

Seal Protection Action Group

Fundraising Guide, Tips and Ideas



Seals around the world are under threat, more than ever before. The Seal Protection Action Group relies upon your support to fight for their future and we need you to help raise the vital campaign funds to do so!

Fundraising to help the SPAG can be very rewarding as well as great fun. This guide will provide you with ideas and advice about how to get fundraising!

1. Getting started

The first things to consider are:

- Who can help you? Friends, family or colleagues might be willing to lend a hand.
- What will you do? Sometimes the simple ideas are the most successful. The A-Z list on the right hand side of this sheet might provide some inspiration.
- Where will it be? If you're planning an event, are there any local pubs or clubs that would let you use their premises for free?
- When will the event/activity happen? Setting a date will give you a clear target to aim for. Give yourself plenty of time and make sure there will be plenty of people around to help.
- How do you go about it? Make a plan and ensure everyone involved knows what part they play in helping. What resources will you need for the activity (time, venue, costumes etc)
- How much money do you hope to raise? Perhaps you could incorporate a few different fundraising activities into one day i.e. raffle, quiz, cake stall etc.

2. Promotion and sponsorship

- Keep it simple! A poster at your place of work, at school or in your local library is simple and effective ways of letting people know about your fundraiser.
- Word of mouth - often the best way of drumming up interest and enthusiasm for a fundraiser is to talk about it and ask people to come along.
- A sponsorship form is included in the fundraising pack or can be downloaded separately from our website. Remember to get as many people as possible to tick Gift Aid and provide their full name and address so that we can make the claim. Through Gift Aid we can claim 25p extra from the Inland Revenue for every £1 donated.
- Use the internet promote your event and get sponsored by creating your own free fundraising page with www.smartgive.com/getsponsorship.php

A – Z of Fundraising

Stuck for fundraising ideas?

Just about anything can be turned into a fundraiser, from selling cakes at work to getting sponsored.

Here's a list of suggestions:

Apple Bobbing - hold an apple bobbing competition at school, work or your local club.

Bingo - why not hold a game of bingo at your local pub.

Cake stall – enjoy baking then sell cakes and buns at work, school etc. Rice crispy cakes are always popular!

Disco diva's – organise a fundraising dance, perhaps a 70's or 80's theme, or Dress Down day at work – everyone pays £1 to wear casual clothes on a Friday

Ebay - turn your unwanted items into funds for SPAG, for further information check out our website www.sealaction.org

Fancy Dress - you could get sponsored to go to work in fancy dress or how about a fancy dress car wash?

Gig goers – get your favorite local band to put on a performance and sell tickets to raise money for SPAG

Holiday photo competition - get your friends and colleagues to enter their best holiday snaps into your competitions.

Invoke your friends to join SPAG – we can supply extra joining forms.

Join SPAG – by monthly standing order.

Karaoke competition – who has the x-factor? Find out by holding a karaoke competition. You could even ask some friends to dress up as the X-factor judges.

3. Fundraising and the law

Important! Please consider the law when organising any fundraising activity. More detail given below

- **Lotteries & Raffles**

The rules and regulations change depending on the size of these events, for example for small scale raffles it is usually sufficient to obtain a license from your local council/authority. If you hold a raffle at your workplace or club, there is no need to obtain a license, as long as the lottery is promoted and advertised by an employee and the tickets are only sold on the premises. For further details about raffles and the law please go to: www.institute-offundraising.org.uk

- **Entertainment**

If you are holding an entertainment event then several different types of licenses may be required, for example a license may be required for events such as dances, plays, live performances and sporting events. Further information and details can be obtained from your local authority.

- **Alcohol**

If you're having an event with alcohol and the venue does not have a license then you will need to apply to the Licensing Justices of her Majesty's court in the area where the event will be taking place, at least one month prior to the event. If alcohol is being served at an event or being offered as a raffle prize it is important to make sure that the recipient is over 18 through providing a valid ID.

- **Health and Safety**

The SPAG cannot accept liability for any incidents or accidents which occur as a result of your fundraising activity so please ensure the activity is safe for everyone attending.

- **Food and drink**

If food is to be sold at a fundraising event, food safety laws must be complied with. You can obtain guidelines from www.food.gov.uk/safereating or from your local department of health.

- **Licenses**

Street collections- You need to be over 16 and obtain a license from your local authority to carry out street collections, collections from any public place or if collecting house-to-house. Call SPAG to see if there is already one arranged in your area.

4. Support from SPAG

If you are going to organise a fundraising event or activity please let our Fundraising officer Anna-Lisa Nagel know as she maybe able to give advice and help you with securing media coverage. We will also be able to provide sponsorship forms and leaflets.

Contact details:

Email: anna-lisa.nagel@sealaction.org

Tel: 01273 471403

Lift share week - encourage your company to lift share for a week, aim to get all cars that go to work full of people. Not only will you reduce Co2 but you might even make some new friends. Everyone who wants to take part could donate £1 or £2.

Match box filling - ask people at school or work to fill a match box or Smarties tube with money.

Name that seal – do you think that your friends will be able to distinguish between different seal species. We can provide question sheets.

Organise a street collection for SPAG

Place a SPAG donation box at a local shop, library, doctor surgery, vets practice.

Quiz - organising a quiz, maybe with a wildlife/ marine theme, is a fun way of raising money and socialising with friends. We can provide you with the questions.

Rally your friends together to create a local SPAG support group.

Sponsored....well anything really!
Cycle, walk, swim – perhaps even sponsor you to give up chocolate.

Treasure hunt - a fun event for people of all ages!

University challenge – challenge a competing university to this famous quiz.

Variety show – got a talent why not hold a local variety show and charge people a entrance fee. You could also hold a raffle on the evening too!

Wine tasting evening – get your friends together for a sophisticated night in.

Xmas party - have a marine wildlife themed Christmas party incorporating a range of fundraising activities such as a raffle, name the seal and even a wild quiz.

You've Been Framed - organise a photo competition with a difference! Ask your colleagues at work to bring in photos of themselves as children, then everyone has to guess who's who.

Zany! Sometimes it's the most zany ideas that work best so go for it!