



# A QUICK GUIDE TO FUNDRAISING AT YOUR SOCIAL CLUB, COMMUNITY GROUP OR PLACE OF WORSHIP



## Do Something Funny for Money!

Red Nose Day is all about three things... having a laugh, raising money and changing lives for the better. Do whatever you like to be a part of it – just make sure you end up doubled-up with laughter and raise stacks of cash. Because it's the money you raise that will transform someone else's life forever.

Here's our 10 step guide to help you on your way this Red Nose Day!

### 1. NOMINATE SOMEONE FROM YOUR CLUB, SOCIETY OR GROUP TO LEAD THE OPERATION - IT MIGHT EVEN BE YOU!

### 2. ENLIST SOME VOLUNTEERS

- Make the most of those within your club, society or group. You'll discover a whole host of skills offered by those around you – you might already know event organisers, marketing professionals, journalists, chefs, web designers, musicians or even a comedian or two!
- Encourage younger members of your group to get involved – they'll have loads of ideas and energy. It's also a great way to bring the young and not so young together for a common goal!
- Remind your members that volunteering is a great way to boost a CV (or university application), develop a new skill or reenergise an old one!
- Offer members the chance to make a difference, give back to the club, society or group and be part of something fun and worthwhile!

### 3. SET A TARGET

There's nothing like the thrill of reaching a goal, so set a fundraising target and aim high! Setting up a Red Nose Day Giving page is the perfect way to keep track of your fundraising progress and display it for all your friends/family to see - it will really help to spark interest from those around you and inspire people to support you all the way! Go to [rednoseday.com/rndgiving](http://rednoseday.com/rndgiving) for more information.



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### 4. TELL EVERYONE WHY

Here's how their support can help:

- **£25** could pay for the monthly salary of a toilet cleaner in an urban slum in Kenya. The communal toilet blocks serve 600 people and keeping them clean and hygienic is vitally important to prevent the spread of potentially fatal diseases such as dysentery, typhoid and cholera.
- **£50** could pay for a young homeless person in the UK to complete a computer training qualification so they have the skills and confidence to find a job. It also gives them the chance to build themselves a secure and more prosperous future.
- **£100** can support a carer in South Africa for one year. The small salary helps to ensure that they can devote their time to looking after local children who have lost their parents to AIDS without having to worry about where their own next meal is coming from.
- **£240** can pay for a Saturday activity group to get together to give 15 young carers a much-needed break from their caring duties and the chance to be children again.
- **£750** could pay to set up a bee-keeping business in a small community in rural Zambia. The income they receive from selling the honey will help 10 families to earn a living and to provide for their children's future.
- **£1000** could pay to teach ten volunteers special ways to communicate with people experiencing dementia. These skills help dementia patients to make important decisions that affect their whole life.

Visit [rednoseday.com/changelives](http://rednoseday.com/changelives) for more information.

### 5. DECIDE WHAT YOU WANT TO DO AND DO IT!

Keep it simple and easy – and whatever you do, have a laugh doing it and raise stacks of cash to change lives!

Here are just a few ideas to get you started:

- **Wear something funny for money** – Hold a funny fancy dress party with a 70s, 80s or 90s theme or get guests to come as their favourite comedy character – they could be Borat, Zoolander or Alan Partridge! Ask everyone to pay to enter and sell refreshments too.
- **Sell something funny for money** – Hold a car boot or jumble sale and turn your trash into cash. Even better, hold an online sale - go to [rednoseday.com](http://rednoseday.com) to find out how.



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- **Play something funny for money** – Hold a Red Nose Day quiz at your local pub, at home or at work - download our ready-made quiz online at [rednoseday.com/tools](http://rednoseday.com/tools) and ask people to pay to play.
- **Cook something funny for money** – Bake fantastically delicious cakes and sell them to raise a tasty sum! You could even raise a bit extra by ordering Jamie Oliver's Red Nose Recipes from our online shop and get great recipes too.
- **Watch something funny for money** – Invite everyone round to watch some classic comedy — charge for nibbles and a spot on the sofa.

For loads more great fundraising ideas, visit [rednoseday.com/ideas](http://rednoseday.com/ideas)

### 6. DECIDE HOW YOU'RE GOING TO FUNDRAISE

There are many ways to bring in the big bucks. You could:

- **Sell tickets**
- **Hold a raffle or auction**
- **Get sponsored** — download or print off a sponsorship form at [rednoseday.com/tools](http://rednoseday.com/tools) or set up a Red Nose Day Giving Page at [rednoseday.com/rndgiving](http://rednoseday.com/rndgiving)
- **Have a bucket collection** — go to [www.charitysupplies.com](http://www.charitysupplies.com) for more information.

We know that your club, society or place of worship may struggle to raise fund for themselves so there's nothing to stop you doing other activities alongside your fundraising to support your group. For example, you could sell refreshments to make extra cash for your club, society or place of worship.

### 7. GET SUPPORT AND PUBLICISE YOUR EVENT

**Support:**

- Ask local businesses for help. Offer to promote them on your website in return for whatever they have to offer (a venue for your event, printing of posters, food/drink at your event, equipment, a great prize, or maybe just a big donation!)
- Everyone knows a potential sponsor. Get your members to wrack their brains for contacts who might support your fundraising event. If you impress them enough, they may want to stay involved with your club, society or community group long-term!



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- Put up invites in your community centre, post office, doctors' surgeries, dentists' waiting rooms and make sure the whole community knows what you're up to.

### Publicise:

- Send out a press release with details about your activity — use our press release template and send it to local newspapers, radio stations and magazines. Put up posters in your club, society or around your community.
- Contact any wider body that you're a part of, for example your sporting body, an umbrella group or association, and get a mention online or in any publications they might produce.

## 8. MAKE THE MOST OF REDNOSEDAY.COM

Check out our website for lots of top tools and information to help you on your way to fundraising success! Here's a taste of what's on offer:

### Visit [rednoseday.com/tools](http://rednoseday.com/tools) for the following fab downloads:

- **A press release template** — which you can edit and send off to local media
- **Customisable posters** — which you can use to promote your event in a personal and professional way.
- **Posters** — which you can print off and write your event details on
- **Sponsorship forms** — available to print off very easily — these might be useful to send to friends and relatives who can't access your Red Nose Day Giving Page.

### You'll also find online:

- **Fundraising ideas** — we've got tons more ideas, so you'll never be at a loss when deciding how to Do Something Funny for Money!
- **Red Nose Day Giving Page** — set up a Red Nose Day Giving Page and make your fundraising easy, fun and personal — it's the way forward!
- **Red Nose Day essentials** — from Red Noses to t-shirts and a lot, lot more! Go to our online shop at [rednoseday.com/shop](http://rednoseday.com/shop) to find out more.
- **Information on how your cash can help** — Use this information to inspire your friends, family and colleagues to back you all the way!



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### 9. PAY IN YOUR CASH

After you've raised stacks of cash, **don't forget to pay it in!**  
Go to [rednoseday.com/fundraisingmoney](http://rednoseday.com/fundraisingmoney) for more information.

### 10. SIT BACK, RELAX AND KNOW THAT YOU'VE DONE A VERY BRILLIANT THING INDEED!

We'd love to hear what you get up to for RND '09 and how much you've raised. You never know - your fundraising story could even be used in future campaigns to inspire others to raise money too! Get in touch with us at [fundraising@rednoseday.com](mailto:fundraising@rednoseday.com) to tell us how fantastic you are – we won't need much convincing, we already think you're great.

**On a more serious note!** We don't want any funny business when it comes to health and safety so take a look at the 'What you need to know' pages on our website to make sure everyone's safe and happy when you raise cash. There you'll find a list of dos and don'ts to help you make sure your fundraising is all above board!

Good luck and thank you for all your support. Have a brilliant Red Nose Day 2009!



[WWW.REDNASEDAY.COM](http://WWW.REDNASEDAY.COM)