

'How To' Guide

Important information for your fundraising

Whatever way you decide to fundraise for Diverse Abilities Plus, there are some important things to remember:

Collections

If you would like to hold a street collection on public land to raise funds you will need to obtain a license from the relevant Local Authority for the area where you would like to collect. You can find out more information about collection licenses online at: <https://www.gov.uk/street-collection-licence> or please ask our Fundraising Team.

People taking part in a street collection need to be 16yrs or over.

If you would like to hold a collection on private land (e.g. in a shopping centre) to raise funds you must get permission from the landowner or manager.

For more information about holding a charitable collection please visit: <http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/charitable-collections/>

Distributing leaflets or flyers

Similarly to a collection, you will need to check with the Local Authority if you would like to distribute leaflets in the street as you may need a license. You can find out more information at: <https://www.gov.uk/permission-to-distribute-leaflets> or please ask our Fundraising Team.

On private property e.g. in shops or pubs, it is possible to display posters or leaflets without a license but you will need to get the permission of the landowner or manager.

Raffles

There are different types of raffles and there are different guidelines that apply to each.

The most basic form of raffle is one where the tickets are all sold and the winner is drawn on the same day - this is the most relevant type of raffle for most fundraising events run by individuals. For this kind of raffle you can use normal cloakroom raffle tickets but remember tickets must not be sold in advance.

If you want to hold a raffle which will run over a period of time longer than the duration of your event e.g. you want to sell tickets during the weeks running up to an event, there are more guidelines that need to be followed and normal cloakroom raffle tickets cannot be used.

For more information about holding a raffle please visit: <http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/raffles-and-lotteries/> or please ask our Fundraising Team for guidance.

If you need to source prizes for a raffle, local shops and businesses can be helpful in donating items for prizes. Please talk to our Fundraising Team for guidance on how to ask for help.

Diverse Abilities resources

We have resources that can help promote Diverse Abilities at your fundraising event, including leaflets, banners, collection pots and t-shirts. If you would like to use any of these resources they can be borrowed from our Central Office - just contact the Fundraising Team to discuss your resource needs for your event. Please remember, our resources are limited so please organise to collect them as close to your event as possible, and please bring them back to the Office as soon as you can after your event so that others can use them too.

Permission to Fundraise - acknowledgement letter

When you are fundraising, you might be asked for proof that you are legitimately fundraising for Diverse Abilities. If you would like a letter acknowledging your fundraising to use as proof when contacting people, please get in touch with the Fundraising Team and we can organise this for you.

Fundraising online

We have teamed up with Justgiving.com, the UK's leading online fundraising website so you can donate and raise funds online for Diverse Abilities!

Fundraising pages are just like paper sponsorship forms except they are online; this means that you don't have to worry about collecting in your funds and it cuts down on admin duties for the charity too!

Simply set up your page, personalise it with a photo and message and email the web link to all your friends, family, work colleagues and anyone else from anywhere in the world! Justgiving is an incredibly convenient, secure and quick way of raising funds online for us. It collects all the money for you and sends it straight to Diverse Abilities!

How to use JustGiving

- Go to www.justgiving.com/diverseabilitiesplus
- Click on 'create a page'
- Fill in your details and choose a password
- Type the name of the event you are participating in
- You can then choose a web address for your fundraising page and personalise it with a message or image. You can also edit the thank you message that's sent to people who sponsor you.

As soon as you have set up the page, please forward your unique web address to everyone you know asking them to kindly sponsor you for your challenge or fundraising event and add it to the bottom of your emails and on your facebook pages etc. Using this JustGiving online page will save us costs and reduce our admin duties, going online is by far the most efficient way of supporting us!

If you have any questions at all about your fundraising or you would like to chat through any of these guidelines, please contact our Fundraising Team on 01202 718266 or fundraising@diverseabilitiesplus.org.uk