

Habitat for Humanity Fundraising Toolkit

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Introduction

This toolkit is designed to help you with your fundraising efforts, from beginning to end. It contains numerous ideas and ‘How to guides’ to help you on your way. There is also information on how to handle donations and what to do with the money once you have it. If you’d like any templates, please email events@habitatforhumanity.org.uk

Getting started with your fundraising

Making a plan

There are some key questions that you need to ask before you start fundraising:

- How much have you been asked to raise?
- How long do you have to raise funds?

One of the first things you will need to do is to set up your online fundraising page. As a charity, we prefer you to use Everyday Heroes as it allows us to process your fundraising more efficiently. For more information on how to set up your Everyday Heroes page, see our *Charity Portal FAQs*.

It may be helpful to make a timetable. Breaking your target down into monthly goals is a great way of keeping on track. Use this toolkit to organise a calendar of fundraising activity and you will soon see your sponsorship increase.

Tips on becoming a successful fundraiser

Everyone can be a successful fundraiser, but here are some tips to help you along the way!

- **Make sure you understand what exactly you will be doing and what Habitat for Humanity does.** Your supporters will ask you and you don’t want to appear like you don’t know what you are doing.
- **Use your networks.** Your networks include all the different groups of people you may know, including your online social networks.
- **Research local and national organisations that would be interested in what you are doing.** This could include, for example, Rotary Clubs and local youth groups.
- **Tell everyone about your events.** The key to successful events is promotion, so make sure you put your event on Twitter, Facebook and other social media sites. Create posters and leaflets to give to your sponsors and to promote your events.
- **Don’t be afraid to ask!** You will not reach your target if you don’t ask people to sponsor you. Remember that you are asking for a good reason and their money will help you to reach your goal.

Getting support

Many people sponsor individuals who are raising funds for a target.

So why would people sponsor you?

- Because they know you
- Because you've asked
- Because they agree with the cause you're raising funds for
- If you are doing a sponsored event or challenge: Because you're prepared to make the effort – most people admire that!

Ask. You will only raise money when you ask for it. You will not raise money when you don't ask for it. The more people you approach, the more money you will raise. Remember, you are not requesting money for yourself, you are asking on behalf of Habitat for Humanity. The money you raise gives a hand up to real people around the world living in extreme poverty. It truly gives them hope and changes their lives, permanently.

Getting sponsored by companies

It is helpful to think about asking companies to sponsor you, especially if they have a link with construction. You could get your employer to help you i.e. would they allow you to email all staff? It is best to send a summary of what you are doing with a leaflet on Habitat for Humanity for the best information.

Running a fundraising Event

If you have decided to run your own event, these How to Guides will help you to think about the process from start to finish.

Some overall tips for organising an event

- Make sure that your event doesn't clash with any other major events in your area or nationally
- Write a checklist of all the things that need to happen before the day and make sure you prioritise
- Try to get as much as possible donated for free by local businesses in return for a bit of publicity (e.g. mention them in a press release to the local paper, put their business cards on tables).
- Whatever your event, always make sure that you have a display somewhere accessible about Habitat for Humanity and why you are raising money.

Before

The venue

- Always approach your venue as early as possible to avoid disappointment!
- Make sure the venue management is aware that you would like to use their space for a charity event. They will often donate their venue to you for free or give you discounts/gifts to make sure your event is a success!

When booking a venue for your event, always consider the following:

- Is the venue easy to access? Think about its location for your guests.
- Does it have parking?
- How many people can the venue accommodate?
- Does the venue have the correct licenses needed for the event?
- Can you take a percentage of the bar takings/ organise deals on drinks and food for your guests?

Selling tickets

- Start selling tickets in advance rather than on the door. That way you know how many people are attending. You could always keep a certain amount aside for tickets on the night.
- If you want to sell tickets on the door, make sure you know how many tickets have already been sold and how many you have left to sell. Your venue will have a strict policy on how many people it can accommodate for insurance and safety reasons.

During the event

- Always try to arrive as early as possible at your venue, so that you have enough time to set up your event. Leave enough time to decorate, test technical equipment and check the venue staff are happy with the arrangements
- You could place collection boxes around the venue – email our Supporter Services team if you need collection boxes: supporterservices@habitatforhumanity.org.uk
- Please do take lots of photos and send them into our Supporter Services team!

After the event

- Thank all the attendees and let them know how much you raised. It's a great feeling for them to know that they were part of a successful event.
- Don't forget to thank the venue for having you for the evening! It's great news for them if the event was a success and by maintaining a good relationship, you know you could call on them again to host future events.
- Once you have counted up the money you collect at the event, upload it onto your fundraising page as an offline donation.
- Don't forget to give us a call and let us know how it went!

How to Guides

Organise a Karaoke Evening

Venue

- Ask a local pub or other venue to donate a private room for you to hold your karaoke night. Some pubs and even some restaurants have their own karaoke equipment in a special function room, or you could hire a room at a karaoke bar.
- Don't forget to tell them it is a fundraising event for charity and to ask for the best charity discount they can do for you.

Tickets

- So that you can control numbers and plan for the evening it's best to sell tickets for the evening in advance – you could always have one price if people buy their ticket beforehand and another, slightly higher price on the door if there is still capacity.

Extra Fundraising

- As an extra fundraiser, you could ask people to 'bid' to sing a song or you could also start an auction – if people particularly want to make a certain person sing, or want them to sing a certain song, set a price at which that person will sing and start the bidding!

A restaurant evening

The basic idea:

Take a restaurant over on a "quiet night". Ask the restaurant to put on a special menu and charge Habitat for Humanity, for example, £10.00 per head. HFH then charges diners £20.00 and the difference becomes a charitable donation.

The advantage for the restaurant:

- The restaurant gets a full house on a quiet night
- New people visit the restaurant – and may well do so again
- The restaurant will make additional profits through the sale of drinks

The advantage for Habitat for Humanity:

- Habitat for Humanity can collect addresses on the night (for people who want to receive our newsletter or become more involved)

- HFH gets a share of the income – 50% is quite reasonable
- A restaurant evening is fairly easy to organise and is great fun to hold
- The evening can be used to generate publicity

Organisation

- **Tickets** - The easiest way to manage attendance at an event is by selling tickets
- **Publicity** - Send a letter to the editor of the local newspaper. Contact the local radio station.
- **Let us know** - We can share the information about your event with our known supporters in your area.
- **Contract** - Be very clear with the restaurant. Write a letter to your contact at the venue outlining the arrangement, especially the financial details. Take two copies to the restaurant prior to the event and ask the restaurant owner to sign your copy.

Restaurants may want to adopt Habitat for Humanity as their charity and to have a Habitat for Humanity meal several times a year. If a restaurant wants to do this they may, for example, want to put on the bottom of menus “We support Habitat for Humanity”. This level of partnership will need an agreement, for which you should contact HFH.

Pub Quiz

Most pubs have a quiz night once a week so it is better not to clash with these! It’s always worth asking your local pub if they will hold their regular quiz night in aid of Habitat for Humanity (so that the entry money all goes to HFH) and offer to do lots of publicity of the event so that there are lots of attendees and increased bar takings for the pub.

Holding your own event:

- If you would like to hold your own quiz night, try hosting it in a village hall or public building so that you don’t compete for guests
- You may need to provide your own refreshments
- Make sure you have all the questions and answers to each round prepared before the night, as well as the score sheets
- Don’t forget to take leaflets and information about Habitat for Humanity. You could also place buckets and collection boxes around the table to collect spare change.

Fundraising Ideas

Here are some fundraising ideas to get you started.

- **Run** - ...or walk! Don’t think you can’t do it – everyone can. Enter yourself into a race. 5K, 10K, half-marathon, full marathon. Challenge yourself. Ask friends and family for sponsorship.
- **Bungee jump** – or anything else frightening and daft. Just don’t forget to film it. As loving as they are, friends and family relish seeing those they know look foolish. Send us the footage and we can advertise it on our Facebook and Twitter – just one more way to draw in donations.
- **Dress down/up day** – ask your school or employers whether they can have a dress down/up day.
- **Live Below the Line** – a brilliant event and a great way to raise some money. Can you live on £5 for 5 days, as more than one third of the planet live? It’s tough, but others recognise this, so they’ll be willing to give you some money. Find out more here: <https://www.livebelowtheline.com/>
- **Something silly** – charity head shave, wear something stupid, sit in a bath of baked beans. Take photos and videos; spread the word. Embarrassing for you, but hilarious for those that know you.
- **Sponsorship events** – try and tie in your plans to special dates in the calendar, such as Christmas, Valentines, Easter and Halloween. This is a good way to spread out your fundraising.

Sales

- **Cake sales** – an easy and great way to raise money.
- **Car boot sales** – sell your stuff! It might look like rubbish to you, but it might be worth something to someone else.
- **Ebay, Gumtree** – online car boot sales. Another relatively easy way to make some money.
- **Make something yourself** – if you can make it, try selling it. Markets, Christmas and school fetes, arts fayres or even online are great places to make some money and donate the proceeds to HFH.
- **Auctions** - Build up a prize fund of unwanted gifts or try and get things donated. Advertise it in the local press. This could form part of an evening event you've already set up.
- **Themed night** – everyone loves food and drink, and who doesn't like dressing up?! You pick the theme and the place, cook the food, provide the drinks and entertainment then sell tickets to friends and family!

Something to note...

Once you have reached your fundraising target, you don't have to stop there!! All money raised goes to support the work of Habitat for Humanity.

If you have spent all of this time raising money for such an incredible cause, you may want to consider signing up for one of our Global Village trips so that you can see for yourself the life-changing work that Habitat for Humanity undertakes all around the world. Contact globalvillage@habitatforhumanity.org.uk for more information.

What to do with your money?

COLLECTING SPONSOR MONEY – MAKE IT EASY!

- Whenever possible, direct your sponsors to your Habitat for Humanity online fundraising page.
- Ask your sponsors to give you their sponsor money at the time that they sponsor you. It will save you having to catch up with them again after your sponsored activity. Most people are happy to do this.
- Wherever possible, ask for a cheque. It's too easy to get coins and notes muddled and it's also easier to keep tabs on who has or hasn't paid up.
- **Cheques should be made payable to Habitat for Humanity.** Ensure that the name on the cheque is the same as that on the sponsor form, so we can easily match it up in the office.
- If people give you cash:
 - WRITE DOWN who has given you what.
 - Write a cheque payable to Habitat for Humanity for the amount of cash or arrange a bank transfer.
 - On the back of the cheque, or on a note with the postal order, write the names of the sponsors and the amount they gave.
- Whenever possible, for all donations (cash, cheque or bank transfer), please include the sponsor's name, address and their confirmation that we can claim Gift Aid on their sponsorship.
- If you would like a sponsorship form, email supporterservices@habitatforhumanity.org.uk

Finally, we would like to say a HUGE thanks to you for your time and effort. We really appreciate everything you are doing for Habitat for Humanity and are so excited that you are as passionate as we are about giving a hand up to people around the world living in extreme poverty.

Thank you!