

FUNDRAISING PACK



**Your guide to fundraising
for Literacy Volunteers**

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A big thanks for your interest in fundraising for Literacy Volunteers.

This pack gives advice and help to anyone who would like to get involved with raising valuable funds for Literacy Volunteers, and how we'll do everything we can to make sure you feel supported and have a great experience fundraising for us.

Why we need your help to raise funds and what your fundraising can provide

By getting involved in fundraising on behalf of Literacy Volunteers you will be supporting us to provide services to children who need help with literacy. At the same time you will be raising awareness of our charity within communities promoting the support that Volunteers and staff provide to children in local schools and communities.

We rely on grants, donations and fundraising to thrive as a charity. For a non-profit organisation like ours, the more funds we have, the better the opportunity to make an impact in our communities.

Fundraising is a key element to our success, and we are here to guide you every step of the way with ideas, advice and resources to help you organise your fundraising.

Below are some of the ways the money you raise will support Literacy Volunteers.

£5

Buys a book/game for a child that a Volunteer can use in a reading session

£15

Buys a Storybox for a family in less well-off areas

£100

Buys 6 months' worth of Storyboxes for a family, making a larger impact on a child's literacy

£400

Buys a school's annual subscription for a Literacy Volunteer, including travel expenses

Step 1

Guidelines

A good place to begin is reading through our fundraising guidelines. There's lots of helpful information. Please see page 7 for guidelines

Step 2

Fundraising ideas

From organising a sponsored walk, to arranging a pub quiz in your local, there are so many ways to fundraise. If you want to organise a fundraiser, but you're not quite sure what you want to do, we have lots of ideas to inspire you. Please see page 6 for ideas.

Help raise funds for Literacy Volunteers

A really easy way for you to raise important funds for Literacy Volunteers and at no cost to you is through shopping online. We are working with Give as you Live Online to collect your donations and also raise free funds for the charity with your everyday online shopping. Follow the simple steps or watch a video to see how you can start. You choose Literacy Volunteers as your charity and enter your details and go shopping. There are over 6,000 stores involved. You can visit the store via the Give as you Live website or App, then shop as normal. A free donation is then made to the charity. Thank you to those who have already been shopping and supported us.

<https://www.giveasyoulive.com/charity/literacyvolunteers>



Give as you Live
Donate

To donate or run a fundraising event

<https://donate.giveasyoulive.com/charity/literacyvolunteers>



Give as you Live
Online

To fundraise as you shop

<https://www.giveasyoulive.com/charity/literacyvolunteers>



Step 3

Set up your fundraising page

So, you have your idea, you have read our guidelines and created a Give as you Live profile - you can start raising money for Literacy Volunteers!

To set up an event, go to: <https://donate.giveasyoulive.com/create/event>

Add a profile picture and tell your supporters what you are doing, how their donations will help and that this support will spur you on.

Set a fundraising target – this can be really motivating and your supporters might donate a bit extra if they know it will get you to 100%!

Step 4

Include any offline donations

You can include any money raised offline by adding it to the Give as you Live page. It will be added to the total to reflect all your efforts.

Step 5

A checklist can help you prepare for the event

- Have I set a date and time for my event?
- Have I told everyone about my fundraising?
- Have I got everything in order for the big day? We may be able to provide items such as Literacy Volunteers t-shirts/bags/pens to support your fundraising on behalf of us.
- Can I provide regular updates to my supporters? eg start of a sponsored walk

Step 6

New to Fundraising

If you have never done any fundraising before, would like to get involved but feel nervous and are not sure how to go about it, then we can support you. You will be invited you to a workshop run by one of our Volunteers who has experience of how to raise funds for charity. We value your efforts, time and commitment and through our **community fundraising working group** we can provide advice, support and listen to your feedback.

Step 7

After the event

Thank people for their support

How did it feel when someone supported you? Pretty great, right!? It means a lot, so tell people how much you appreciate it. A personal message to your biggest donors, an email to your colleagues, a social media update to say a general thank you. You can thank people for the support so far, and then gently remind others that there is still time to donate.

Upload an 'I did it!' selfie

If there's one fundraising must-do on event day, it's telling people when you've finished. Whether you're proudly holding a medal at the finish line, or washing up after a bake sale, tell your supporters how it went. Some people might be waiting until you've finished before they donate, others might be compelled to give again when they hear about your impressive time or the obstacles you overcame.

Keep asking after event day

There are lots of reasons why people might not donate on the day of your event. Maybe they're holding out until payday, they didn't see your event day updates, or they were distracted by something else. Don't be afraid to follow-up in the days and weeks after the event.

Step 8

Let's celebrate

Lastly we want to hear about all your fundraising experiences and we will be organising an event to bring Volunteers together to share their stories, inspire others and celebrate all the successes.



Fundraising Ideas

Here are some great ways to fundraise:

- Bike ride, walk or run
- Coffee morning
- Cake Sale
- Garage/car boot sale
- Organise a quiz or bingo night
- Organise a fashion show
- Readathon
- Second hand book sale
- Tombola/guess the number of sweets in a jar
- Challenge to read as many pages as you can in a day! Friends and family can sponsor per page.

Here is a fundraising event that has taken place on behalf of Literacy Volunteers

A massive well done and 'thank you' to our Chair of Board of Trustees Mike Collis for raising money for Literacy Volunteers on his 100th Park Run. Through very generous sponsors he has managed to raise £5,869.02! We thank them all. The money raised will really help towards the Charity's valuable work in Primary Schools, Early Years and the community.



Other resources:

<https://www.nspcc.org.uk/support-us/charity-fundraising/do-your-own-fundraising/a-z-fundraising-ideas/>

<https://cafod.org.uk/fundraise/a-z-of-fundraising-ideas>

<https://www.ageuk.org.uk/get-involved/fundraise/fundraising-ideas/a-z-of-fundraising-ideas/>

Fundraising Guidelines

Code of Fundraising Practice

- The Fundraiser or third-party event organiser is not a direct representative of Literacy Volunteers and does not receive any payment for fundraising for Literacy Volunteers.
- Third-party events must be in line with our mission, let us know what you are planning.
- Literacy Volunteers is unable to provide public liability insurance cover for fundraising events.
- Fundraising activities must be conducted in the name of the Fundraiser and not in the name of Literacy Volunteers.
- You can use wording such as:

Proudly supporting Literacy Volunteers

Funds raised will be donated to Literacy Volunteers

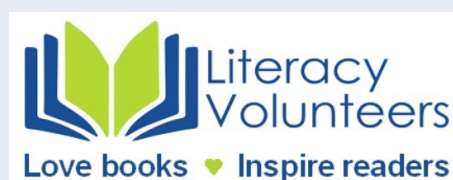
- The use of the Literacy Volunteers logo - the logo must appear in full and not be altered in any way. The use of logos and marks are solely for the purpose of fundraising for Literacy Volunteers and are not to be used for commercial purposes or any other purposes. The logo will be made available by the Literacy Volunteers team.
- The Literacy Volunteers name and/or logo will not appear on any material, media, website, or advertising which:

Advertises or promotes the use of drugs or alcohol

Is obscene, violent, intolerant, tasteless, denigrating, or sexually oriented

Disparages Literacy Volunteers' services, programmes or mission

- Literacy Volunteers is not financially liable for the promotion, planning, or execution of third-party events.



Contact

Literacy Volunteers
Woodthorpe Grange
Woodthorpe Drive
Nottingham
NG5 4HA

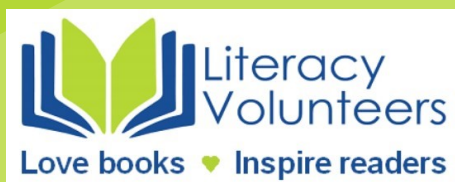
Email: contact@literacyvolunteers.org.uk

Telephone: 0115 8765474

www.literacyvolunteers.org.uk



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