



A to Z of Fundraising Ideas

So you want to raise money for READ International....but where do you start??

Use our A-Z of ideas to inspire yourself and get out there!

giftaid it

Gift Aid provides a great opportunity for donors to increase the value of their donations to READ. Provided they are UK taxpayers, and have paid an amount of income or capital gains tax equal to the amount we can reclaim from HM Revenue and Customs (currently 28p in every £1), then they are eligible for the Gift Aid scheme.

There is no extra cost to the donor, and the process is simple; all they need to do is complete their details on a sponsorship or donation form, ensuring they date the Gift Aid declaration.

Please note that we cannot claim Gift Aid from donations made by university students that are not working.

Please remember to notify READ International of any fundraising events you are planning.

We can supply you with publicity materials, sponsorship forms and more.

Email: info@readinternational.org.uk or ring us on 02030319116

A

Abseil

Try a sponsored abseil

Abstinence

Can't live without chocolate? Or caffeine? Or cake? Get sponsored to give it up!

Address book!

Tell all your friends and family what you're doing. Make sure you get them along to all your events, and to sponsor you too!

Aerobics

Can your local sports centre 'donate' a sponsored 5 hour aerobics session?

Auction of promises

Get all your friends who would be drivers, chefs and cleaners to sell themselves!

B

Babysitting

Lots of family members with small children? Get paid to babysit while the parents have an evening off.

Bag packing at supermarkets

Take along all your friends and fellow students/pupils and plenty of collecting buckets; just make sure you have the store manager's permission!

Bike ride

Do your own sponsored bike ride; Lands End to John O'Groats, or maybe something a bit shorter? If you can get all your friends to do it with you, they can all raise sponsorship too!

Book sale

A great way to deal with all the books you don't want anymore aren't appropriate for us to send to Tanzania, e.g. English novels.

Bring and Buy clothes sale

Advertise around your community or school– people are always on the lookout for a bargain!

Britain's Got Talent

Organise your own version of the cheesy TV show to find out who's got the top talent at your school.

C

Cake sale

Get all your friends/students/pupils baking, and set up in a central location at school or in your local community centre. Be enthusiastic and cheeky, maybe offering 'Cheap Tarts' and Nice Buns', and you'll sell out in no time!

Car boot sale

Have a clear out and make some extra cash towards your total in the process.

Car wash

One for the warmer weather! Make sure you get permission to use the grounds, and to clean people's cars!

Christmas party

Organise the party of the year; why not get everyone to come as Santa!

Collection boxes in local shops or businesses

Get READ's name seen in shops all round your local town; great for increasing awareness of the project as well as money for your target!

Company sponsorship

Do you work at a large national company? Many companies have budgets to support charities, so you might be able to use yours to support READ. However, you must contact the central office before approaching any staff at your company to check if we have any prior relationships with them, and to ensure we consider tax and VAT implications, along with taking any fundraising regulations into account. Our experienced staff may also be able to assist you in producing a strong proposal asking for the company's support.

D

Darts tournament

Ask your local pub to host a tournament for you.

Disco – 50s/60s/70s/80s theme

Plan it along a 50s/60s/70s/80s theme, and get everyone to dress from that era.

Dress down day

This works well in schools or workplaces, so use all your contacts!

E

Ebay

Clear out all your (and your housemates!) unwanted junk and sell it online.

Eurovision song contest

Hold a party or sweepstake to raise money towards your target.

F

Face painting

Find out when local fairs are taking place and secure yourself a small stand doing face painting for children.

Fancy dress party

Offer prizes for best (and worst!) costumes.

Fashion show

Try to get your local shopping mall on board and ask for donations from spectators.

Football tournament

Do you have a local five-a-side pitch that will allow you to set up your own tournament? Give prizes to teams that play in fancy dress too!

Fun run

A great way to get your friends, family, wider student community and schools involved.

G

Games night

Dig out your old board games and get all your friends round for a fun and competitive evening: charge everyone an 'entry' fee, and offer a prize for the winner.

Golf day

Contact a local golf club and ask if they will put on a day for you. If you can advertise your event in the club, you may find a new audience in the golf club members too.

Guess the... number of sweets in a jar/weight of the cake

A great one for schools that can be left at their reception for a week, or you could do during lunch breaks.

H

Halloween themed party

Decorate your venue, and make sure you have lots of scary games on offer!

Heroes and heroines party

Get everyone to dress as their favourite hero, and give prizes for the most outrageous!

I

Indulgence evening

One for the girls! See if a local department store will donate samples of their pamper products for you to try.

J

Justgiving.com

See our JustGiving guidelines on the READ website

K

Karaoke

One that university students can never resist – a chance to show everyone their inner popstar!

Krispy Kreme

Buy donuts from Krispy Kreme at a special fundraising price – apply online at www.krispykreme.co.uk/fundraising – just £3.75 a dozen, and they suggest you sell them on at £7.45 a dozen, or £1.10 per doughnut. The minimum order is ten dozen. Make sure you check the terms and conditions carefully; they are very particular about collecting on time etc.

L

Leg wax

A great one for the guys – how about a leg wax? Even better if you get it donated for free, and can do it in the middle of your local shopping centre to coincide with a collection!

M

Murder mystery party

Get all your friends to dress up as characters in a murder mystery game (pick one up cheaply from eBay) and have a great evening trying to work out “whodunit”.

N

Non-uniform day

Another one for schools – works especially well if you can run it in conjunction with a collection and presentation.

O

Odd jobs

Ask for donations to do your friends ironing, cleaning or cooking.

P

Pen and Pence week

Run this at your work or school. We can provide you with information about READ and the project, and have collecting tins for money and boxes for pens. The idea behind this is that everyone donates 50p and a pen – effectively sending a book and a pen to a school child in Tanzania.

Penalty shoot out

Set up in a central location at school and get all the classes. Take everyone's details and contact the highest scorer at the end of the day. Remember to properly destroy all the details after the event.

Pool tournament

Hold in your local community centre or pub (if you have enough tables), or find a local pool club.

Q

Quiz Night

See How To... Quiz Night from the READ website

R

Running

We have places in the Royal Parks Half Marathon in London (October), but there are literally hundreds of running events you can take part in around the country. From local 5k races to the London Marathon, there's a race out there for everyone!

S

Smartie tubes

Buy everyone you know tubes of smarties and ask them to fill with 20p pieces – as well as enjoying the chocolate.

Swimathon

Schools often hold these at their local swimming baths. Ask schools if they'd be willing to support READ as their charity for the event.

T

Tug of war

Get all your local/work/school sports clubs to put forward teams and see just how competitive they all are!

U

University Challenge

Works especially well if you've got a couple of universities or higher education colleges in your town. Host your own version of the popular game show in your union.

V

Valentines party

Take advantage of February 14th and arrange a themed party – or maybe a singles night so no one feels left out!

Valentines cards

Set up a box at school/work where people can drop valentines cards to their admired ones – for a small fee – and you can deliver them anonymously.

W

Walking

Contact local walking clubs to see if they'll host a sponsored walk for you. Try to advertise it as a family fun day and get kids from schools you collect from to take part too.

X

X-Factor

Calling all budding Leona's or Kanye's! Find out who's got the x-factor in you

university and try to secure a prize for the winner such as a spot performing at your summer ball.

Y

Yes/no competition

How long can you go without say 'yes' or 'no'? 1 minute? 10? An hour maybe? Run a sweepstake and give a portion of your takings as the prize.

Z

Zorbing

Get sponsored to roll down a hill in a huge inflatable ball! Check out www.spheremia.com.

zzzzzzzz... (Sleep out)

Find out if any local historical houses are rumoured to be haunted, find out if you can spend the night, and get sponsored to sleep over with the ghosts...

Good Luck!!