

NSPCC

Put some

WAGE!  
WOOO!

FUNDRAISING  
GUIDE

into your

fundraising

EVERY CHILDHOOD IS WORTH FIGHTING FOR



## Ready? Set?

So, you're all fired up and ready to get fundraising. But where to begin? Follow these simple steps to make it easy from start to finish.



## Get ready

### Set a target

You may already have a target, for example, if you've signed up to do a sponsored event for the NSPCC. If not, setting yourself a target is a great way to stay motivated and raise more.

Decide how much you'd like to raise once you've covered any costs and tell everyone your goal. Setting up an online fundraising page such as JustGiving is a great way to stay on track and share your progress. It also makes it easier for people to donate to your fundraising.

### Where and when

Think about what kind of venue you might need for your fundraising. Could you do it at home or at work? Or maybe you need to find somewhere local.

Think about any particular facilities you'll need to help things go smoothly. Decide when you'd like to do your fundraising and check out what's available.

### Top tip

If you're doing a sponsored event, like a run, you can get your friends and family kitted out with NSPCC cheering materials to support you on the day.

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## Shout about it

### Spread the word

Don't be shy – shout about the amazing fundraising you're doing to help children! Facebook and Twitter are perfect for keeping people updated on your progress, inviting people to any events and activities you're putting on, and asking for a helping hand.

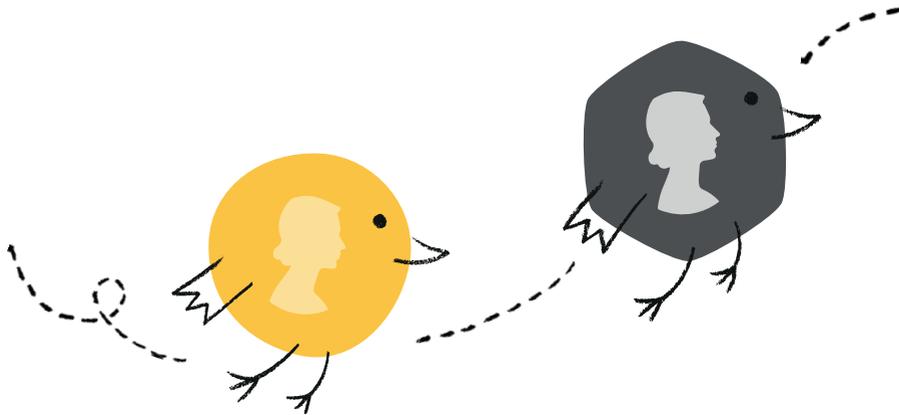
### Get kitted out

From collecting tins to T-shirts, we've got all sorts of materials for you to get your hands on. Order yours today at [nspcc.org.uk/fundraising](https://nspcc.org.uk/fundraising).

### Top tip

Once you've set up a JustGiving page, you can set up a unique text code with JustTextGiving so people can donate by text. Find out more at [justgiving.com/justtextgiving](https://justgiving.com/justtextgiving)

We've also got posters and invitations you can use to tell people about any events you're organising. Download them online, and why not pop your online giving page and text to donate details on there too?



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## Make it count

### Boost your donations

Make every donation go further with Gift Aid. Any UK taxpayer can include Gift Aid when they donate. It means the taxman will give us another 25p for every pound donated, at no cost to you.

So long as the donation is voluntary, you can add Gift Aid for any event. From bake sales to marathons. All the extra money really does add up and help us keep even more children safe. So please make sure all UK taxpayers are ticking the Gift Aid box and filling out their details on your sponsorship form.

### Totting up your total

If you've done your fundraising online, all the money is automatically sent to us – so you can sit back and relax!

If you collected donations, you can pay in online or send us a cheque for the amount made payable to **NSPCC Registered Charity** along with the paying-in form from your pack. Send it to **NSPCC, 42 Curtain Road, London EC2A 3NH**

We'll then make sure your fantastic fundraising efforts are put to best use in our fight for every childhood.

#### Top tip

Keep us in the loop. Tag us on Facebook and Twitter **@NSPCC** and on Instagram **@nspcc\_official**

# The technical bit

If you're planning an event, you need to think about health and safety, as well as some legal details. Unsure about anything? Just ask us.

## NSPCC branding

By law, the NSPCC's charity registration number must appear on all posters, advertisements and other fundraising materials.

If you're creating your own, please display this as: **Registered charity England and Wales 216401. Scotland SC037717**

Please contact us for permission for you or a third party to use the NSPCC name or logo.

## Insurance

If you're organising an event yourself, it isn't covered by the NSPCC's insurance programme. So you may need to arrange your own insurance if appropriate, 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 be very careful when handling food and work to basic rules for safe preparation, storage, display and cooking.

A licence is needed if you serve alcohol at your event. For more information, contact your local authority.

## Any questions? Get in touch

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

### Health and safety

If you hold a fundraising event you will 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 as well.

### 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 contact them for more information.

### Raffles, lotteries and prize draws

Raffles, lotteries and prize draws are a highly regulated area. **But you must not register for your own licence.** This is because the NSPCC holds a Large Society Lottery Licence. And because of the Gambling Act (2005), which allows for some non-commercial gaming, even without the NSPCC's licence.

Please contact your local fundraising team who will be happy to help you.