



FUNDRAISING PACK



www.crossroadstogether.org.uk



Welcome to Crossroads Together

We are delighted that you are thinking of fundraising for unpaid carers and we want to help you in any way we can.

In this pack, you will find the following information:

- A to Z of Fundraising ideas – some ideas to get you started
- Top tips to help you in your fundraising
- Budgeting – support in budgeting your events
- How to market your event
- How to set up a Just Giving fundraising page
- Poster template
- Printable Sponsorship form

If you have any questions about fundraising or would like any support planning and arranging your event then please don't hesitate to contact us on 0333 323 1990 or email help@crossroadstogether.org.uk

And please remember to visit our website, like us on Facebook and follow us on Twitter.

<http://www.crossroadstogether.org.uk>

<http://www.facebook.com/xroadstogether>

<http://www.twitter.com/xroadstogether>

A-Z Fundraising Ideas

A

Aerobics
Arts & crafts
Arm wrestling contest
Auction

B

Bake sale
Bring & buy sale
Belly dancing
Barn dance
Balloon modelling
Board games

C

Coffee Morning
Car boot sale
Car Wash
Curry night
Cheese & wine night
Christmas Card Sale
Carol Singing

D

Disco
Dinner party
Darts match
Dress down day at work
Dominoes match
Duck race

E

Easter egg hunt
Egg and spoon race
Ebay sale
Eighties night

F

Football tournament
Fancy dress party
Firework display

G

Garden Party
Games night
Golf Day
Give up..... (sweets, smoking, drinking etc)

H

Halloween party
Hockey tournament
Horror film night

I

Ice cream sale
Ice skating competition
Irish dancing contest

J

Jumble sale
Jam sale
Jogging

K

Knit-a-thon
Karaoke night
Keep fit

L

Line dancing night
Leg wax
Learn to... (dance, swim, speak another language, play an instrument etc)

M

Matched giving
Music evening
Make up & beauty night
Masked ball

N

Non uniform day
New years eve party
Nature trails

O

Open gardens day
Orienteering
Origami evening

P

Pub crawl
Ping pong challenge

Q

Quiz night
Quad biking
Queen party

R

Raffle
Race night

S

Sports day
Skydive
Sponsored silence
Salsa night

T

Treasure hunt
Tombola
Themed nights
Trivia challenge
Tournaments

U

Unwanted gift sale
University challenge

V

Vintage tea party
Victoria sponge contest
Valentines Day party

W

Wine tasting evening
Window cleaning
Walk-a-thon
Welly throwing contest

Y

Yoga
Yacht race (real / paper boats)

Z

Zumba-thon

Top Tips – Plan Your Activity

When

Choose a date that suits you and your supporters and remember you'll need to allow time to organise your activity. Weekends are usually easiest for everyone, or Fridays work well if you're fundraising at work. Remember to check that it doesn't clash with any other activities in the area, or major sporting events.

Where

How many people do you expect to take part in your activity?

Think about the kind of space and facilities you'll need, and if you do need a venue, book it in plenty of time as venues go quickly.

Remember to mention that your event is for charity – often you'll be able to get the venue for a reduced rate or perhaps even for free.

Budgeting

Create a budget and stick to it. Remember to factor in items such as venue hire, music, entertainment, catering, venue decoration and promotion and always leave a contingency sum to cover any un-accounted expenses. To help you along your way use our guide to budgeting to get the most money from your time.

Set a target

Set a fundraising target. It's a great way to motivate people to give generously though remember to be realistic.

Pay in your money

Paying in money from your fundraising activity:

- Send a cheque (payable to Crossroads Care CMM) to Crossroads Care CMM, Overton House, West Street, Congleton, Cheshire, CW12 1JY
- Call our support team on 01260 292 850 to make a secure payment by Credit / Debit Card over the phone
- If you have raised all your funds through a JustGiving or Virgin Money page then the money will be put straight into our bank account. You don't need to do a thing.

If you want more information or support then please call us on 0333 323 1990 or email help@crossroadstogether.org.uk and we can help you with advice support and materials to help you along the way.

Guide to Raising Funds

Our step-by-step budgeting guide will help you raise as much money as you can for your Crossroads Together event. If you have any questions please get in touch with us on 0333 323 1990 or email help@crossroadstogether.org.uk

Set a Target

Decide on a target you want to achieve from your fundraising activity, after you have deducted costs and expenses for organising the event or activity. We would suggest that a profit of 75% - 80% is usually a good bench mark to start from. Or quite often for events a good profit is a 3 to 1 return. So for every £1 you spend, it's a good guide that you'd be looking to get £3 in return.

Review Expenses

Make a list all your predicted expenses so that you know your full costs. Ensure that you include all items such as venue hire, catering costs, music, entertainment and venue decoration, right through to promotion and postage costs. We would also suggest allocating a small amount (approximately 5% of the total expenses) to cover any unforeseen or miscellaneous costs.

Predict Income

Once you have your expenses total you can now look at what you need to raise and how. You should consider:

- If you are selling tickets to your activity, how much they should cost and how many you will need to sell to reach your target.
- Other ways of raising funds on the night including, raffles, auctions, donation boxes, stalls selling items and sponsorship etc.

Plan Your Publicity

Promoting your event well is vital to its success. You need to consider what promotion you want to do and how. Make sure you budget in costs for any promotional elements such as flyers, mailings and advertising if you need them. If you want more information on how to promote your event, then look at our Promotion Guide in the fundraising pack.

Ask For Donations

Look at your expenses list and pick out the items you think you can get for free or at a reduced rate. Local businesses are often willing to donate services or give you discounts on printing costs, food and equipment rental. Don't be afraid to ask! You'll be surprised how generous people can be when they know they're supporting a great cause.

If you are running a raffle or auction then consider asking local businesses to donate towards this. It's a great way of raising extra money for nearly no costs.

When approaching local businesses, Crossroads Together can provide you with a letter of authority that shows you are officially fundraising for us.

Keep Track of Your Cash!

Most importantly keep track of the money coming in.

Don't spend more money than you expect to make and cut back on costs if necessary. Again a spreadsheet or note book can be really helpful here, certainly if your event is raising money over time or on the run up through donations etc.

Paying In Your Money

Paying in money from your fundraising activity is simple:

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- Call our support team on 01260 292 850 to make a secure payment by Credit / Debit Card over the phone
- If you have raised all your funds through a JustGiving or Virgin Money page then the money will be put straight into our bank account. You don't need to do a thing.

Guide to Promoting Your Activity

Use our handy hints on promoting your fundraising event or activity to help you raise as much money as you can for Crossroads Together.

Word of Mouth

Word of mouth is one of the most effective forms of promotion. Make sure you tell everyone in your family, neighbourhood, social clubs, gym or office what you're doing and why.

Put notices in staff and social group newsletter and use the handy Crossroads Together poster template to promote your fundraising activity or event on community news boards and anywhere else you can think of.

Email

Send an email to your friends and colleagues asking for support. Remember to let them know why their support is so important and how they can sponsor you or donate to your event. Make sure you include the link to your online fundraising page if you have one. (For information on setting up a JustGiving online donation page see our guide to setting up a JustGiving Page).

Add a personal touch by following up emails with a phone call or in person and keep people updated on your progress.

Social Networks

Facebook and Twitter amongst others are a great way to tell people about your event and encourage them to raise money for Crossroads Together. Remember to:

- Post a link to your online fundraising page on your personal profile.
- Let all your friends know why you're fundraising and how they can help.
- Keep your friends updated on your fundraising progress.
- Invite them to your event through the online events pages
- Hashtags like #charity or #crossroadstogether help people track your event
- Let us know what you're planning and we can promote to our own followers

If you want help to get your activity into the local press and media then simply call fundraising on 0000 323 1990 or email help@crossroadstogether.org.uk to request our media guide and press release templates. The team will also be able to answer any questions you may have and help you with further advice and information.

Guide to Setting Up A JustGiving Page

Raising sponsorship online is the simplest way to fundraise for your event, as it removes the hassle of collecting monies from your sponsors before and after the event.

The money comes directly into the Crossroads Together bank account so you don't need to worry about the logistics of collecting it together and getting it over to us.

The other main benefit is that your supporters can very easily Gift Aid their donations right away, giving us an additional 25% extra at no cost to themselves.

Five steps to success

- 1.** Visit <https://www.justgiving.com/crossroadstogether> to set up your page linked to Crossroads Together
- 2.** Click the 'Fundraise for us' button and follow the set up instructions
- 3.** Share your page with friends via Facebook and Twitter or simply email friends your JustGiving page name so they can donate to you online
- 4.** Friends can also find your page by visiting our JustGiving Page and putting your name into the search tool
- 5.** Sit back and watch the donations come in while you focus on your fundraising event or challenge!

For more information or support, please contact us on 0333 323 1990 or email: help@crossroadstogether.org.uk

**I am raising
funds
for Crossroads
Together**



Carers Trust 4all is a registered charity dedicated to providing information, advice and practical support to unpaid carers of all ages and the people they care for every day.

is raising funds for Crossroads Together by :

Date:

Time:

**Please sponsor me to make a
difference to the lives of carers**

