



GUIDE TO FUNDRAISING IN YOUR WORKPLACE



Red Nose Day is all about 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 have a laugh while you're raising cash. And remember, the money you raise will transform someone else's life forever.

Use this handy 10 step guide to inspire and help you to Do Something Funny for Money this Red Nose Day.

1. START AT THE TOP OF THE CHAIN

Draft an email from a senior member of staff to send to all your colleagues outlining his/her support for Red Nose Day 2009. Make sure it encourages all staff to get involved and then get their permission to send it!

2. SET A TARGET

There's nothing like the thrill of reaching a goal, so set a fundraising target and aim high! Keep track of your fundraising progress and display it for all your colleagues to see – whether it's on your intranet, notice board or staff newsletter. It will really help to motivate staff to get involved. You can also encourage everyone to create their own personal or team Red Nose Day Giving page. Go to rednoseday.com/rndgiving for more information.

3. TELL EVERYONE WHY

It's vital that your colleagues know the difference they can make by getting involved. By fundraising this Red Nose Day, you're helping to change lives forever. That's because Comic Relief spends all the money raised to give extremely vulnerable, poor and disadvantaged people in the UK and Africa a helping hand to turn their lives around.

Here's how your fundraising can help:

- **£100** could pay for 33 hot, nutritious meals at a luncheon club for older people who live on their own. Here they can socialise and feel less lonely and isolated.
- **£170** could pay to set up a family in Zambia with their own chicken rearing business. The meat and eggs will produce a reliable income for years to come – buying the books and uniforms that their kids need to go to school, and giving the whole family a real chance for a brighter future.



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- **£500** could pay for 15 counselling sessions, over three months, to help a young person struggling with depression to talk through their feelings and get the support they need to cope.
- **£1,700** could pay for the four year training course for a nurse in a remote area of South Africa. In areas where there are very few facilities and no running water or electricity, a trained nurse is worth their weight in gold.

Show your colleagues where their money goes, motivate them and give them a reason to fundraise. Just visit rednoseday.com/changelives to find out more.

4. DECIDE WHAT YOU WANT TO DO AND DO IT!

Keep it simple and easy – just make sure you 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!** Come to work dressed up, dressed down or with your clothes the wrong way round. Keep your pyjamas on, don a silly hat, or sport a bright red wig. Pay to take part or pay more not to.
- **Sell Something Funny for Money!** Kill two birds with one stone - get rid of all your unwanted clutter and sell it to raise cash to help change lives! You can even do it from the comfort of your own swivel chair by holding an online sale. www.marketplace09.com
- **Play Something Funny for Money!** All work and no play would make for a pretty dull Red Nose Day. So throw caution to the wind and ask your colleagues to come out in force and pay to play!
- **Cook Something Funny for Money!** Rustle up some truly scrumptious treats, encourage your colleagues to do the same and hold a cake sale at work to raise a very tasty sum.
- **Perform Something Funny for Money!** David Brent eat your heart out. It's time to discover your colleagues' hidden talents with the office talent show!

For loads more great fundraising ideas, visit rednoseday.com/ideas

And don't forget – if your event needs a budget keep it minimal and try and blag as many prizes as possible!

5. FORM CHARITY CHAMPION NETWORKS

If you work for a large or national organisation ensure there is a charity champion for each office to rally the troops. A network also helps when thinking about fundraising ideas and everything you need to put them into action.



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6. MOTIVATE & INCENTIVISE!

Organise lots of ideas to appeal to the masses. Award a prize to the person who raises the most cash or comes up with the funniest fundraising idea. Create inter-department competition to really raise the stakes.

7. SPREAD THE WORD

Use your intranet, email, posters, notice board and newsletter to tell staff all about your fundraising – make sure they know how to get involved.

8. TAKE ALL THE HELP YOU CAN GET!

We have loads of tools available for download from rednoseday.com/tools to help you on your way to fundraising success. Here's a taster of what's on offer:

- Fundraising tools
- Fundraising ideas
- Red Nose Day Giving pages
- Red Nose Day supplies – from Noses to T-shirts!
- Posters & sponsorship forms
- Information on where the money goes

9. PAY IN YOUR CASH

After all your brilliant fundraising efforts, there's still one more thing for you to do – **pay in your cash**. Don't forget to let us know your company name, Gift Aid it and send us your sponsorship forms. You can even ask your company to match what you've raised – many companies readily agree to this, so it's worth asking.

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

Let us know what you get up to for Red Nose Day 2009 – we love to hear about what you've done and how much you've raised. You never know, your fundraising story could even be used in future campaigns to inspire others to Do Something Funny for Money.



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