

DIY FUNDRAISING

Do it yourself (DIY) fundraising is one of the easiest ways to raise funds for your group. DIY fundraising is money raised by your group, rather than money given from a Charitable Trust or Foundation. It is often dismissed by groups, but it should be considered by every group, especially in the current economic climate.

WHY DO IT?

As a community group, you should be thinking about DIY funding because it is unrestricted money that belongs to your group and it can be used for whatever you want within your objects. It enables your group to increase and diversify your income and should be part of a mixed portfolio of funding which includes grants and possibly even trading. DIY fundraising offers you an alternative source of income and it may be the only type of income you can generate at certain times.

WHAT ARE THE BENEFITS?

- Demonstrates to funders that you are keen to help yourself, even if amounts raised are relatively small
- Can be classed as unrestricted funds in your accounts (i.e. it is available for you to do what you want with it within your objects)
- Can help to generate publicity for your group and what you do
- Helps the members feel that they are part of the group and that they are involved in enabling it to continue to achieve its aims

WHAT CAN WE DO TO FUNDRAISE?

It is often useful to identify a small sub-committee within your group to work on fundraising ideas.

Examples of fundraising activities:

- Auctions
- Barn dance
- Bingo / Dominos
- Car boot
- Carol singing
- Coffee morning

- Ebay
- Disco
- Fashion shows
- Fetes / fairs
- Garden party
- Lottery, raffles and tombolas (see Information Sheet 4.8)
- Plant sale
- Quiz night
- Fancy dress
- Concert
- Cake sale
- Sponsored run/swim/silence
- Race night
- Whist drive
- Treasure hunt
- House to house and street collections (see Information Sheet 4.9).

These are some examples, but the list is endless. All these activities are important as they can help to raise funds for your group, which you can then use to further your aims and objectives. Please note that there are certain regulations you need to follow if carrying out some of the activities listed above (see page 2).

THE LAW

Most of the above activities can be undertaken without permission. For some, however (for example house to house collections), you will need a permit from the Local Authority and for others you may need to be a Registered Charity. See Information Sheets 4.3.8: Raffles, Lotteries and Tombolas and 4.9 House to House and Street Collections for more information.

If you are still unsure, please contact VODA for more information.

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THINGS TO CONSIDER WHEN PLANNING DIY FUNDRAISING:

- When you are planning and organising your fundraising activity, consider the following questions:
- Who are you trying to raise money from? Is it always the same people? Can you alter this possibly by fundraising in a different geographical location or targeting different people?
- What else is happening in the area? Will this have an effect on your fundraising? Can you work in partnership with other organisations?
- How many people can you count on for support? Do you need extra publicity?
- What do you need to do in advance? Will it cost anything and, if so, how much?
- If an event is involved, what will you do if it rains/snows/there's a power cut?
- Do you need to take out some insurance? Or extra insurance?
- How much, in total, will it cost to run?
- How much, realistically, can you expect to make?
- Is it the kind of activity that will go with the image and ethos of the group? Is it worth the time and effort or the return you will make?
- Will it be fun? What benefit will the attendees receive?
- Do you have any contact with any organisations/companies who operate employee support schemes?
- Do any other members of the group have useful contacts for prize donations etc?

RELATED DOCUMENTS

- 4.1 Fundraising - before you start
- 4.2 Developing a fundraising strategy
- 4.3 Preparing a project plan
- 4.4 Evidencing need and defining outcomes
- 4.5 Effective grant applications
- 4.6 VODA processing grants on your behalf
- 4.7 DIY Fundraising
- 4.8 Raffles, lotteries and tombolas
- 4.9 House-to-House and Street Collections

For more information on running a community event, see Information Sheet 4.8.

For more information on fundraising ideas visit:

www.ideasfundraising.co.uk
www.charitychallenge.com/cc/charity-challenge/beforeyougo_fundraising.jsp
www.how2fundraise.org/fundraising-ideas

For information on gambling laws:
www.gamblingcommission.gov.uk/

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