

# **A-Z of Fundraising Ideas**

## **Things to Remember:**

### **Raising Money for AIMS - Discover all the ways that you can help**

It's great news that you're thinking about fundraising for AIMS. As a smaller charity we rely on people like you to help us raise the money we need to help support UK residents with Multiple Sclerosis and Autoimmune Disease access HSCT treatment.

But where should you start? The AIMS fundraising team have put together some advice and resources to help you choose how to fundraise and make your event a success.

### **Fundraising Ideas**

With so many ways to raise money for charities it can be difficult to know where to start. Some of the ideas you may like to consider are

#### **Taking Part in a Pre-organised Event**

This could be something like a local 5K, a Tough Mudder or even the London Marathon. All you need to do is register to take part and then set about raising money. One of the easiest ways to do this is by setting up a Just Giving or Virgin Money Giving page, but if you also want to use paper sponsorship forms you can download one here <form>.

If you need some inspiration read more about our trustee Paddy's experience taking part in Tough Mudder - and find out what motivated him to take part <link to Paddy case study>

And if you're ready for a big challenge, why not apply for a chance to run the London Marathon for AIMS <link to marathon page>

#### **Organise Your Own Event**

From auctions to afternoon tea, there are loads of ways that you can raise money for AIMS. So, whether you'd like to spend an evening wine testing or whether you'd rather give up alcohol for a month there's bound to be something you can do to help us continue our work.

We've put together this <link to A-Z> A-Z of fundraising ideas to help you get started, but whatever you do there are some things to keep in mind.

### **Spread the Word**

However you're raising money you'll need to make sure people know what you're up to. Think about using some or all these ways to shout about your fundraising activity.

#### **Word of Mouth**

Make sure all your family, friends and work colleagues know all about what you are doing. Get them to pass on the news!

## **Social Media**

Ensure you post on Facebook and Twitter to give your event the maximum amount of exposure. Link to your JustGiving page on social media to boost donations. Provide regular updates so it stays fresh in peoples' minds.

## **Posters and Flyers**

Relatively cheap but effective publicity. Display them in local shop windows, supermarkets and village halls.

## **Local Radio and Press**

Local media are always interested in fundraisers. Draft a press release and send it to the local newspapers and radio stations.

## **Raise Support & Awareness with Local Companies**

This could be for donating a cake for a cake sale, providing a venue free of charge or donating a prize for a raffle / auction.

## **Keep it Legal**

There are a few things that you'll need to consider depending on how you choose to raise funds

## **Raffles & Collections**

Make sure you're covered, as there are laws governing all charity fundraising activity. Raffles as part of a larger event do not require a licence if you are selling tickets and handing out prizes on the night. Please visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for the latest rules and regulations.

## **Health & Safety**

Ensure you adhere to the health and safety guidelines relating to the venue of your event. You need to make sure your event has the necessary first aid cover. Consider if a first aid box is sufficient or do you need a qualified first aider in attendance. If so, St Johns ambulance may be able to help.

## **Food & Drink**

All food must be stored, handled and cooked correctly and safely following hygiene rules. Check the regulations around serving food at an event at [www.food.gov.uk](http://www.food.gov.uk). Don't forget that all foods containing nuts, gluten, eggs or other common ingredients people may be allergic to, must be clearly labelled. If the venue you are using isn't licensed to sell alcohol, you will need to apply to your local authority to obtain your own licence.

## **Venue**

You must not exceed the capacity limit for your chosen venue, but ensure there is good access. Check there is ample parking, toilet facilities and disabled access. Make sure the venue has an up to date public liability insurance policy.

If you want more advice and support, please email us [fundraising@aimscharity.org](mailto:fundraising@aimscharity.org)

<p>A</p> <p>Auction: Contact local businesses and contacts to donate prizes and hold your own auction.</p> <p>At the races night: download race footage from the internet, invite some friends round for drinks and nibbles, and place your bets!</p> <p>Afternoon Tea: Who can resist an afternoon tea? Dainty finger sandwiches, delicious scones with jam and cream, and decadent cakes. What's not to love?</p>	<p>N</p> <p>New Year's Eve party: Why not raise money on the biggest party night of the year! Fireworks, party food and drink, singing 'Auld Lang Syne', what's not to love?</p> <p>Non uniform day: The kids will love to ditch their school uniform for a day so they can wear what they want!</p> <p>Name the teddy: Is it Trevor? Is it Keith? It's Barry, isn't it? Who knows! Pick 50 names, everyone pays £1.00 for a guess!</p>
<p>B</p> <p>Bring and buy sale: they used to be all the rage back in the day – start a 'new' old tradition and have a good clear out at the same time – you know you've been promising to for ages!</p> <p>BBQ party: The summer of '18 was the new summer of '76 – fire up the barbie and make a small charge for a summer feast!</p> <p>Black tie ball: Fancy yourself as an events organiser? Give it a go – or book a ticket for an AIMS event!</p> <p>Bingo night: Eyes down! A bingo night is a great way to have some fun with friends while raising some money for AIMS.</p> <p>Book sale: Are your bookshelves groaning? Get some friends together and pick up some titles you've not read!</p> <p>Bonfire night party: baked potatoes, toasted marshmallows and treacle toffee. Celebrate Guy Fawkes night in style and get the gang round!</p>	<p>O</p> <p>Outward bound weekend: Release your inner Bear Grylls and organise a weekend of backpacking, quad biking and paintballing. You could even cook over an open fire and sleep under the stars.</p> <p>One day fast: Want to lose weight fast? Here's the answer! Get people to sponsor you to eat nothing for 24 hours. (But you're not allowed to use the proceeds for a slap-up meal afterwards!)</p>
<p>C</p> <p>Comedy night: laughter is good for the soul! Contact your local comedy club and see if they'll host a charity evening for you.</p> <p>Cake bake: A little of what you fancy does you good! Have your own Great British Bake Off -</p>	<p>P</p> <p>Painting competition: Find out just who is the budding Van Gogh when it comes to judging the winner of this one!</p> <p>Parachute jump: Why anyone would want to hurl themselves out of a perfectly good plane is beyond us. But hey! For you adrenaline junkies</p>

<p>charge for each entry and enlist some local personalities to act as judges.</p> <p>Cycling: Who needs the Tour de France? You can arrange a sponsored cycle much closer to home!</p> <p>Car washing: Enlist the kids' help and set up a community car wash day!</p> <p>Car boot sale: everyone loves a good car boot sale – see if you can find a suitable piece of land and get the owner on board!</p> <p>Curry night: Some like it hot! (Some like it mild) Whatever your preference, a curry night is sure to go down well.</p>	<p>out there this is a great way to fundraise whilst also ticking something off your bucket list!</p> <p>Plant sale: Do you have green fingers and more plants in your garden than Alan Titchmarsh? Pot them up and sell them off for a good cause.</p> <p>Pamper party: Get a makeover, a spa treatment, get your nails done! Have a glass of fizz whilst you're being pampered. And all the time you're raising money. It's a win-win.</p>
<p>D</p> <p>Dog walking: A great way to get to know your neighbours, raise some money for AIMS, and make some canine friends!</p> <p>Dress down day: Get your work mates to donate 'a gold coin' in return for dressing down for the day (slippers optional)</p> <p>Dinner party: Are you the next Nigella? Another Jamie? Put your culinary talents to good use and charge your guests for your delectable cuisine!</p> <p>Dance marathon: Dance 'til you drop – a sponsored danceathon could last for several hours and involve all of your friends. Just make sure there's music for all tastes!</p>	<p>Q</p> <p>Quiz night: How is your general knowledge? Are you an Egghead? Or would you need to phone a friend? Get your mates to get teams together for this one and find out who is the smartest!</p>
<p>E</p> <p>Exercise marathon: If it's not for you, why not join in as a spectator while your friends do all the work? The choice of exercise is yours!</p> <p>Easter egg hunt: We love a visit from the Easter Bunny – especially when it involves chocolate eggs. Get the neighbours involved!</p>	<p>R</p> <p>Raffle: Get people to donate prizes and then sell tickets so they can win stuff. Easy! You never know, you might even win the star prize -that lavender gift set!!</p> <p>Rock 'n' roll night: Let's Rock! Dig out those 'Blue suede shoes' and dance the night away.</p>
<p>F</p>	<p>S</p> <p>Swim-athon: Challenge yourself (and your friends) to complete a set distance. Ever</p>

<p>Fancy dress party: Not just for Halloween – themed or not, a fancy-dress party is always good for some laughs!</p> <p>Film evening: Are you a film buff? Stock up on the popcorn, dim the lights and get ready for a great night in with friends – but don't forget to charge admission!</p> <p>Face painting: it's amazing how much fun can be had with face paints – and they're not just for the kids. Cast aside your inhibitions and show your true colours!</p>	<p>thought you could swim a marathon? Why not do it in legs as a team?</p> <p>Sponsored silence: Perhaps a blessing in disguise for your family or co-workers? 24 hours of blissful silence!</p> <p>Swear box: We all know a few people who could go bankrupt with something like this, but it's still a fun and easy way to help raise some cash.</p> <p>Salsa night: No not the kind with Doritos! Crack out the frilly frocks, and let the Latin rhythm fill your souls.</p>
<p>G</p> <p>Give it up – e.g. alcohol, chocolate etc: would your friends sponsor you for a period of abstinence? There's only one way to find out!</p> <p>Garden party: Quintessentially British – why not combine it with an Afternoon Tea?</p> <p>Garage sale: Like a car boot sale, but without the hassle – you don't even need to leave home. Set up a trestle table, and away you go!</p>	<p>T</p> <p>Treasure hunt: Another fun idea that can be done on a small or large scale. Choose 10 local landmarks secretly, devise clues to lead the teams to them, set a time limit and let the games begin.</p> <p>Triathlon: For those with too much energy – instead of one race, why not have three in one?</p> <p>Tribute band night: Do you know a local tribute act? Why not approach them to see if they will perform at a local venue?</p>
<p>H</p> <p>Head shave: Are you brave enough for the shave? Donate your hair to another charity and send your sponsorship funds to AIMS.</p> <p>Hallowe'en party: Duck apple, Halloween masks and Jack O' Lanterns – are you fearless enough to face it?</p>	<p>U</p> <p>Unwanted gift swap: We've all received a few dead ducks (hopefully not literally) as gifts. Why not organise a Gift Swap – pay on the door and then swap your ducks for someone else's.</p> <p>USA party – USA!! USA!! Why not hold a USA themed party? Even better, why not do it for Thanksgiving? We would be very thankful here at AIMS.</p>
<p>I</p> <p>Indoor games night: Monopoly, Cluedo, Scrabble – make it a tournament with a prize for the overall winner!</p> <p>Italian evening: Mama Mia – here we go again! The pastabilities are endless!</p>	<p>V</p> <p>Valentines party: Love is in the air, and donations are in the tub. Something about Cupid's arrows makes this time of year excellent for fundraising!</p> <p>Variety show: Everyone has a party trick. Why not get all your friends, family and neighbours together to see who's impresses the most?</p>

<p>J</p> <p>Jumble sale: Get the chance to rifle through all the stuff nobody wants! You never know, you might find that hidden gem, a designer dress!</p> <p>Jeans at work day: Don the denim for a day instead of the usual boring workwear. Why not push the boat out and go for a whole denim outfit? (On second thoughts, don't do that, it's not a good look.)</p>	<p>W</p> <p>Walk: Why not get some friends together and do a sponsored walk. Perhaps even challenge yourselves to the Three Peaks?</p> <p>Wine tasting night: Who doesn't like a tipple of an evening? Good for the constitution. Why not invite friends and family? Everyone brings a bottle, donates, and has a sophisticated knees-up.</p>
<p>K</p> <p>Karaoke night: Got that friend who thinks they sing like Michael Buble? When it's more like Michael Fish? Have fun pretending to be your favourite pop star whilst raising money for an excellent cause.</p>	<p>X</p> <p>X-Factor night: Are you or one of your mates talented enough to impress Simon Cowell? No? How about talented enough to impress Simon from over the road? Get a local pub to host it, select your judges and off you go! Stardom is only a song away (just not Angels).</p>
<p>L</p> <p>Line dancing: Yee-Hah!! Get those cowboy boots, that checked shirt and your Stetson on, and learn those boot scootin boogie dance steps!</p> <p>Lunch party: Calling ladies that lunch; get together and raise some money whilst enjoying your fancy sandwiches.</p>	<p>Y</p> <p>Yo-yo challenge: Step back into your younger days and break out the yo-yo! Everyone can Walk the Dog (or can they?) but who can go Around the World without taking the lightbulbs with them?</p>
<p>M</p> <p>Marathon: 26 miles! That's a long way in anyone's book, but such a great opportunity for sponsorship. The London marathon is the largest annual fundraising event in the world.</p> <p>Murder mystery night: Who dunnit? It could be you! Get all dressed up and have a great night acting out a murder mystery.</p> <p>Music night: Raise money whilst playing all your favourite tracks and having a good old dance.</p>	<p>Z</p> <p>Zodiac party: How about hosting a party where everyone wears their zodiac sign on their sleeve. Just keep an eye on Susan though – she can't decide what to wear yet. Such a Gemini!</p> <p>Zombie night: Not to infringe on Hallowe'en, but everyone loves a good zombie movie, right? Right? Why not dress up and shuffle the night away as one of the undead with a hunger for brains?</p>