



# Spooktacular fundraising guide



EVERY CHILDHOOD IS WORTH FIGHTING FOR

# A little green makes a big difference

Thanks for choosing to add a splash of fun to your Halloween and help give more children a safe childhood.

In this guide, you'll find tips, advice and lots of inspiration to help you go green and make your fundraising a spooky success.



## Step 1

### Set yourself a target

It'll help you stay motivated and raise more. Think about how much you want to raise once you've covered any costs, and tell everyone your goal.

## Step 2

### Make a fundraising page

An online page makes fundraising easy by automatically collecting your money (and Gift Aid details) from your supporters. Share the link to your page via Facebook, Twitter and email to keep people updated with your fundraising progress and encourage them to donate.

### Top tip

With JustTextGiving you can set up a unique text code so people can donate to your JustGiving page by text. It's easy to do, with no extra charge – just log in and follow the steps at [justgiving.com/nspcc](https://www.justgiving.com/nspcc)



## Step 3

### Pick a venue

You may want to hold your event at home, at work or somewhere in your community. Think carefully about the space you'll need – indoor or outdoor, big or small – and what facilities you need. Mention you're fundraising for the NSPCC and you may get a reduced rate!

## Step 4

### Spread the word

Pick a time and activity, and get as many people involved as possible. Facebook is a great way to invite people to join in. Or you might prefer email, phone or post. Give people plenty of notice, and use the poster in this pack too! You can download more materials at [nspcc.org.uk/gogreen](https://www.nspcc.org.uk/gogreen)

## Step 5

### Go green for Halloween!

Whether it's a party, a bake sale, dressing up, or something completely different, have a great day going green for Halloween. We'd love to hear all about it too, so share your pictures and amazing fundraising on Facebook (@NSPCC), Twitter (@NSPCC) and Instagram (@nspcc\_official). And don't forget to tag your posts with **#GoGreenForHalloween**

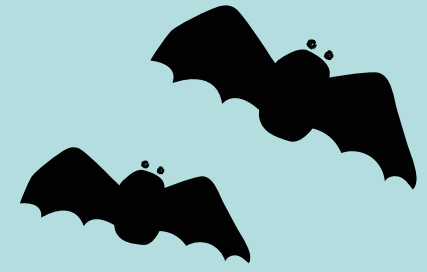
### Top tip

Don't forget Gift Aid! Any UK taxpayer can include Gift Aid when they donate. The taxman adds 25 per cent to their gift so that's an extra £1 for every £4 donated. Please make sure all UK taxpayers tick the Gift Aid box on your 'Gift Aid it' form or online fundraising page, and include their full name and home address with postcode, so that we can claim Gift Aid.

## Step 6

### Tot up your total

It's time to collect up any last donations and pay in the money you've raised so that we can put it towards keeping children safe. If you've fundraised online then all the money is automatically sent to us – sit back and relax! If you collected cash donations, please use the envelope and paying in form in this pack to send us a cheque by post or contact our Supporter Care team on **020 7825 2505**



# How will you go green?

Whether you wear it, bake it, sell it, or make it – go green this Halloween.

Keep it simple, or go all out in a green-hued extravaganza. The following pages are crammed with ideas for you to pick and choose from.



## Eat your greens

Homemade cakes, snacks and drinks – set up a green food and drink stall with a Halloween twist and offer your tasty treats for a suggested donation.

## Frightful challenge

Daring enough to dye your hair green? Brave enough to get slimed? Ask people to sponsor you for facing up to a chilling challenge.

## Get your spook on

Pay to dress up in ghoulish green for the day. Think witches, dinosaurs, Robin Hood or Frankenstein's monster – just make it green!

## Face painting

Set up a face painting stall for a suggested donation and get spooky! Think bats, cats and all things Halloween (and green, of course).

## Quiz fright night

Organise a quiz night with special green-themed and Halloween rounds. Simply ask people to pay to enter, and organise some prizes to bring out their competitive side. Download our quiz at [nspcc.org.uk/gogreen](https://nspcc.org.uk/gogreen)

## Green fingers

Set up a nail bar and paint people's nails for a suggested donation. Get artistic with all things green and Halloween!



# Spooktacular party



Throw a Halloween party and invite people to come along for a suggested donation. Spooky snacks, devilish drinks and monster tunes are a winner. And here are a few more ideas to make your party a hair-raising fundraising success.



## Apple bobbing

Fill a basin with water and green apples, and ask people to ask people for a suggested donation' to have a go. You could even try to get a donated prize for the apple bobbing champion.

## Lucky dip

Ask people to pay a donation and have a go at a mysterious lucky dip – full of treats, no tricks.

## Spook-jukebox

Give people the chance to request their favourite floor-filler for a suggested donation.

## Dance off

From Thriller, to the Monster Mash and the Time Warp, Halloween's a perfect excuse to show off your best moves. Why not organise a team dance off? Ask entrants for a suggested donation and battle it out to be crowned Halloween disco royalty.

## Best-dressed

Reward the spookiest, funniest, or just plain weirdest costume-wearer of the night.



# Go green for every child



This October also marks 30 years of our Childline service. Since 1986, it's been a place for children to turn, even when it feels like no one else is listening.

Talking to Childline can be the first step that gets a child's life back on track. But right now, we can only help three out of every four children who contact Childline.

So, as well as celebrating Childline, the over 4 million children it's helped to date, and the amazing supporters and volunteers who have made it possible, we want to go further than that.



## We want to be there for every child

Every penny you raise can help us to keep children safe now, and well into the future. Here are some children whose lives would have been so different without having Childline to turn to.

**"I didn't know what to expect when I called Childline. I spoke to a woman called Veronica who sounded so kind. I knew that if I didn't get it all out I would do something really bad to myself so I told her everything. I was worried that if I didn't I would end my own life. But knowing that she believed me really helped. I really do believe Veronica from Childline saved my life."**

— Charley\*

**"If they hadn't helped me when I ran away I shudder to think what could have happened to me. I really don't know what I would have done without them."**

— Leanne\*

**"At Childline no one will judge you or tell you what to do – you will be listened to. The support I got helped me to cope with bullying and helped me to understand what options were available to me when I decided I couldn't go to school anymore. I can honestly say my contact with them has made a real difference to helping me cope with my situation and plan for the future."**

— James\*

# How your money helps

Here's how your donations can help change children's lives.

**£25**

could pay for toys which children use during therapeutic sessions to explain how they're feeling.

**£50**

could pay for our helpline to answer ten calls from anyone worried about a child's safety.

**£100**

could pay for a practitioner to deliver four hours of Domestic Abuse Recovering Together (DART), an innovative group work programme helping children who have been affected by domestic abuse.

**£4**

could pay for a child to speak to Childline.

**£150**

could fund a Childline supervisor to provide five hours of crucial support and motivation to our volunteer counsellors.



# Frightfully important

When planning any fundraising event, you need to consider health and safety, and legal concerns. So make sure you avoid any frightful surprises with these handy tips.

## **NSPCC branding**

Please contact the Go Green team on 020 3772 9720 for permission for you or a third party to use the NSPCC name or logo.

## **Insurance**

As your event or activity hasn't been organised by and isn't controlled by the NSPCC, it isn't covered by our insurance programme. Therefore, you may need to arrange your own insurance, unless covered by your own home insurance, for example.

Also, for any contractors, sub-contractors or external facilities used – make sure they have the relevant experience and can demonstrate evidence of the relevant insurance cover.

The NSPCC won't be liable for any loss or injury arising out of the event or its organisation.

## **Food hygiene and alcohol**

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. You will need a licence if you have alcohol at your event. You can avoid this issue by either holding your event on licensed premises or by asking a local pub to organise a bar at your venue. Please check you have the relevant permission in advance of your event.

## **Health and safety**

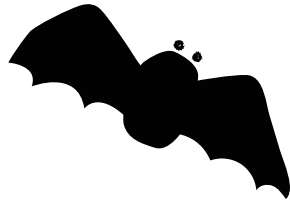
If you hold a fundraising event you'll be responsible for the health and safety of all involved. The Institute of Fundraising and government websites have useful information on this. Depending on your event you may need information from other sources too.

## **Raffles, lotteries and prize draws**

Raffles, lotteries and prize draws are a highly regulated area. Please refer to the guidelines on the Go Green for Halloween website.

## **Collections**

Collections are a great way to raise money. If you're planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by your local authority. Please let us know your plans and wait for approval before approaching your local authority. Licences are not needed on privately owned land but you'll need the permission of the owner or business.



# A little bit about us

We're leading the fight against child abuse in the UK and the Channel Islands. We help children who've been abused to rebuild their lives, we protect children at risk, and we find the best ways of preventing child abuse from ever happening.

We receive around 90 per cent of our funding from generous supporters. Amazing people like you, who believe in our work. Thanks for going green for Halloween and joining the fight for every childhood.

[nspcc.org.uk/gogreen](https://www.nspcc.org.uk/gogreen)  
020 7825 2505  
[gogreenforhalloween@nspcc.org.uk](mailto:gogreenforhalloween@nspcc.org.uk)

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#GoGreenForHalloween

