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## Fundraising Ideas...for GROUPS

Fundraising can bring people and talents together in all sorts of new and interesting ways. A fundraising event can also offer great opportunities to socialise and really get to know people. The key is to keep it simple, not to spend too much and make sure that whatever you choose is something that people will want to do...then, its time to rally the troops! All you need are ideas and enthusiasm...here are some ideas for you...(Don't forget to look at the list of ideas on the back page of the Fundraising Guide on the website - there are over 150 ideas there to help inspire you!)

### Some ideas that really work!

#### **Homemade Biscuit Buffett**

Each member brings about 2 -4 dozen cookies... this ensures lots of variety. Set them out on a table where cookie traffic will be passing. Hand all shoppers a plastic glove and a pastry bag (hopefully donated by a bakery) and allow them to choose any type of cookies that would fit in their pastry bag - charge £xx or ask for a donation.

#### **Mile of Pennies**

Your challenge needs to run for long enough to raise 80,468 pennies. That is the exact number of one penny pieces in a mile! Encourage people to drop in any size coin...and notes too! Make it fun. Have a "Pennies Party" to launch the drive. Pit the ladies in your group against the men to see who can raise the most money.

#### **Ice-cream Night**

Contact local ice cream parlours to see if they would be willing to give you a portion of their profits for every customer you bring in on a given night. Your members can have fun socializing and the shop will gain publicity and name recognition wherever you choose to promote it. No one loses. Please make sure you contact the managers well in advance so as to fill out any necessary paper work.

#### **Blind Auction**

This works best as part of an ongoing event such as a lunch or dinner meeting. Invite everyone to bring a gift wrapped package. Announce that at least one of the boxes contains a £xx pound note or something of value that could fit in all the packages. As guests arrive they place their boxes on a display table so potential bidders can examine them and speculate on what they contain. Whether you use a live or silent auction, make sure everyone has time to have a look at them before the bidding. Guessing the contents is much of the fun. At the specified time, the boxes will either be auctioned individually or the results of the silent auction announced. Allow time for everyone to open their box in front of the group. That's where the fun is!

An Alternative: A Pound Auction: Each donated item must weigh in at one pound. Have each person donating wrap their items so that you are unable to tell what the item is. Then start the live or silent auction.

### **Cobweb Chase**

Map the course of historical buildings or homes in an area and take a bus load or two of people to visit these places. A tour inside is a must - and get permission, of course. Have a bus commentator, preferably someone who knows the area and its history. Make one of the venues a stop for morning tea or lunch. Timing is crucial and must be constructed before the actual day. This is a fun day and, if you decorate the bus, a great profile for the Charity too!

### **Mens' Secret Dinner**

This is an auction-based dinner with lots of wine up for public sale. The dinner is accompanied by smaller fun fundraising activities. The success of this evening relies on 10 to 20 members roping in their friends for a truly terrific men's night in. Ask them to organise a table of 9 other men and organise the auction by arranging for everyone to donate a bottle of wine prior to the event. Sort the wine into lots valued at various ranges each. These form the basis of a live auction on the night. Arrange the running of the fun games during the night e.g. which paper plane can fly the furthest - you have to put in a note to have lift off, or what about placing a giant Scotch bottle in the middle of the floor and £1 coins are slid to see who gets the closest, etc.

### **Race Night**

This is an evening of races, cash, betting cards, bookmaker's ledger and a Horse Racing DVD. There are lots of companies that will help you with the essentials such as the DVD of the horse races, the odds and everything else. The success lies in ensuring the cost of the ticket covers the start-up costs. You need to sell as many tickets before the event as possible. It is important to sell all the horses before the event as more money will then be spent on the night at the totes and the auction race. Local business could sponsor individual races and a sweepstake with a buy-in price all add to the fundraising potential. Why not consider selling race night programs for a minimal fee and a "Fashions on the Field" contest (make it as serious or silly as you like) and charge an entry fee.

### **Ladies Luxury Day**

Members of the community involved in the beauty and cosmetology industry would be invited to set up "shop" for the day. The day could be split into two sessions. Ticket price includes two 1/2 hour therapies and buffet lunch with wine for the 10am-1pm session. For the 1pm-4pm session the ticket price could include two 1/2 hour therapies and coffee/tea and cakes. For those who really want to pamper themselves, sell extra therapies to raise more money! Therapies on offer could include colour makeover, manicure and massage, Aromatherapy, Swedish massage, Reiki, Indian Head Massage, Reflexology and you could also offer various stalls including scarves, jewellery and cards.

## Some Top Tips

1. Don't forget if you are holding an event...
  - When deciding on an entrance fee - place a **minimum** charge for your guests. Then they can donate more if they wish!
  - Sell as many tickets as possible before the event. Often people will buy tickets even if they don't necessarily attend the event.
  - Always have a raffle - it always increases your total amount raised!
  - Do not give anything away. Remember you are trying to raise as much money as possible - people who attend know this and will not expect free gifts!
  - It is a good idea to think about the space you have when organizing an event. Your overall fundraising success and profit is directly tied to how much money you can raise "per square foot" (or per person attending) - especially if you are hiring a venue! Look in the Fundraising Pack for ideas to maximise the fundraising potential at your event...
2. Keep track of and display your progress - there's nothing like the buzz of reaching a goal!
3. If you belong to a big group or organisation splitting into competitive teams can raise the stakes - you could award prizes to incentivise!
4. Encourage all members to add signature tag lines to their emails directing them to their personal or team fundraising pages.

## Nominate Dorset County Hospital Charity as your Charity!

Many people in Dorset will benefit from the services of Dorset County Hospital. Please consider making DCH Charity your "Charity of the Year". Whether you plan on raising £20 or £10,000 we would be delighted to hear from you!

Thank you for your support!