



A to Z of Fundraising Ideas

So you want to raise money for READ International....but where do you start??

Use our A-Z of ideas to inspire yourself and get out there!

giftaid it

Gift Aid provides a great opportunity for donors to increase the value of their donations to READ. Provided they are UK taxpayers, and have paid an amount of income or capital gains tax equal to the amount we can reclaim from HM Revenue and Customs (currently 25p in every £1), then they are eligible for the Gift Aid scheme.

There is no extra cost to the donor, and the process is simple; all they need to do is complete their details on a sponsorship or donation form, ensuring they date the Gift Aid declaration.

Please note that we cannot claim Gift Aid from donations made by university students that are not working.

Please remember to notify READ International of any fundraising events you are planning.

We can supply you with publicity materials, sponsorship forms and more.

Email: info@readinternational.org.uk or ring us on 020 3031 9116

A

Abseil

Try a sponsored abseil

Abstinence

Can't live without chocolate? Or caffeine? Or cake? Or talking? Get sponsored to give it up!

Address book!

Tell all your friends and family what you're doing. Make sure you get them along to all your events, and to sponsor you too!

Aerobics

Can your local sports centre 'donate' a sponsored 5 hour aerobics session?

Auction of promises

Get all your friends who would be drivers, chefs and cleaners to sell themselves!

B

Babysitting

Lots of family members or friends with small children? Get paid to babysit while the parents have an evening off.

Bag packing at supermarkets

Take along some friends and plenty of collecting buckets; just make sure you have the store manager's permission!

Battle of the Bands

Why not let any the bands at your work place battle it out for the title of Best band?!

BBQ party

During the Summer months, ask friends to a BBQ party and charge them an entry fee/ per hot dog or burger!

Beach Party

Celebrate the beginning of summer by hosting a beach party! You can put up parasols and deck chairs, drink Pimms and even have a dress code of swimwear and grass skirts!

Bearded Wonder!

Boys, get sponsored to see how long you can go without shaving your beard – a month? A year?!

Bike ride

Do your own sponsored bike ride; Lands End to John O'Groats, or maybe something a bit shorter? If you can get all your friends to do it with you, they can all raise sponsorship too!

Bingo Night

Clickety click ...sixty-six, made in heaven...sixty-seven. Why not host an old school bingo night for your friends?!

Blind Date Night

Create an evening event based on the classic TV show - make sure you recruit a great Cilla and Graham to present the evening – you could even approach a local sports clubs to nominate your dates!

Book sale

Gather up any old books you have and give them a new lease of life through a book sale – we hate to see books collect dust or get thrown away!

Bring and Buy clothes sale

Advertise around your community or local school– people are always on the lookout for a bargain!

Britain's Got Talent

Organise your own version of the cheesy TV show to find out who's got the top talent.

Busking

From guitar solos to string quartets, if you can play an instrument why not try your luck in public? Make sure you have the right permits and authorisation though!

C**Cake sale**

Get all your friends/students/pupils baking, and set up in a central location at your school or in your local community centre. Be enthusiastic and cheeky, maybe offering 'Cheap Tarts' and 'Nice Buns', and you'll sell out in no time!

Car boot sale

Have a clear out and make some extra cash towards your total in the process.

Carolling/ carol concert

Everyone loves a good sing-song at Christmas time, take advantage of this by organising a carol concert, or go carolling in your neighbourhood – don't forget to take along collection buckets!

Car wash

One for the warmer weather! Make sure you get permission to use the grounds, and to clean people's cars!

Christmas party

Organise the party of the year; why not get everyone to come as Santa!

Collection boxes in local shops or businesses

Get READ's name seen in shops all round your local town; great for increasing awareness of the project as well as money for your target!

Comedy Night

Ask all the budding comedians at your university to do a stand –up show in front of a live audience, and charge an entry fee!

Company sponsorship

Do you work at a large national company? Many companies have budgets to support charities, so you might be able to use yours to support READ. However, you must contact the central office before approaching any staff at your company to check if we have any prior relationships with them, and to ensure we consider tax and VAT implications, along with taking any fundraising regulations into account. Our experienced staff may also be able to assist you in producing a strong proposal asking for the company's support.

Crazy golf tournament

Organise a crazy golf tournament at your local course; ask the company to waive or reduce the entry fees – have prizes for the winner, or the winning team!

D

Dance contest

Organise a dance contest and ask members from different dance groups to compete as individuals as well as on behalf of their dance discipline.

Darts tournament

Ask your local pub to host a tournament for you.

Department Challenge

Ask staff to get involved in an inter-department challenge.....

Disco – 50s/60s/70s/80s theme

Plan it along a 50s/60s/70s/80s theme, and get everyone to dress from that era.

Dress down day

This works well in schools or workplaces, so use all your contacts!

E

Ebay

Clear out all your (and your housemates!) unwanted junk and sell it online.

Egg hunt

Everyone loves a treasure hunt, so organise an Easter Egg hunt at which you can charge a fee for everyone taking part! Maybe you could ask a chocolate shop for sponsorship, or to donate the chocolate eggs!

Eurovision song contest

Hold a party or sweepstake to raise money towards your target.

F

Face painting

Find out when local fairs are taking place and secure yourself a small stand doing face painting for children.

Fancy dress party

Offer prizes for best (and worst!) costumes. Don't forget to provide a theme.

Fashion show

Try to get your local shopping centre on board and ask for donations from spectators.

Favors For...

Have a day when people can donate an amount for you to do them a favour, be it making them lunch or collecting their dry cleaning!

Festival

Host your own Glastonbury!

Filmathon

Why not host a film marathon and charge an entry fee? You could have a Chick Flick Night, or show a series, for example The Lord of the Rings Trilogy, or, if you are feeling brave, why not show ALL of the Harry Potter films? People can pay to come to just one film, or all of them!

Flower Courier

Set up a stall close to Valentine's Day and provide a service delivering single roses to secret valentines! People could even write a note to be attached – source a flower wholesaler who can sell you the flowers at a reduced price to florists.

Football tournament

Do you have a local five-a-side pitch that will allow you to set up your own tournament? Give prizes to teams that play in fancy dress too!

Fun run

A great way to get your friends, family, wider student community and schools involved.

G

Games night

Dig out your old board games and get all your friends round for a fun and competitive evening: charge everyone an 'entry' fee, and offer a prize for the winner.

Gig

Ask a band to donate the entry fee for their event to READ! You could also have collection buckets at the doors!

Go Karting Tournament

Ask a local go kart track to put a tournament on for you – something that will be popular with your friends who think they're the next Jenson Button or Lewis Hamilton!

Golf day

Contact a local golf club and ask if they will put on a day for you. If you can advertise your event in the club, you may find a new audience in the golf club members too.

Glow Sticks

Why not try selling glow sticks at your next big event – they're always popular on nights out too!

Guess the... number of sweets in a jar/weight of the cake

A great one for schools that can be left at their reception for a week, or you could do during lunch breaks.

Guess the baby

Ask members of staff to donate a picture of themselves as a baby, and their current university headshot and create a quiz, paper, which people would buy, asking people to identify the staff as babies.

H

Halloween themed party

Decorate your venue, and make sure you have lots of scary games on offer!

Heroes and heroines party

Get everyone to dress as their favourite hero, and give prizes for the most outrageous!

I

Indulgence evening

One for the girls! See if a local department store or salon will donate samples of their pamper products for you to try.

J

Justgiving.com or JustTextGiving

K

Karaoke

One that university students can never resist – a chance to show everyone their inner popstar!

Krispy Kreme

Buy donuts from Krispy Kreme at a special fundraising price – apply online at www.krispykreme.co.uk/fundraising – just £3.75 a dozen, and they suggest you sell them on at £7.45 a dozen, or £1.10 per doughnut. The minimum order is ten dozen. Make sure you check the terms and conditions carefully; they are very particular about collecting on time etc.

L

Lazy Lunches

Get paid by your colleague or housemates to arrange their lunch for a week!

Leg wax

A great one for the guys – how about a leg wax? Even better if you get it donated for free, and can do it in the middle of your local shopping centre to coincide with a collection!

M

Murder mystery party

Get all your friends to dress up as characters in a murder mystery game (pick one up cheaply from eBay) and have a great evening trying to work out “whodunit”.

N

Netball Tournament

Approach your local netball Club about hosting a netball tournament.

Non-uniform day

Another one for schools – works especially well if you can run it in conjunction with a collection and presentation.

O

Odd jobs

Ask for donations to do your friends ironing, cleaning or cooking.

Olympic Sweepstake

Take advantage of an Olympic year!

P

Pancake Day

Everyone loves a pancake! Use Shrove Tuesday to have a Pancake Sale!

Penalty shoot out

Set up in a central location at your school and get all the classes. Take everyone's details and contact the highest scorer at the end of the day. Remember to properly destroy all the details after the event.

Picnic potluck

Ask everyone to bring a dish and a donation along to a picnic in the park!

Pool tournament

Hold in your local community centre or pub (if you have enough tables), or find a local pool club.

Poker tournament

Host in your union or see if you can get a free venue from a local pub!

Pumpkin carving

Use Halloween to set up a 'carve your own pumpkin' stall! You could even take photos and provide a prize for the scariest looking pumpkin – don't forget Health and Safety on this one!

Pyjama week

Getting sponsored to walk round uni in your pyjamas all week is bound to attract attention for READ!

Q

Quiz Night

Set up a quiz night!

R

Raffle

Why not host a raffle during one of your bigger events – make sure you stick to the legal rules for this though!

Run for READ

We have places in the British 10K London Run in July and the Royal Parks Half Marathon in October, but there are literally hundreds of running events you can take part in around the country. From local 5k races to the London Marathon, there's a race out there for everyone!

S

Shave your head

Be brave and shave your head for READ!

Silent Auction

Hold a silent auction during one of your bigger events – set a closing time and the winners can be announced midway through the evening!

Silent Disco

Silent disco events are really popular – see if your local club will give you a slot to host one!

Singing Telegram service

Deliver singing telegrams on Valentine's Day!

Smartie tubes

Buy everyone you know tubes of smarties and ask them to fill with 20p pieces – as well as enjoying the chocolate.

Sponsored Silence

Do you know someone who never shuts up? Ask them to do a Sponsored Silence – now all you need to do is decide how long – a day? A week?!

Sports Day

Remember the sack race? And the egg and spoon race? Host a summer Sports Day after exams with all the silly races you loved as a kid!

Spelling Bee

Challenge your friends to a spelling competition in front of an audience. Who will remember their mnemonics, and who will cave under the pressure?!

Staff calendar

Ask staff members to become models for the day – choose a theme, like famous movie scenes and ask staff to replicate them with props and costumes – try suggesting Charlie Chaplin or Harry Potter!!

Street Collection

Apply for a permit from the local council to hold a street collection – try to apply for a significant date, e.g. close to Christmas.

Strictly Come Dancing

Who can you get to judge the competition?

Swear Jar

Keep a swear jar in your work place – every time someone swears, they are fined 50p!

Swimathon

Schools often hold these at their local swimming baths. Ask schools if they'd be willing to support READ as their charity for the event.

T

Take Me Out

For those of you who are too young to remember Blind Date...see if you can find 30 single girls –and several brave young men to impress them! And don't forget to recruit your own Paddy McGuinness!

Tombola

Host a stall and ask local shops to donate prizes – and there aren't the stringent rules that apply to raffles.

Three Peaks

A real adventure for those who like to challenge themselves!

Traffic Light Disco

Show me a signal - Flash red, amber, green...! Red for taken, amber for maybe, green for single!

Treasure Hunt

Host a Treasure Hunt on campus for teams or for individuals!

Triathlon

Swim, bike and run for READ!

Tug of war

Get all your local/work/school sports clubs to put forward teams and see just how competitive they all are!

U

University Challenge

Works especially well if you've got a couple of universities or higher education colleges in your town. Host your own version of the popular game show in your union.

V

Valentines party

Take advantage of February 14th and arrange a themed party – or maybe a singles night so no one feels left out!

Valentines cards

Set up a box at school/work where people can drop valentines cards to their admired ones – for a small fee – and you can deliver them anonymously.

Virgin Money Giving

W

Walking

Contact local walking clubs to see if they'll host a sponsored walk for you. Try to advertise it as a family fun day and get kids from schools to take part too.

Wii Olympics

Host your own Olympic games with a wii tournament! Charge for entry into each event.

X

X-Factor

Calling all budding Leona's, Olly Murs's or even JLS's! Find out who's got the x-factor and try to secure a prize for the winner.

Y

Yes/no competition

How long can you go without say 'yes' or 'no'? 1 minute? 10? An hour maybe? Run a sweepstake and give a portion of your takings as the prize.

Z

Zorbing

Get sponsored to roll down a hill in a huge inflatable ball! Check out www.spheremia.com.

zzzzzzzz... (Sleep out)

Find out if any local historical houses are rumoured to be haunted, find out if you can spend the night, and get sponsored to sleep over with the ghosts...

Good Luck!!