

# COMMUNITY ACTION: MK

## Do It Yourself (DIY) Fundraising

In the current financial situation it is worth trying to get income for your group from a number of different sources, including Do It Yourself Fundraising. DIY fundraising is where your group raises its own money which can be spent on your charitable objectives.

Benefits of DIY Fundraising are:

- that money is generally unrestricted (i.e. it can be spent on any of your group's work)
- it can raise the public's awareness of your group
- it shows you are committed to your work
- it can be used to encourage and motivate your staff and volunteers

There are loads of different ways to do DIY Fundraising so think creatively—stalls at fetes, open days, cake sales, raffles, sponsored events and gala evenings are just a few ideas!

However you choose to get your money, you need to make sure your event/activity is well planned and meets any legal requirements there may be.

### When planning your project, ask yourself:

- How much money you would like to raise and what activities would be most appropriate
- What skills/contacts your group has which could be used
- Who will oversee work on the event/activity
- What is your timescale and is it realistic
- How much it would cost and how much you could make
- Who would be interested in getting involved/attending events
- What kind of publicity or other support would you need
- Are there any legal requirements and how will you meet them
- What else is happening locally and what is your group's unique selling point (i.e. what makes you different)
- Are there better ways to raise the money (e.g. applying for a grant etc)
- Does the activity fit with the ethos/morals of your group
- Where will you hold your event/activity and is it accessible to all
- Who will do what, both on the day and in the preparation—allocate jobs as necessary

### Some types of fundraising event....

#### Collections

Collections are still a popular and well used method of income generation for many groups as they can be simple to organise and raise the profile of your group. Remember to seek permission of the owner of the land and make sure you are fully licensed

## Company Support

Asking local companies to support your work can be a good way to run activities. They may be able to offer you a financial donation or in-kind support which could help you to run your event e.g. prizes for a raffle.

Remember to thank your sponsor and ensure that you include the company logo on any promotional material.

If you want to contact companies for support, use any links you may have in your group or target companies which may be sympathetic to your cause. E.g. you may target a pet food company if your group supports animal welfare. Tailor your application/request letter to suit the company and make sure you follow up with a call to the contact a few days after they receive the letter so you can explain more. Some companies also offer staff time or in-kind help.

## Sponsored events

You can draw up your own sponsor form or get people to sponsor you online (there are lots of websites available). Remember, if you are eligible for Gift Aid; make sure you include it on your form for people to opt in as this will help to generate extra funds!

Ideas of other fundraising opportunities are available on [www.ideasfundraising.co.uk](http://www.ideasfundraising.co.uk).

## Final Top Tips

- Make it Fun! For your members, staff and volunteers and those supporting you.
- Planning is key—put in place realistic and achievable goals and deadlines and make sure you think about what is involved in running an event. Use the skills of your volunteers and staff to their fullest, and make sure you leave yourself enough time to get everything done!
- Be legal and safe—check whether you are insured or need any special licences/permissions. You may also want to run a risk assessment
- See what else is happening—make sure your event doesn't clash with other events and that you promote it fully (use local media and press if suitable) to get as many people involved as possible

## Further resources

[Charity Commission](#) (Guidance on charity fundraising)

[Institute of Fundraising](#)

[Gambling Commission](#) (about raffles and lotteries)

[Sue Ryder Care Fundraising Pack](#)

[Just Giving](#)

[Fundraising Standards Board](#)

[Wiltshire and Swindon Funding](#)

**Talk to our Support Team for more help**  
**[Support@CommunityActionMK.org](mailto:Support@CommunityActionMK.org) or call 01908 661623**

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## ACKNOWLEDGMENTS

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This information sheet has been produced by Community Action: MK and was last updated in 2015. Community Action: MK has taken all reasonable precautions to ensure that information contained in this document is accurate, but stresses that the content is not intended to be legally comprehensive.