

Fundraising Pack

The aim of this pack is to answer any questions or concerns you may have about getting involved in fundraising by giving you inspirational fundraising ideas, guidance about how to organise your event and example copies of documents you can use to promote your event, generate sponsors or even collect donations for raffles or auctions. In addition to providing you with this fundraising pack remember we are available to offer further support and guidance before, during and after the success of your fundraising event. When your event is complete we can celebrate your success by highlighting it on our website and newsletter.

There are thousands of ways to raise money ranging from sponsored runs, raffles, bring and buy sales to some of the more obscure ideas like bungee jumping, abseiling or sitting in a bath of beans!!!! You are free to organise any kind of event, large or small, however it is important that you keep within the law. Remember every penny counts and the BSSA will make sure that every donation is put to good use in the associations aims to promote awareness and understanding of Sjögren's Syndrome and support research into its causes and treatment.

We have produced simple guidelines and checklists which can be applied to a number of events, we hope these will help to get you started. If you do not see guidance for a particular event that you wish to organise and need further advice, please contact the office and we will do our best to help.

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Sponsored Events

This is one of the most common ways of fundraising and perhaps one of the easiest to organise. You can be sponsored to do pretty much anything usually for little or no initial outlay. When organising this type of fundraising, however, it is important to consider a number of factors:

A common problem is the number of competitors that lose interest in collecting their sponsorship money after the event. Here are a few ways to guard against this:

- ◆ Try and get as much sponsor money in advance as possible. This way it will take less of your time to collect after the event.
- ◆ Publish a realistic date by which all sponsorship monies must be paid in full
- ◆ Give as many alternative contacts to pass funds and sponsorship forms to as possible.

THINGS TO CONSIDER

- ◆ What do you want to be sponsored for? What is your event going to be?
- ◆ When is the event? How long do you have to promote your event and collect sponsors?
- ◆ Who will be your target audience?
- ◆ Can the BSSA provide you with anything – promotional material to encourage sponsors. Take photos of yourself doing your event and send them in and we might be able to put them on our website or in the newsletter.
- ◆ When will you set your collection deadline date for your sponsorship money?

TOP TIPS

Get started early and ask others to help

Publicity is essential, to attract people to your event. Encouraging family, friends and work colleagues to help fundraise on your behalf will help you enormously. Carrying a sponsorship form with you at all times will allow you to get sponsors anywhere! Make sure you plan your event, training (if applicable) and sponsorship carefully

Know about the BSSA

Ensure you and your fundraising team know the sort of things that the money you raise will be spent on e.g. "Sjögren's syndrome is historically under diagnosed and under treated and it is vital to raise money to increase awareness and research into this field"

Check out online sponsorship

Take the hassle out of sponsorship by creating your free personalised online sponsorship page. Supporters can donate by credit or debit card, their money goes direct to the charity and it's all tax-efficient – earning the charity even more and making your target easier to reach.

Be easy to contact

Ensure your name, address and telephone numbers are clear on both sides of the sponsorship form. This way, any photocopies should eventually return to you.

Target carefully

Make a list of all your family, friends and work colleagues as well as associates you know through sporting or social activity. If it helps, list them in separate sections and decide how you are going to approach them and what you want to say to them.

Face-to-face is best

It is more difficult for sponsors to say no if you're stood in front of them. If you can't meet them, send a letter, fax or email because they are harder to ignore. A tear-off reply slip at the bottom is also useful. If you do email them, send them the link to your online sponsorship page.

Have a high profile

Meet as many potential sponsors as you can. Contact your local newspaper or company newsletter and tell them about your venture.

Afterwards

Let the local press know about your success to keep raising the awareness and encourage others to fundraise. We will highlight your achievement on our newsletter and website. Why not take pictures of yourself whilst doing your fundraising, decked out in the BSSA logo, and send them into us.

Arranging a Luncheon or Dinner

A luncheon or dinner is an ideal opportunity to raise awareness of Sjogren's Syndrome and promote the work of the BSSA. You can enhance this by raising money through ticket sales and an auction or raffle

If you are interested in organising this type of event, there are obviously a number of factors that you need to consider. The chart below highlights some of the key things you will need to think about and organise to ensure your event runs smoothly, to schedule and within budget.

Organising an event on a large scale can seem daunting, but with the help of volunteers (or committee) and the BSSA Office it can be done so with limited hassle and great success.

NB: the items listed below are not done so in chronological order

THINGS TO CONSIDER

◆ Timing

- When will the event take place? (date and time of day)
- Will the event be themed in any way – e.g. Christmas or Valentines Dinner?
- How far in advance will preparation need to begin (in terms of booking a venue, collating invites and acceptances, promoting the event and so on)?
- Make sure that you have your event at the correct time of day for your target audience. An event aimed at women should not take place during school pick up time.

◆ Venue

- Where will it be held?
- How many people does the venue hold?
- Can venue be secured free of charge? If not, how much will it cost?
- Does venue provide catering facilities? Does venue have a licensed bar?
- What will be your catering requirements? Buffet? Formal dinner?

◆ Guests

- Who will be your target guests?
- How many people do you hope to attend?
- How many people will need to be invited to ensure this number of people accept?

◆ Promotion

- How will you advertise the event?
- Will you need to send out personal invitations? If so, consider postage costs.
- Can head office supply you with anything (e.g. letterhead)?
- Will the local press be interested in covering the event?

◆ The Event

- Will you host a raffle/auction? Do you need to obtain a lottery license?
- Who will be your compare?
- How much will raffle tickets be sold for?
- How will you obtain raffle prizes/goods for the auction?
- Do not have more than two fundraising events per luncheon as people will lose interest
- Will you have a guest speaker? If so, where will source them from? Will they require a speaker's fee? What will they talk about (remember, it will need to be of interest and relevance to your guests)

◆ Budget

- How will you fund the initial outlay for the event?
- It is important that the money you obtain from ticket prices and any raffle tickets (for example) allow you to at least break even.
- What will need to be accounted for budget wise? (Consider everything, no matter how small including postage, photocopying, telephone calls, promotional material, catering, speakers fees, decorations, venue and so on).
- The ticket price needs to be tailored to the relevant audience. Obviously a luncheon being held in a living room will have different ticket prices to an event in a large banqueting hall.

◆ The follow up

- Remember to send thank you letters to those who helped with the event including guest speakers, volunteers, people who donated auction prizes and so on.
- Ensure the accounts/banking is done.
- Consider drafting an article for the newsletter and liaise with head office.

Jumble sales/fetes/car boot sales etc

There are numerous ways in which you can raise money by selling items – be it a jumble sale, car boot sale or summer fete (to name but a few). The scale of your event is completely up to you. It may be that you are able to organise a large scale fete or sale within your community or you may prefer to sell something like home-made jam or cakes to neighbours, friends and family. It may be that you wish to combine the two of these and attend something like a local car boot sale and sell goods to a broader spectrum of people, without the responsibility of organising the event itself. Whatever the case, your fundraising contribution will be greatly received by your local support group or the BSSA head office.

THINGS TO CONSIDER

- ◆ What will you sell?
- ◆ Will you need to collect donations from family or friends?
- ◆ Are you going to organise an event from scratch or attend a local event like a car boot sale or summer fete?
- ◆ How will you promote your sale/event?
- ◆ Where will your sale take place? Will tables/refreshments etc be provided free of charge?
- ◆ Can the BSSA provide you with anything?
- ◆ How will you price your goods?
- ◆ Could you run a raffle at the same time to raise extra funds and attract people to your stand/table?
- ◆ For legal information on holding a raffle please go to www.gamblingcommission.gov.uk/ and look up their Lotteries and the Law sections or go to [www.institute-of-fundraising.org.uk/documents/Raffles and Lotteries Feb 2006.pdf](http://www.institute-of-fundraising.org.uk/documents/Raffles%20and%20Lotteries%20Feb%202006.pdf)

TOP TIPS

Get help

Ask your friends and families to have a root round their attic for things to sell at your jumble sale. Why not ring the BSSA head office and ask if they have any merchandise that they can give you to sell.

Presentation

When setting up your stall, make sure you arrange it in a nice way. You could put large things at the back and smaller items nearer the front. Taking an old table cloth to put over your table will help your wares stand out. However you decide to arrange it, an attractive stall will entice more buyers.

A-Z of Fundraising Ideas

If you are interested in raising funds for the BSSA, but are unsure of what to do, then perhaps one of these ideas will inspire you:

- A**
- ◆ Abseil
 - ◆ Auction – ask local companies to donate or even auction your services and those of your friends
 - ◆ Aerob-athon – how long can you last?
 - ◆ Apple Dunking
 - ◆ Art Exhibition – organise a tour of a museum or hold your own event, you could even create your own art work
 - ◆ Ask 100 friends to raise £25 each
- B**
- ◆ Bring & Buy Sale
 - ◆ Bag pack- talk nicely to your local supermarket and see if they will let you spend a morning packing bags in return for donations from their customers. (Note sometimes supermarkets have a long waiting list for this.)
 - ◆ Barbeque
 - ◆ Bingo
 - ◆ Bike Ride
 - ◆ Bungee Jumping
 - ◆ Beer and skittles evening
 - ◆ Barn Dance – dosey doe yourself to fundraising success
- C**
- ◆ Car Wash
 - ◆ Coin Collection
 - ◆ Company Matching Scheme - If you're lucky, your company will operate some kind of pound for pound matched funding scheme. Some companies will match everything, but usually they have an upper limit. This can sometimes be as much as £1000! It's usually best to contact the Personnel or Corporate Affairs department to find out more details.
 - ◆ Car Boot Sale – you could even organise one yourself and sell off the pitches
 - ◆ Casino Night
 - ◆ Charity football match – charge teams entry
 - ◆ Cake Stall
 - ◆ Clubs and organisation – your local rotary and round table clubs may be willing to help you fundraise. Alternatively why not try your local Women's institute
 - ◆ Craft Fair
 - ◆ Coach trips – Arrange a trip to the races, a show or a shopping centre
 - ◆ Coffee morning
 - ◆ Cook a meal for you and your friends and charge them £15 a head
 - ◆ Collections at services stations
- D**
- ◆ Disco
 - ◆ Dog Walk
 - ◆ Dress-down Day
 - ◆ Driving Challenge
 - ◆ Duck race – race plastic ducks down a river
 - ◆ Darts tournament – charge teams for entry, organise a raffle whilst they are there!
- E**
- ◆ Egg & Spoon Race
 - ◆ Easter bonnet competition

- F**
- ◆ Face painting
 - ◆ Fete
 - ◆ Fun Run
- G**
- ◆ Guess the weight of the...cake, bike, car, dog etc
 - ◆ Golf Tournament
 - ◆ Garage sale
- H**
- ◆ Halloween Party
 - ◆ Horse Show
- I**
- ◆ Ice-Cream Eating
 - ◆ Irish Evening
- J**
- ◆ Jumble Sale
 - ◆ Jazz Night – swing your way to sponsorship
 - ◆ Jigsaw Marathon
- K**
- ◆ Karaoke
 - ◆ Knitting
- L**
- ◆ Litter Picking
 - ◆ Luncheon
 - ◆ Lawn Mowing
 - ◆ Line-Dancing
- M**
- ◆ Marathons
 - ◆ May Fair
 - ◆ Morris Dancing
 - ◆ Musical Evening
- N**
- ◆ Non-Uniform Day
- O**
- ◆ Odd Job Day
 - ◆ One Day Silence
- P**
- ◆ Pool Competition
 - ◆ Pancake Race
 - ◆ Pageant
 - ◆ Painting Competition
- ◆ Fishing competition – talk to you local fishing lake about hiring a number of pegs for the day.
 - ◆ Fashion/Flower Show
- ◆ Girls Night in – get all the girls round to watch Bridget Jones, Pretty Women, Dirty Dancing on DVD, drinks and nibbles, all for a donation
- ◆ Hat party
 - ◆ Head shave
- ◆ Ice-Skating
 - ◆ It's-a-Knockout
- ◆ Jewellery sale
 - ◆ Juggle-a-thon
- ◆ Kite Flying Competition
- ◆ Lad's night out – don't let those girls beat you, organise a lads evening to raise money
- ◆ Magic Show
 - ◆ Murder mystery – bring out your inner sleuth and organise a murderous night at your house, costumes and all
- ◆ Name the Teddy
- ◆ Outgrown Clothes Sale
- ◆ Pub Quiz
 - ◆ Plant Sale
 - ◆ Pub crawl – perhaps even in fancy dress

- Q**
- ◆ Quizzes
- R**
- ◆ Raffle
 - ◆ Rock Concert
- S**
- ◆ Swim-a-thon
 - ◆ Silent Auction
 - ◆ Sponsored event - run, spell, swim etc
 - ◆ Samba/Salsa Night
- T**
- ◆ Treasure Hunt
 - ◆ Talent Night
 - ◆ Tombola
 - ◆ Tea Dance
 - ◆ Teddy Bears Picnic
- U**
- ◆ Unusual events
- V**
- ◆ Vegetarian Evening
 - ◆ Valentines Day Event
- W**
- ◆ Wine Tasting
 - ◆ Walks – sponsored. Why not contact your local shopping centre and do a sponsored mall walk, this is great for all levels of ability and you can window shop as you go round
- X**
- ◆ Xmas Dinner
- Y**
- ◆ Yard of Ale Competition
- Z**
- ◆ Zany Fancy Dress Day – whether the theme is elves and fairies, pirates or toga you'll bound to have a great time
- ◆ Quality Used Goods Sale
 - ◆ Race Night
 - ◆ Read-a-thon Rugby Match
 - ◆ Second hand book sale
 - ◆ Sponsorship from local companies
 - ◆ Sweepstake on a well known event – e.g. Grand National, FA Cup
 - ◆ Tug – O – War, involve a number of a local pub teams to find a champion
 - ◆ Tennis Tournament
 - ◆ Themed Evening – eg.
 - ◆ Variety Show
 - ◆ Video night
 - ◆ Wheelbarrow Race
 - ◆ Welly Throwing Competition
 - ◆ Weird hair day – get your local school to pay £1 and wear their hair as they want, the weirdest gets a prize.
 - ◆ Xmas cards –you could even organise a design competition
 - ◆ Yo Yo Competition
 - ◆ Zoo Outing

Checklist

What is my event?

When date and time will it be?

Where will it be?

Who will help me organise it?

What equipment will I require? – Table, cakes, speaker system etc

How and where will I advertise my event?

Will I be contacting the press? –if so, who and how?

How will I collect the money?

Example/Sample Documents

1. Letter Writing Advice

- ◆ **Write as you speak** and keep it simple.
- ◆ **Try and make the letter personable** to prevent it looking like a standard format that has been used 100 times before.
- ◆ **Use active sentences and plain English** and don't over elaborate sentences. The recipient of your letter doesn't want to read a lot of unnecessary waffle. Think about the purpose of each sentence and try to get this across in a concise way.
- ◆ **Take care with spelling and grammar.**
- ◆ **Take care with names and addresses** and remember to include any titles or honours. If space is limited in the letter, drop the county from the address – Royal Mail no longer use this part of the address, so you can afford to lose it.
- ◆ **Use an easy to read print** such as Arial, size 12
- ◆ **Every line counts** and time spent juggling the layout of your letter to maximise space for the text is always time well spent.
- ◆ **Don't waste space with a heading or subheadings.**
- ◆ **Your letter should be no longer than one A4 page.**
- ◆ When describing your organisation and what you do, **use short punchy sentences**. Supporting information, such as one page promotional leaflet can be included if necessary.
- ◆ **Don't describe your organisation as a third party** – save a line and a half and say “we”. This gives the impression of team work within your organisation – and prevents repetition of the title of the organisation which will probably already be on the letterhead.
- ◆ **Include a direct line or mobile phone number as appropriate** and consider inviting the recipient to contact you out of work hours – chances are they won't bother to call you outside of your working day, but it shows dedication to the cause (which counts for a lot).
- ◆ **Remember to use the word 'please'** – and not just in the sense of “please feel free to contact me...” Relate the 'please' to what you are asking for e.g. “I am writing to ask if you would please help us to get this much needed laptop...” Manners go a long way.
- ◆ **BSSA letter head:** Putting your letter on official BSSA paper will help your letter to look more official. Contact the office to find out more details

Legal issues to consider

The main issues to look out for are the following.

Venue – contract

Insurance – public liability

Health and Safety – maximum numbers/ first aid

Licenses – Alcohol, food, collecting, entertainment

Raffles/lotteries – raffle tickets or cloakroom tickets

Venue – contract

Check that you have a clear contract covering hire of venue. The contract does not have to be in writing, but it is better. There are certain clauses to look out for in the contract.

- ◆ What is included in the price?
- ◆ Insurance liability
- ◆ Cancellation clauses
- ◆ Are there any limits on the hirers' liability if they cancel?
- ◆ Are there any limits on restriction of access?

Insurance – public liability

For any event where the public are involved you must have Public Liability Insurance. If you are hiring a venue for your fundraising activity it's likely that your venue is already covered, so just ask the venue owners/managers about it.

The BSSA has its own public liability insurance. The BSSA does not have cover for high-risk events or for those events held for the benefit of the BSSA where the event is organised independently of the charity.

It is therefore essential that you check with the BSSA prior to holding an event to establish the position. This is particularly the case where the event is of a more hazardous nature or where it includes sporting activities. The venue where your event is to be held may have Public Liability cover in place so check with the owner first.

If you are in any doubt, do please ask. Both our Insurance Brokers and BSSA staff will be very happy to assist.

Health and Safety

You need to know the maximum number of people the venue can hold. This is set by fire regulations.

Under the Health and Safety At Work Act 1974, the charity will be held responsible for breaches of Health and Safety legislation at any event it organises. For example, failing to ensure that fire escapes are not blocked.

BSSA cannot accept responsibility for accidents at events that it does not organise, so please make sure that your event is safe for all concerned.

If the event involves large numbers of people, particularly members of the public, St John's ambulance should be contacted to see if they will provide First Aid cover. You will usually be asked to make a donation to St John's Ambulance in return.

Either way it is good practice to have a qualified First Aider and a First Aid box at any event.

Your local council will be able to provide you with full details, or, alternatively, you can contact the Health and Safety Executive on 08701 545500 for free advice.

Licenses

Food

Any event involving the production, supply or sale of food must comply with the Food Safety Act 1990. More detailed information is available from Environmental Health Departments at Local Authorities.

Second Hand Products

New, or second-hand products sold at an event must comply with any safety requirements set by law. For example, electrical goods and toys.

Details can be obtained from local trading standards or consumer departments.

Alcohol

An alcohol licence is required for any event where alcohol will be provided, raffled or sold. The only exception to the rule is when it is not being sold and no indirect charge is being made for it (ie the ticket price cannot be increased to cover the cost of alcohol).

You can obtain a temporary licence ("occasional permission") from the licensing justice at your local magistrate's court if you give notice of a month or more. You can avoid this issue by either holding your event on licensed premises or by asking a local pub to organise a bar at your venue. Further information can be obtained from the Licensing Justices of Her Majesty's Court in the area where the event will take place.

Entertainment

Several different types of licenses may be needed for different entertainment events.

A public entertainment licence may be needed for events like plays, dances, sporting events and films. Further details can be obtained from your Local Authority.

Branding

By law, the BSSA's charity registration number 1101571 must appear on all posters and advertisements that invite people to participate or help. The use of the BSSA's logo needs to have prior approval. Please ask us for information on how to use the BSSA logo. Branded promotional items can be ordered from the BSSA in order to promote your event and or sell to raise further funds.

Legalities of different types of fundraising

Street collections

If you want to collect money in a public place, you must first obtain permission to do so. To collect in the street, you will need a licence from the local council who will also give you a set of rules to follow during your collection. Street collections are a popular means of fundraising so you need to apply for the licence well in advance. To collect on private property, for example in a shopping centre, you must ask for permission from whoever is responsible for it. Door-to-door collections are illegal without a licence.

Bingo

If you organise a bingo night in aid of BSSA you will be exempt from the licensing requirements which usually apply to bingo games. However, the stakes and fee must be no more than £3 and the total value of prizes must not exceed £300.

Lotteries and raffles

A lottery is a game of chance in which tickets are sold, enabling the holder to qualify for a prize or money. When an element of skill is introduced then it becomes a competition and has fewer restrictions. A raffle is just another word for lottery. There are three types of lottery:

Private lotteries - If you hold a raffle at your workplace or club, there is no need to obtain a licence and no limit on the size of the lottery. We would encourage you to do this type of lottery as it is much easier to run and less complicated legally. The lottery must be promoted by someone from within the company and only advertised on the premises. Tickets must state the price, the name and address of the promoter and who is eligible to participate.

Small lotteries - When a raffle is not the main focus, but part of a larger event, a licence is not required. There must be no cash prizes, and the ticket sales and announcement of the results must be carried out during the event. No more than £250 can be spent on buying prizes although there are no limits on the value of donated prizes.

Public lotteries - If you hold a larger raffle that is open to members of the public, the raffle must be registered with the local authority. A named promoter should be nominated to take responsibility for the raffle. If ticket sales exceed £20,000 you must register with the Gaming Board.

Please note

- Every ticket has to be the same price, you cannot, for instance, offer five tickets for the price of four.

- When you order tickets from a supplier please ensure that you request an invoice showing the quantity and serial numbers of the tickets supplied.

- We would recommend detailing the date the lottery is to be drawn and a list of prizes on the tickets.

Because lotteries are governed by many rules we would recommend you speak to the BSSA for advice before organising one. If you have any queries at all about the legal issues regarding an event or raffle please contact the BSSA.

BSSA cannot accept responsibility for accidents, so make sure that your event is safe for all concerned.

Fundraising – after the event

Please make sure that the money you raise or collect reaches BSSA as safely and quickly as possible. Try to make sure that all the money is counted and looked after by two people.

Make cheques payable to "BSSA" and send them to the Head Office, together with a brief description of where and how the money was raised.

Don't forget to include your name, address, postcode and details of the event and the amount you raised so that we can say thank you.

If possible, please send us spare photos and any funny or unusual stories about the event. You could end up as headline news on our website or in one of BSSA's publications!



Sjögren's Syndrome and the BSSA

Sjögren's Syndrome is recognised as the second most common auto-immune rheumatic disease, but because it isn't a life threatening condition it does not command a high profile within the medical profession, and the general public is largely unaware of the problems faced by sufferers. In reality, Sjögren's Syndrome is a debilitating, distressing and miserable condition, characterised by the degeneration of the mucus-secreting glands, particularly the tear ducts of the eyes and saliva glands of the mouth. Other symptoms include disabling fatigue, joint pain and muscle aches. We estimate that 3-4% of adults in the UK are sufferers, but despite being a common disorder, it is greatly under-diagnosed and many patients go untreated.

The BSSA are a registered charity and self help organisation dedicated to providing mutual support and information to individuals affected by this disabling condition. Founded in 1986, we aim to educate people about the condition, raise awareness and support research into its cause and treatment. We have over 15 regional support groups, distribute a variety of literature including an informative quarterly newsletter and provide a helpline service.

For further information please contact the BSSA:

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B31 3DP

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Please do not hesitate to contact us at any stage of your fundraising. We are happy to help and are confident that together we can make your event a success.