



# FUNDRAISING

## THE FUNDRAISING ALPHABET

|                              |   |   |
|------------------------------|---|---|
| <b>A</b>                     | <b>Appeal</b>                                 |   |
|                              | <b>Art Exhibition</b>                         |   |
|                              | <b>Athletic Event or Field Day</b>            |   |
|                              | <b>Auction</b> (of donated goods or services) |   |
| <b>B</b>                     | <b>Babysitting</b>                            |   |
|                              | <b>A Ball</b>                                 |   |
|                              | <b>Balloon Race</b>                           |   |
|                              | <b>Barbecue</b>                               |   |
|                              | <b>Barn Dance</b>                             |   |
|                              | <b>Beetle Drive</b>                           |   |
|                              | <b>Bingo</b>                                  |   |
|                              | <b>Bring-and-Buy Sale</b>                     |   |
|                              | <b>Bulb Growing Contest</b>                   |   |
|                              | <b>Buy-a-Brick</b>                            | If you are trying to raise money for a building project ask local people to buy a brick in the new building for a set price (e.g. £1). Money to equip the building can be raised on the same principle, by asking people to 'buy' items on a shopping list (e.g. £5 will buy a chair, £30 will buy a slide for the playgroup, etc.) |
|                              | <b>C</b>                                      | <b>Cabaret</b>  |
| <b>Car Boot Sales</b>        |   |   |
| <b>Carnival</b>              |   |   |
| <b>Carol Singing</b>         |   |   |
| <b>Car Washing</b>           |   |   |
| <b>Charity Cricket Match</b> |   |   |
| <b>Coffee Morning</b>        |   |   |
| <b>Coins in a Fountain</b>   |   |   |
| <b>Concert</b>               |   |   |
| <b>D</b>                     | <b>Dances</b>                                 |   |
|                              | <b>Dinners</b>                                |   |
|                              | <b>Double Your Money</b>                      | Each person is given a sum of money and asked to find a way of multiplying it (e.g. buying a tin of boot polish and starting a shoe-shine service). A prize is given for the most original and/or profitable idea. This is particularly appropriate as an activity for  |

|          |                                   |   |
|----------|-----------------------------------|---|
|          |                                   | children and youth groups.  |
|          | <b>Dutch Auction</b>              | Items to be auctioned should be objects which 'everyone' wants (e.g. electrical household goods, etc.). The Auctioneer takes one item and asks what he/she is bid. The first person might say 50p. The money bid is collected in a tin. The next person raises the bid to perhaps 80p and must put the difference (i.e. 30p) into the tin. This process continues until the auctioneer suddenly says 'sold' at a time decided in advance and known only to them. The buyer has then paid out only a small sum (perhaps only 40p) for an item worth very much more, since they only pay the difference from the last bidding. The attraction of this event is that anyone who is bidding stands to get the item for a very small outlay, while the auctioneer can make as much as 20 times the actual value of the item. |
| <b>E</b> | <b>Exhibitions</b>                |   |
| <b>F</b> | <b>Fairs</b>                      |   |
|          | <b>Festivals</b>                  |   |
|          | <b>Fête or Gala</b>               |   |
|          | <b>Film Shows</b>                 |   |
|          | <b>Fishing Tournament</b>         |   |
|          | <b>Flower Show</b>                |   |
|          | <b>Football Match</b>             |   |
|          | <b>Fortune Telling</b>            |   |
|          | <b>Friends of the Association</b> | Invite local notables and wealthy people to come to a meeting. Get a well known speaker to outline the work of the organisation and ask those present to form a Friends Group to raise money on your behalf. Make sure, however, that your letter of invitation is quite explicit and leaves no shocks or embarrassment for those who come to the meeting.  |
|          | <b>Fur and Feather Sale</b>       |   |
|          | <b>50-50 Sale</b>                 | Ask people to contribute nearly-new clothes or household articles in good condition on a 'sale or return' basis. If the item is sold, half of the price is returned to the donor and the other half is kept by the organisation. It is important that the sale price should be agreed in advance with the donor and clearly marked on the item.   |
| <b>G</b> | <b>Garage Sale</b>                |   |
|          | <b>Gardening</b>                  |   |
|          | <b>Garden Parties</b>             |   |
|          | <b>Go-Karting</b>                 |   |
| <b>H</b> | <b>Halloween Party</b>            |   |
|          | <b>Hat Sales</b>                  |   |
|          | <b>Hitching Box</b>               | If your members regularly give lifts to friends or hitchhikers ask them to place a collecting box on the  |

|          |   |   |
|----------|---|---|
|          |   | dashboard for contributions to your organisation.   |
|          | <b>Home Decorations</b>                   |   |
| <b>I</b> | <b>International Evening</b>              |   |
| <b>J</b> | <b>Jobs about the House or Garden</b>     |   |
|          | <b>Jumble Sales</b>                       |   |
| <b>K</b> | <b>Kiosks</b>                             | Build your own mobile kiosk to sell refreshments, sweets, etc. at the roadside or at local events. Once built, the kiosk can be used over and over again and may also have other uses (e.g. publicising your cause). Permission must be obtained for the sale of foodstuffs and for street trading. |
| <b>L</b> | <b>Lawn Mowing</b>                        |   |
|          | <b>Lecture Service</b>                    | If any of your members are regularly invited to give talks to other groups or lecture in a voluntary capacity, ask them to request a donation for your organisation. For many groups, this is an established way of showing their gratitude to a speaker.   |
| <b>M</b> | <b>Market Stall</b>                       |   |
|          | <b>Medieval Banquets or Fairs</b>         |   |
|          | <b>Model Making</b>                       |   |
|          | <b>Model Railway/Aircraft Exhibition</b>  |   |
| <b>N</b> | <b>Nearly New Sale</b>                    |   |
| <b>O</b> | <b>Outgrown Clothes Sale</b>              |   |
|          | <b>Outings</b>                            |   |
| <b>P</b> | <b>Pageants</b>                           |   |
|          | <b>Panel Games</b>                        |   |
|          | <b>Pantomime</b>                          |   |
|          | <b>Pile or Jar of Pennies</b>             |   |
|          | <b>Plant Sale</b>                         |   |
|          | <b>Pool Tables</b>                        |   |
|          | <b>Pram Race</b>                          |   |
|          | <b>Puppetry</b>                           |   |
|          | <b>Photo Flash</b>                        | Photographic enthusiasts may take pictures at an event and develop and print them for sale to the subjects. A Polaroid camera allows for instant sales at parties, dances, etc., but the higher price may cut down the profit margin.   |
| <b>Q</b> | <b>Quizzes</b>                            |   |
| <b>R</b> | <b>Raffles</b>                            |   |
|          | <b>Rallies</b>                            |   |
|          | <b>Record Swaps</b>                       |   |
|          | <b>Retailing of Good Bought Wholesale</b> |   |
| <b>S</b> | <b>Sale of Work</b>                       |   |
|          | <b>Secondhand Market</b>                  |   |

|          |                                       |   |
|----------|---------------------------------------|---|
|          | <b>Snowball Tea or Coffee Morning</b> |   |
|          | <b>Sponsored Events</b>               |   |
|          | <b>Sports Days</b>                    |   |
|          | <b>Street Collections</b>             |   |
|          | <b>Swimming Gala</b>                  |   |
|          | <b>Swap Shop</b>                      |   |
| <b>T</b> | <b>Tombola</b>                        |   |
|          | <b>Toll Gate</b>                      | Set up a 'mock' toll gate on the major roads leading in and out of your community and erect a large sign requesting drivers to stop and pay a 'toll' to your organisation. Days when traffic is light and drivers are out for leisure are best (i.e. Sundays or bank holidays). <b>Remember to get Police permission.</b>   |
|          | <b>Toy Making</b>                     |   |
|          | <b>Trading Stamps</b>                 |   |
|          | <b>Treasure Hut</b>                   |   |
| <b>U</b> | <b>Universal Aunts</b>                | A group who will do anything and go anywhere, odd jobs, busking, decorating, car washing, dog walking, babysitting – in fact anything to raise funds. Add a couple of free services like prescription-fetching or shopping for the elderly and inform to bring public sympathy for the group. An appropriate activity for a group of younger members but for safety reasons young Aunts should never go on these errands alone of course. |
| <b>V</b> | <b>Valentine Dance</b>                |   |
|          | <b>Vegetable Market</b>               |   |
|          | <b>Vending Machines</b>               |   |
| <b>W</b> | <b>Waste Collection</b>               | There is wide range of waste materials that can be collected and sold for scrap – metal, old clothes, etc. Check the <i>Yellow Pages</i> under Waste Paper and Scrap Metal Merchants.   |
|          | <b>Whist Drives</b>                   |   |
|          | <b>Window Cleaning</b>                |   |
| <b>X</b> | <b>Xmas Card Sales</b>                |   |
|          | <b>Xmas Draw</b>                      |   |
| <b>Y</b> | <b>Your Own Ideas</b>                 |   |
| <b>Z</b> | <b>Zany Ideas</b>                     | Bed races, tramps' suppers, sponsored silences, etc.  |