

# 10 tips to skyrocket your fundraising & keep it legal



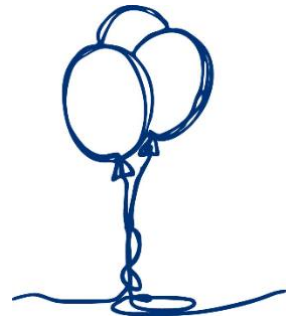
## Tip 1 – Ask us

We can provide fundraising guidance, promote your event and call us on 020 8515 7860 for Mind in Harrow balloons, T-shirts, collecting tins and more. And as much as we would love to, our resources are limited, and we regret we cannot sell tickets or provide insurance for your event.

## Tip 2 – Plan, plan and plan again!

Careful planning will increase event success – be it a coffee morning, pamper evening or a concert. Key things to plan include...

- ✓ Date – map out known local and national events to avoid clashes.
- ✓ Venue – is it accessible? Does it have parking and good public transport links?
- ✓ Set your fundraising target – How many tickets, snacks and food must be sold to achieve your target? Plan for and deduct costs to check you have chosen the right event!
- ✓ Ticket sales – Calculate tickets sales required for the event to be viable – and if push comes to shove, a date you can postpone or cancel the event without incurring costs.
- ✓ Publicity – consider publication deadlines and your social media advertising too.



## Tip 3 – Double your money

- ✓ Double your money with 'add-ons'
- ✓ Sell drinks, food and organise a raffle – we can provide you with a Letter of Authority to collect raffle prizes.
- ✓ Ask people at the event to write their name on a ten pound note. Put them into a hat and pick out one. That person wins a cash prize and the rest is donated to Mind in Harrow.
- ✓ When selling tickets for a quiz or dinner – always sell 'by the table' - never just a couple of tickets! Similarly, with raffles, offer 3 or more tickets per sale

## Tip 4 - Double your sponsorship money

- ✓ Line up 2 generous sponsors first - this sets the tone for others to follow...
- ✓ Add your photo and story to your JustGiving page - everyone responds better to a personal ask.
- ✓ Message people in small friendship groups – so they feel personally approached
- ✓ Send reminders – people want to donate but don't always remember to!
- ✓ Be loud and proud about what you are doing! Let them know you care!
- ✓ Ask your workplace to match what you raise.

## Tip 5 – Keep it safe and legal – raffles & lotteries

- ✓ You don't need a license for a raffle or lottery if you sell tickets and announce the winners at your event OR sell tickets to members of a club or staff at a workplace
- ✓ Apply to your local council for a licence if you want to run a raffle or lottery for the public. For more information visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## Tip 6 - Keep it safe and legal – putting on a spread...

Everyone involved in preparing and serving food needs a basic understanding of food hygiene. You need an alcohol license from your Council to sell alcohol if your venue doesn't have one.



## Tip 7 - Keep it safe and legal – putting on a show

You might need a Public Entertainments License from your local authority if you're organising entertainment (like music, dancing or a film screening) at a venue that doesn't already have a license. Licenses are free for charity events.

If you need a license, contact Harrow Council 8-12 weeks before your event. Please email [selective.licensing@harrow.gov.uk](mailto:selective.licensing@harrow.gov.uk) or visit [www.harrow.gov.uk/licences](http://www.harrow.gov.uk/licences)



## Tip 8 - Keep it safe and legal – health & safety & insurance

- ✓ Do a risk assessment for your event, looking at how risks can be reduced and to deal with emergencies. Please keep it safe and legal. We can't be held responsible if you don't, and we really don't want you to get in trouble!
- ✓ Don't do solo endurance events without the right support team. Take the time to thoroughly consider your safety and make sure you've got back-up
- ✓ Venues usually have their own insurance – but check whether the public are covered for your event. You can't use our public liability insurance to cover your own events, so it is important to sort out appropriate insurance cover.

## Tip 9 – Keep it safe and legal - collections

- ✓ Plan collections well in advance to secure the date and time you want
- ✓ For shopping centres, theatres, stadiums and stations - and any privately owned venues - you will need written permission of the owner AND from Mind in Harrow.
- ✓ Give us lots of notice so we can provide you with your authorisation letter, collecting tins and badges
- ✓ Fancy dress and choirs makes collections more fun and raises more cash!
- ✓ We do not give permission for fundraisers to organise street or house to house collection.



## Tip 10 – Keep it safe and legal – using our name and logo

- ✓ Please register your fundraising event with us [here](#)
- ✓ Make sure you only use Mind in Harrow branded fundraising materials available on our [website](#) or that you register with us.
- ✓ Remember to use our 'in aid of Mind in Harrow' logo on your promotional materials

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