

THE QUICK AND HANDY FUNDRAISING GUIDE

Contact us

This guide is full of ideas and inspiration, but if you want to discuss your fundraising ideas more, or if you need further support or advice, please get in touch – we're here to help you.

Don't forget to tell us about your events & activities! Send us your pictures/videos to:

Email: info@spotproject.org
[instagram.com/spot_project](https://www.instagram.com/spot_project)

**SUPPORTING
THE
PEOPLE
OF
TOMORROW**

Where your money will make a difference



A borehole in your name or the name of a loved one:

£3,000 With a solar powered electric pump, water is delivered at the turn of a tap for entire village.

Orphan Sponsorship £50 per month.

General donations towards:

Daily overheads.

Food distribution.

Boys primary school completion, maintenance and staff. Girls School Planning blueprints and construction starting soon.

Projects for youth in the UK:

University tours.

Training seminars and workshops for underprivileged youth.

Spot Project is a non-profit organisation, founded 3 years ago with the goal of helping young people in deprived areas. Our main projects have been in Africa, where we have managed to sponsor orphans, refurbish schools, provide food packs and build water wells. It is our aim to transform the lives of the most vulnerable in underprivileged regions.

Spot Project aims to illuminate the hearts, faces and minds of underprivileged youth around the world, starting in The Gambia. We aim to build schools and learning centres through which we can run courses, seminars and training programs to equip the youth with essential skills and the education they need to make a better future and to motivate those that will one day look up to them. We work towards making leaders that will give back to the community once they have taken what they need and transformed their own lives.



How to plan an event

Date 1

Select a target date well in advance of your event, giving you enough time to prepare the activities & publicity. Also allowing time in case something unexpected happens. Consider public holidays and other events, try not to clash with times that are known to be bad for example, if your aiming at students then don't plan an event during January as most will have exams.

Venue 2

If your planning an indoor event like a dinner, make sure the venue is big enough for your guests. Consider how many people you want to invite, if it's a small get together then save money by perhaps doing it at someone's house or a community centre. But if it's a larger event then consider leisure centres, school halls, wedding venues and other places that have large halls and can seat high capacities. Contact them and make sure your desired date is available. Make sure its in an easy to reach location with good transport links and/or a car park.

Budget 3

One of the key points of fundraising is to raise money for the charity. There wouldn't be much use of an event if the costs exceed the amount raised. Plan out and draw up a budget for the event. Include any kind of expense you can think of. For example

- Venue
- Catering
- Publicity designing/printing posters and leaflets



Promotion 4

In order to attract maximum interest, as with any form of public notice, it needs to be attractive. Design a poster and/or a short video trailer that can be distributed through various means. Print the posters and stick them up in your schools, colleges, offices, centres. Social media is playing an ever growing role in our lives so why not set up an event page on FaceBook?

The poster needs all the key event info; the title, the date & time, venue etc.

Guests 5

Identify your audience and go after them specifically. If your organising a sports day; publicise your event through sports pages online, leisure centres and gyms. Any other interest shown is a bonus!

Fundraising 6

Find as many ways as possible to make money around your event. Find sponsorships, sell stalls, hold auctions. During the event have around 15minutes dedicated to fundraising where you pitch the projects your raising money for and then ask people to offer pledges.

Sponsorship 7

For larger events, approach local businesses, sell the idea to them and offer them the opportunity of advertising. Give them incentives like having their name and logo on publicity, which will give them positive exposure to the community.



Planning for the worst 8

Sometimes things happen beyond our control, venues may cancel or perhaps the publicity isn't done in time. Always have a back up. 'Don't put all your eggs in one basket'. Have a plan B.

Theme 9

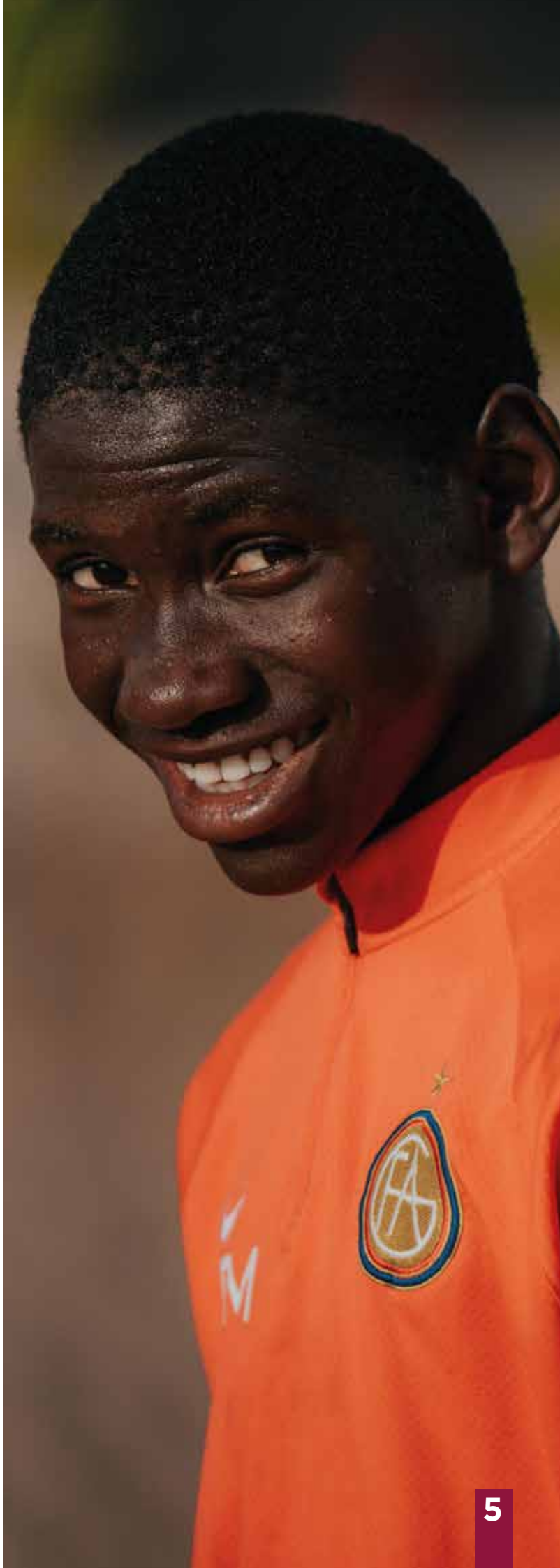
Choose a theme for your event, why not something like a 'women only pampering day'. If your planning a sporting event you could give it a military theme. Be wise not to choose a theme that may cause offence to any one. We want to be considerate of everyone, it's a whole community

Consult the team 10

When working in a team, it can be difficult with so many different ideas, organise yourselves, choose a project manager and delegate roles and responsibilities. When its time for a decision to be made, consult the team, don't make decisions on your own. Its always best to have a few other perspectives.

Ask SPOT 11

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Outdoor activity ideas:



Five-a-side football tournament



Sponsored walk



Bike ride



Skydive



Gym challenge



Military fitness challenge



Community fair in a local park



Carwash

Indoor activity ideas:



Quiz night



Fundraising dinner



Games console tournament



Yoga-thon

Work

Organise a team challenge where different departments compete to raise the most money. Have a bake-off and see who can bake the best cakes or something simple like asking the bosses to shave their hair off. All in the name of charity and good humour.

School

If you work at or attend a school speak to the necessary people and ask them about fundraising for our educational campaigns. Non-uniform days are always a big hit especially for a good cause. Spelling contests, sports days and cake sales! We could even start a partnership programme whereby a school is built through your schools fundraising efforts, we could name the school after yours, provide students in both schools with an insight into life on the other side.

Promotion

www.spotproject.org

You can download a logo and poster template from our website to help publicise your event.

Logo

Any publicity you design should announce that SPOT Project is the charity benefitting from the project. To make it easier there's a logo you can download from our website to apply to your posters.

Social media

Playing an ever-increasing role in modern communication, sites such as Facebook, Instagram and twitter are a great way to boost awareness of your project. They're free and easy to use.

Safety & legal

Please take all necessary precautions for your event and remember it is your responsibility to make sure everyone is safe and complying with any relevant authorities.

Things to consider:

- 1- First aid
- 2- Food, contact your local council for food hygiene regulations
- 3- Licences, check with your local authority as to what licences may be required, we can help fund them.
- 4- Collections. It is illegal to go house to house on your street or anywhere else, as well as doing street collections without a permit. Contact your fundraising manager and share your ideas with them to see where they can help.





SPOT
PROJECT

Inspire . Educate . Change