



## **A7(c) SOME IDEAS FOR PERSONAL FUND RAISING**

Tony Land 2007

### **1. HAVE A PLAN**

1. Start at once, you don't want to have a last-minute panic.
2. Ask yourself why anyone would want fund you? Clear thinking at this point will help you to devise a realistic strategy. You should be able to express this in a very few minutes of conversation, or sentences on paper or e-mail.
3. Think local: no national firm or newspaper is likely to be interested in you but a local firm might, if you wear their logo, and a local newspaper might be interested in receiving a report or two from you, especially if there are interesting activities of helping communities or 'saving the planet' in your expedition. If you promise to give them photographs find out who will have ownership of them.
4. Are there any local trusts or charities you could approach (the local Library may be able to help) and does your School or University have any travel grants or awards to offer?
5. There are some national bodies which offer grants (see REFERENCES below).
6. Can your relatives help? Do they have useful contacts (e.g. in Rotary Clubs) - they may be especially useful in helping with some of the sponsored activities suggested below.
7. If you write to people enclose (fairly concise) details of your expedition and how you will contribute to and benefit from it. It is OK to word process this (make it interesting with colour, a map etc) but it should always be accompanied by a hand-written letter.
8. For some types of sponsorship it will be necessary to produce appropriate forms.
9. Paid work (or if you are already in work: paid overtime). All fund-raising is hard work anyway and in many ways this is the best route, one advantage being that you should have a known amount of income.
10. Make sure that you keep any promises you make, send postcards from the expedition to anyone who has helped and don't forget to say "thank you" after the expedition is over.
11. Before starting it is vital to sort out where exactly any funds will go. This is especially important where individual members (or groups of them) may be raising money through their own efforts. All must agree the proportion to be retained by the individual for his/her own funding, and that which will go to the overall funds of the expedition.

### **2. THINK CAREFULLY ABOUT:**

Street collections, house to house collections etc, raffles, lotteries or collections in public places. There are strict laws covering them and you would need to carry out a lot of research into the legality of you carrying out any of these actions.

**3. BE CAREFUL OF SCHEMES** which involve so much initial expenditure that you may make a loss! This could include items marked \* on these lists, and also buying merchandise for sale, such as pencils, Christmas Cards etc. You may be able to raise funds in this way but make a realistic budget first.



## 4. IDEAS

Here are a few examples of things which have been tried recently:

### Best as a team

Car washing (e.g. some supermarkets may give permission for you to do it there)	Packing bags at supermarket checkouts
BBQ, Dinner Party*, Coffee morning	Darts competition
Disco or Barn Dance (get a free venue)	Cake baking
Carol singing	Or some other sort of concert
Car boot sale or other bazaars	Wine tasting evening*
Art exhibition	Art & craft sale
Auction	Bingo
Coffee morning	Dinner party

### Ideas for Individuals

Baby sitting

Gardening

Quiz night

Window cleaning

Sponsored events - for example:

Challenging runs or walks or cycle rides or swimming

Parachute jumps\*

Sponsored NOT to eat chocolate

Sponsored sleep (not very successful)

Some sponsored activities such as tree-planting\* or litter collection which benefit the community may attract more support but you may have to liaise with local landowners or 'Britain in Bloom' groups about this.

### REFERENCES

Fundraising to Join an Expedition - Catherine Lewis. Downloadable from the web at [rgs.org/eac](http://rgs.org/eac)

The Directory of Grant Making Trusts [*Directory of Social Change*] ISBN 1-900360-71-3 (it is a big book so go to the library for it).

For a fuller list go on the web to [www.theyet.org](http://www.theyet.org)