our groups and local organisations, it can be incredibly valuable to seek unrestricted funds – that means funds that are not restricted to a certain purpose or project. These funds can then help you pay rent for a meeting room, sending a delegation to a trip or camp, or support everyday costs like buying games or equipment.

Your local community can be a great place to fundraise for your work. Not only can this generate unrestricted funding, but it can publicise your activities and values to the wider public, it can give your members a sense of ownership over your group or organisation, **and it can be a lot of fun!**

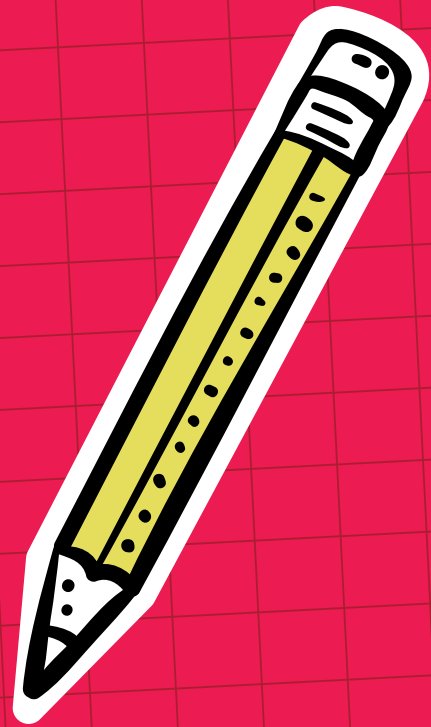
How do I do community fundraising?

When fundraising in the community it is important to select your target audiences carefully so you're not repeatedly asking the same people for funds. You also need to be honest – if you say you are fundraising for a specific cause, project or activity then you should spend the money in this way. This is important for fostering trust, and those donating can be informed and understand what you're doing. It's also important that you get your members actively engaged in fundraising so it is for the community by the community.

When you're using this guide, we encourage you to be creative. These are just proposals, but we suggest you think about how you could make different ideas work for your specific context and how you can put your own twist on them.

You should try to start your fundraising as early as you can and have a fundraising plan with key targets and milestones to keep you on track. Think about your aim: Do you want to fundraise enough money to pay a camp fee of all the members in your group? Or do you want to be able to pay for the rent of your local group's meeting place for the next six months?

Before you start approaching possible supporters, think about the reasons why you are fundraising and the impact it can have on your young members and the local community. After that you can think about your target groups, such as friends, family, neighbours, work colleagues and other like-minded organisations. Remember that although people or organisations might not be able to offer monetary resources they might be able to offer their services or contacts.



What types of community fundraising are there?



1. Local businesses, organisations and institutions

Think about approaching businesses in your area. Perhaps a large company has its base or a manufacturing plant in your area? Many companies have charity budgets to support voluntary organisations. Before you approach anyone, think about whether you want to be supported by this particular company - do they align with your values? Even if they cannot give you money they may be able to donate gifts for use as prizes as it may be easier for them to give items rather than money. Even small donations for raffle prizes are worth the cost of a phone call or a letter. What you are offering in return is that the company looks good by being associated with a voluntary group or association.

There are many philanthropic organisations within the community that you could contact. Some may have formal grant giving procedures in place, but many do give to local organisations in their community without much formality. At the very least it's often useful to share your vision with them. The local council and other institutions might have budgets particularly dedicated to child and youth projects. You can present your plans to your mayor or local council and see if there is a possibility for them to support you. Often organisations and institutions like if you write them a formal letter and you can always offer to give them a report or presentation as a token of thanks, for example when you return from a camp. You can also ask politicians for support, **especially around election periods!**

2. Offering services

You could run a stall of activity at a community event or popular venue in your local community. Don't forget about special days celebrated in your area or organisation, such as May Day, to get out there. You can sell food and drink, do face painting, have a bouncy castle or organise other fun stuff for kids to do. You could run a craft stall at a local fair where you can ask for a small fee for children to make things – such as decorating stones or making friendship bracelets – whilst their parent or guardian enjoys the event kid-free for a short while. You could offer to organise a treasure hunts in a your local park – just make sure you advertise them well and offer a nice prize for the winning group. You can even make these activities 'pay what you want' so that people contribute what they are able to pay and what they think the service is worth. And you can attract new members as well as raising some pennies!

Bag packing and gift wrapping at your local store can be great ways to raise funds and get the young members in your group involved. Especially around festive periods! You can get permission from shops or supermarkets to stand at the checkout and offer to pack customers' bags or wrap up presents people are buying for a small voluntary donation.

Doing a car wash can be another way to raise money, get publicity and involve members of all ages in your group. Using a local fair or community event can be a great place to do this. Or you can ask friends, relatives and neighbours to do some chores around the house in exchange of a small donation.

Don't forget to embrace the goodwill that comes with festive seasons. This could be the adults and kids dressing up as Santa and elves at Christmas and going to visit houses singing carols and distributing gifts, or it could be organising a spooky Halloween fright night at your local community centre. It's also a great way to bring together people in the community and involve your kids and young people. And fun of course!

3. Putting on events

You can organise an open meal or dinner party for people in your community. You can cook a BBQ or any other meal! If you fundraise to support an activity in another country, you could offer food and drinks from that country. Wait until you have bought all the ingredients to set the prices so you don't lose money. Keeping the ticket price low for events will mean more people will attend. You could try and form partnerships with local suppliers or markets to make some savings on the costs too. You could host a meal at a local cafe or restaurant where the venue offers to provide a menu for cost price and you can take the profit.

Cakes are always delicious and we're sure some people from your group are super creative with fondant. Cake sales are a great way to raise money and you can even give prizes to the most creative or tasty cakes! You can partner this with a coffee morning or afternoon tea to make it a real indulgent community experience.

Who said bingo is only for the older generations? Bingo can be great fun! You can play some background music, sell drinks and food, and charge a small amount per round. The winner can get a percentage of the winnings and you get the rest.

Cinema nights are a hit with everyone and if you can find a movie related to your project or group's work then it's even better! You could pick a film and encourage people to come and watch it by holding a discussion afterwards. You can charge a small charge for the movie and sell popcorn and drinks.

We're sure there are plenty of youth bands, poets or other performers in your neighbourhood willing to play on a stage so why not organise a concert or variety show? Or you could organise a Battle of the Bands competition where every band pays a fee to participate and the winning band gets a prize. You could also organise a party or a day-long programme with guest speakers and workshops. You can charge a small ticket price and make extra profit by selling drinks at the bar or snacks. This is a great way to bring people together as well as raising money! A similar idea is to put on a karaoke evening or a disco, especially great for younger kids.

Football or sports tournament can be an easy event to organise where each team pays a small fee to participate. You can give extra points or reduce the fee for those teams with players of different genders or ages!

4. Sponsorship

Sponsorship for an event or task is a very well established method of fundraising. You could do a sponsored walk, run, swim or bike ride – and this is also a great way to involve lots of members of your organisation or group. The list of sponsors would be published, and you can even wear t-shirts of the local company or organisation supporting you for extra publicity. Another idea is to ask your sponsors to give you a specific amount of money per kilometer and then try to find as many people as possible who would like to see you sweat and pay you for working out more.

How about setting yourself a tough challenge that you could get sponsorship for: being vegan for a month, doing a 24-hour sponsored silence or even skydiving from an aeroplane? You can also do a sponsored beard shaving or haircut for those of you feeling adventurous. We all have bad habits – you could be sponsored to give something up, like smoking, sugar, television or alcoholic drinks.

How about having a fancy dress day in a local school or workplace? You can encourage your team or community to dress up for one day in exchange for a small donation. Or they can pay you to come into work or school in a silly outfit!

You can also use sponsorship creatively such as a ‘sponsor a brick’ campaign where regular supporters are asked to sponsor a brick – or another item – that will contribute to a new project or venue. The same idea could be introduced to support the purchase of equipment for your local group. The supporter’s name can then be displayed somewhere as recognition of their donation, or it can be donated in memory of a person or occasion.

5. Making merchandise

You can either order some t-shirts or print them yourselves. You could even set a design contest with a theme. Try to make a good logo or theme for the t-shirt and sell it to your friends and members of your organisation. The logo or slogan could also be related to your organisation or a project.

Calendars are easy to make. Choose a funny background and get your group in costumes! This is perfect for times of the year when people are looking to buy presents and particularly popular with relatives' of the kids and young people in your group.

6. Prize winning activities

You can ask local businesses for some gifts and organise a big auction! You can also auction services, for example a babysitting session, a massage or a cooking class. You could run a lottery or raffle where people can buy tickets and they can win a cash prize or gifts. This can be done in conjunction with other events, or can be run alongside a local group night or online.

An easy way to fundraise fast is to put on a sweepstake for different sporting events or guessing the right answer to a question people like guessing the name of a teddy bear or guessing how many sweets there are in a jar.

7. Exchange initiatives

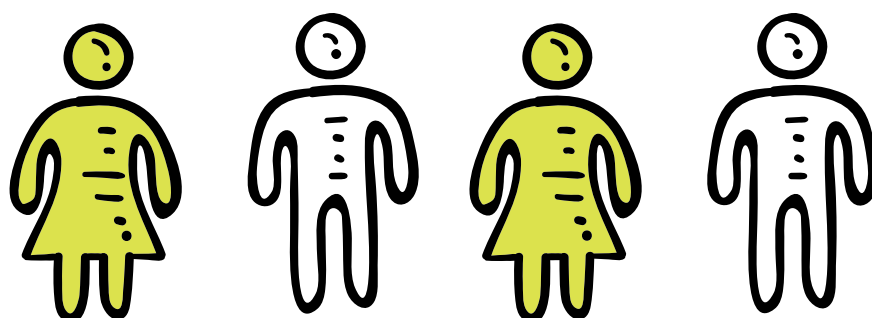
There are a number of initiatives aimed at helping local voluntary organisations raise money. You might get some money from collecting paper for recycling, recycling old toner cartridges and mobile phones, or getting cash-back donations when you shop online. There might be other things possible in your country, so why don't you ask your local municipality to see if they know about any of these initiatives?

Second-hand clothes or book swaps are a great way of raising funds and encouraging reusing things. Collect all the books or clothing your relatives and neighbours don't want anymore and have a sale. Or host a clothes or book swap where everyone who attends can bring items they no longer want and each person pays a small amount for each swap they make. It is now very fashion to wear vintage and secondhand clothes, so if you arrange it well it can be a very popular event! And who doesn't like books?

You could run a secondhand online swap shop between the families and friends of those who attend group, which can both generate income and reduce waste at the same time!

8. Crowdfunding

There are now more and more online platforms that help you raise money for a project for example JustGiving or GoFundMe. There might be others in your country. You just need a description of your project and rewards for the donors to incentivise donating! You'll need to use social media channels to help you publicise the project.





What do I need
to think about?





Before you start, you need to think very carefully about difficulties that you might face. If you are putting on an event to raise money, what happens if not as many people show up as expected, or if it is raining? What is the payback compared to the effort? One small event could take the same amount of organising as one big event, so always look at the potential fundraising you could generate compared to the time you put in.

Some things to bear in mind:

Budgeting: If you sell tickets for an event, work out all your costs before setting the price, to ensure you make enough money to cover the costs. Make sure you have enough cash flow to pay any bills that need paying upfront.

Date: Check your calendar before organising any fundraising event. Coinciding with certain key sporting dates and school holidays could mean you have a limited audience. However, you could also use some dates to your advantage, like doing events around festive periods.

Venue: Make sure the venue is appropriate for the event and the numbers attending. Is it accessible to all members of the public, including disabled people? Is it easy to get to and in an area where people would feel safe going to?

Audience: Think about your audience and what sort of event they might enjoy. Would they enjoy a lively band night, or might they prefer a sophisticated wine-tasting session? You should also bear the audience in mind when you decide on pricing - you don't want to price yourself out of the market or to ask for too little!

Publicity: This is crucial both for attracting people to your event and also for promoting your cause. See if local shops will put up flyers. Local papers may give you a free slot if you are raising money for charity. Libraries, schools, and

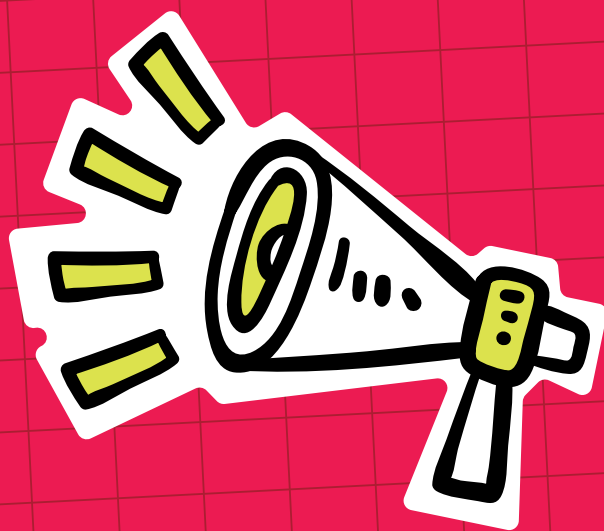
offices are other good places for advertising. Friends might become ambassadors for your event and spread the word for you. Social networks might help you as well!

Helpers: Set up a team of willing volunteers whom you can rely on to help you deliver the event. Think about how many people you will need and what their responsibilities will be and use people's expertise. What you might find really difficult might be something that is second nature to someone else, so play to their strengths. Don't forget that all helpers should know and understand what their role is as this gives them ownership and keep them engaged.

Equipment: Think about what you might need for your event – staging, lighting, tables, music? You need to consider how you will get these and whether you can borrow equipment from people in the community rather than buying it new or paying large hire costs.

Theme: It's always a huge advantage if you can link your theme to your trip or cause – perhaps an evening of food or drinks from a country you might be visiting. Otherwise, special occasions can create a good atmosphere for the event and often a reason to celebrate, for example, Valentine's Day, Eid Mubarak or the anniversary of your organisation or group.

Gifts in kind: Always see if you can get gifts in kind from businesses and companies. It may be easier for them to give things rather than money. Even small donations for raffle prizes are worth the cost of a phone call or a letter!



Et voilà!

Fundraising doesn't need to be daunting - it can be a fun way of engaging with the local community and spreading the message of your organisation and IFM-SEI at the same time as raising money to give children and young people unique and memorable opportunities. Remember to share your stories and ideas with others in IFM-SEI - we're sure you have loads of great ideas that aren't covered by this guide. Best of luck with your fundraising and enjoy!



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