



Yeovil Hospital Charity

Fundraising Pack





Fundraising Pack

Thank you for choosing to fundraise for Yeovil Hospital Charity. Yeovil Hospital Charity helps to improve patient care and facilities at Yeovil Hospital. This can include improving the environment, purchasing equipment and bringing activities on to the wards to help break down the barriers of the feelings of loneliness and isolation.

Enclosed in this fundraising pack is:

- Tips on making your event a success
- A-Z ideas of fundraising events
- A copy of our sponsor form
- Social networking site addresses

If you have any questions or need any help please do not hesitate to get in contact by calling Sarah Cherry, Community Fundraiser on 01935 383020 or 07920207914 or email sarah.cherry@ydh.nhs.uk

Good luck and Thank You for your support!

www.yeovilhospital.co.uk/yeovil-hospital-charity

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Fundraising Guide...

If you choose to do your own event or take part in an organised event here are some helpful hints and tips.

Successful events usually involve:

- Having a network of people you know you can call upon to take part in your event, or donate items needed for your event.
- Utilising your skills or hobbies, for example if you are a keen swimmer, organising a sponsored swim.
- Doing something that you know everyone will enjoy, for example, dress down day for work or school, with everyone donating money for not wearing a suit.

If you are doing a sponsored event, make sure you ask EVERYONE you know, don't forget to use twitter and Facebook to promote what you are doing and share your online fundraising page.



Let's make your event a success...

Don't forget to HAVE FUN! Make sure you have chosen something that you enjoy doing, as you are more likely to inspire people to join you or sponsor you!

Make sure you choose a day that you are likely to get the most people to your event. Check there aren't any other fundraising events happening on the same day.

Make sure you give yourself enough time to plan and prepare your event. Events often take longer than you anticipate.

Choose your location carefully. Think about what people will need such as parking, toilets or disabled access. Think about cost of the location, whether you can get it donated for the day. If it is an outdoor event, make sure you have a plan B for bad weather.

Make sure you invite everyone you can (depending on the size of the venue).

Have in mind a target of how much you would like to raise. Try and get as much donated as possible to keep costs as low as possible. Ask at work about match funding or other community support programmes.

Ensure you work from a plan and keep a budget on what you are spending and raising to keep your costs controlled. Ensure you plan for the unexpected expenses. Keep in mind how many tickets you need to sell to cover your costs.

Don't forget asking someone face to face is much harder for them to say no!

If someone is sponsoring you always ask them to Gift Aid their donation.

Promote your event as much as possible. Contact local radio stations, local papers and add your details to event listing websites. These sites can include:

- <http://www.yeoviltown.com/events.aspx>
- <https://www.thebreeze.com/southsomerset/local-events>
- <http://www.netmums.com/somerset/whats-on>

Please ensure you keep your event safe and legal. If it is a large fun day, ensure you have someone you have allocated as your first aid support. Ensure that all the sites Health and Safety obligations are met, and if it is going to be a large event, don't forget to notify your local Police officer of your event.

If you are selling raffle tickets in advance of the event, you will need to apply for a license. If you are doing a bucket collection in town, you will also need a license. For more information or to talk about if your event will need any licenses, please contact Sarah on 01935 383020.

When your event is complete, please bring all collected monies to Yeovil District Hospital. Or you can send a cheque made payable to **Yeovil Hospital Charity** and post it to the hospital.

How to increase your fundraising through sponsorship...

Always set yourself a target. Make sure you tell people how much you are hoping to raise and why you want to raise the money. Personal connections really help to inspire people to sponsor you.

Make sure you tell EVERYONE what you are doing. Encourage your friends and family to help you reach your target.

Set up an online fundraising page. We are registered on www.justgiving.com/yeovilhospital. You can link your fundraising pages to your twitter and Facebook pages, as well as your emails and text messages.

Whenever you go anywhere, make sure you take your sponsor form with you! If the first person sponsors you a large donation that will usually encourage others to sponsor you the same amount! Try and ask for the money there and then, as it will save hassle later having to ask everyone afterwards.

If you are working, then this is the best place to start your fundraising. Ask your work colleagues, business contacts, clients and suppliers to sponsor you. Face to face is usually the most successful, but don't forget to use your emails, notice boards and internal mail.

Ask your employer for support, many companies run a matched giving scheme where they will match up to a certain amount that you have raised.

Use the staff newsletter, to let everyone know what you are doing and how they can sponsor you.

Ask your sponsors to gift aid their donation to allow the charity to claim an extra 25p on every £1.

Be positive; never feel guilty about asking someone to sponsor you. You are doing something that is so worthwhile.



Checklist for planning and promoting your event:

Take a look at the below points, to ensure you have covered all the items to ensure your event is the success it can be.

Planning:

- Audience. Ensure you know exactly who you will be promoting the event to. Your own personal networks are more likely to support your event rather than the public, so have this in mind when you are in the planning stages. If you don't know anyone that would buy a ticket for the type of event you are organising, then maybe it is best to choose a different event for Yeovil Hospital Charity.
- How will your event make money? (You really want all of your hard work and effort to be worth it).
- Have you secured your location?
- How many people is the maximum you can have in the room?
- Posters. Make sure on your poster you include:
 - Date
 - Time
 - Location
 - Cost
 - What is happening on the day (keep it as brief as possible, so not to overwhelm the poster, as people will initially skim read a poster)
 - Images

Below is a blank template you can use to create a poster for your event.

- Plan where you will be able to display the posters
- Think about the various ways of promoting your event. Remember, if you don't get the turn out, you may have to cancel the event, so really focus on where your target audience are likely to see the event advertised.
- Press. Have you contacted all of the local press? Everyone needs to hear about your event. Some will ask for a press release, which is basically information written like an article about the day. If you need any advice/help with this please give Sarah a call on 01935 383020.
- Have you got all the materials you need in order to run the day?

A-z fundraising ideas...

a

Abseil	Scale the dizzy heights of a local landmark or office block.
Advertising Booklet	Compile a local information booklet for distribution at libraries, shops and businesses. Include info on local attractions. Make money with adverts and discount vouchers from local firms.
Aerobics	Organise a sponsored aerobathon with the help of gyms, leisure centres and sports shops.
Afternoon Tea	Put the kettle on and get baking. Entertain guests with raffles, auctions, tombola's & live music.
Air Miles	Collect your own, then raffle them off.
Arts/Crafts	Make necklaces, dried flower arrangements, stained glass mirrors, etc, to sell on a stall.
Art exhibition	Stage an exhibition for local artists.
'As New' Sale	Charge entrance fee and commission.
Auction	Auction off original items, taking a percentage of sales.
Auction of Services	Auction services of people and businesses - anything from singing lessons to dinner for two.

b

Badge Making	Make badges to sell at work, to friends or at craft fairs.
Bad tie day	Charge your colleagues a pound to come in wearing their loudest tie. Award the winner.
Baked Bean Bath	Get sponsored to spend the day in a bath/Jacuzzi of baked beans. Charge friends to join you.
Balloon Race	Sell balloons that are filled with helium; the purchasers' name and address are written on a tag fixed to the balloon. The balloon that travels the furthest wins a prize
Balloon Rides Barbecue	Offer as a prize for raffle/auction, or sell trips in a chartered balloon. Add stereo, football and rounder's bats and make it a whole day's event.
Barn Dance	Swing into action by hiring a caller and traditional country band. Serve food & plenty of cider.
Battle of the Bands	Contest for unsigned bands, where audience votes on the winner. Charge bands to enter, offer cash prizes and invite record producers. Sell tickets and set up a paying bar.
Beat the Goalie	Score a goal and win a prize. Footballers pay to enter.
Bed Push	The 'bed' can be anything from a hospital bed to a four-poster or even a 3-piece suite!
Beer Festival	Stock up on international beers, food and music. Remember to check licensing laws.
Bingo	Hold a one-off evening or regular morning sessions.
Board Games Evening	Invite friends over to play Scrabble, Monopoly, Cluedo and more. Charge entrance or game fee.
Boat Race	Teams build model boats and race them. Alternatively, use real yachts, dinghies or canoes.
Bonny Baby Contest	Charge proud parents to show off their offspring in the town centre. Invite the local press.
Book Sale	Sell old books, collected from everyone you know. Book dealers may buy leftover stock.
Bouncy Castle	A great way to keep kids entertained at bigger family events. Bouncing fee.

C

- Cake Stall** Hold a traditional cake stand at fetes or fairs. Check health and safety regulations.
- Calendars** Design & sell a pictorial calendar for your company. Departments/suppliers may sponsor pages.
- Candle making** Make and sell candles at craft fairs or coffee mornings.
- Car boot sale** Cash in your old belongings, or sell pitches. Raise more with bouncy castles, raffles, etc.
- Car treasure hunt** Drive from clue to clue in search of the 'treasure'. Teams pay to enter.
- Car wash** Wash cars at shopping centre or office car parks.
- Carol concert** Host a festive concert for your community. Earn extra by selling minced pies & mulled wine.
- Casino evening** Hire gaming tables and a hall for the evening.
- Chariot race** Teams race decorated 'chariots' - anything from a horse and cart to a sedan chair.
- Charity ball** Raise sponsorship the sophisticated way. Organise a themed ball with DJ or live music at a hotel or nightclub. Charge for tickets, but boost your earnings with games and raffles.
- Charity push** Get sponsored to cover a set distance in a bed, shopping trolley, bathtub, wheelie bin...
- Children's party** Organise children's parties or activities, but be sure to check relevant childcare practices.
- Christmas draw** Sell tickets and ask local firms to supply prizes. Check regulations about public draws & raffles.
- Coconut shy** Easily arranged game for traditional fairs. All you need are a few coconuts and wooden balls.
- Coffee morning** It's open house for the morning. Make extra with raffles, bring and buy sales and cake stalls.
- Collecting tins** Trusted fundraiser for busy pedestrian areas. Charity should supply tins, stickers and leaflets.
- Concerts** Entertain the crowds with your own recital, or hire bands of musicians.
- Cookery demo** Invite well-known chefs to share the recipe of their success with a ticket-paying audience.
- Craft fair** Make necklaces, dried flower arrangements, stained glass mirrors, etc, to sell on a stall.
- Cricket match** Assemble a team and challenge your county team to a match. Charge spectators.

d

- Dance** Barn dances, tea dances, disco dances, salsa dances - whatever rocks your boat.
- Darts tournament** Challenge all the pub teams in the area to compete for cash prizes, or a barrel of beer.
- Dinner and cabaret** Hire a popular and spacious restaurant. Entertain ticket holders with music, comedy & magic.
- Directories** Compile a community businesses and services directory. Raise funds through advertising.
- Disco** Spin the decks or hire a DJ to stage a themed disco night.
- Dog show** Charge proud pet-owners to show off their pooches. Ask pet shops to sponsor the event.
- Duck race** Sell numbered plastic ducks and launch them from a bridge. The duck to finish first wins.

e

- Easter egg hunt** Edible hide and seek. Charge entry fee and ask confectioners to provide the eggs.
- Eating marathon** Get sponsored to stuff your face with as many baked beans/grapes/pies etc. as possible.
- Eyebrows** Get sponsored to shave them off - they grow back eventually!

f

Face painting	Get creative with face paints at fetes, fairs and children's parties.
Fancy dress	Jazz up your event with a fancy dress contest. Charge entrance fee.
Fashion show	Ask businesses to sponsor venue, outfits or catwalk. Charge admission and sales commission.
Fete	Reach the whole community by holding a fete, or team up with organisers of an annual event.
Film evening	Recreate an evening of vintage cinema by showing classic films and musicals.
Flower show	Always popular. Boost funds with competitions, advice corners & side stalls.
Football tournament	Schedule fixtures and charge teams to enter. Ask local businesses for prizes.
Fun day	Arrange games, music, competitions and stalls at a nearby hall or sports club.

g

Game show	Host mock version of Who Wants To Be A Millionaire or The Weakest Link. Otherwise adapt board games for big audiences, and get prizes donated.
Garage sale	Sell off all your unwanted belongings.
Garden party	Sell tickets or invite guests to make a donation.
Gardening	Offer your gardening services to friends and family.
Greeting cards	Make and sell cards for every occasion. Find out about selling Christmas cards for your charity.
Guess the???	Competitors guess how many sweets in the jar, a cake's weight, etc. The closest answer wins.
Guest speaker	Invite a guest speaker and sell admission tickets. Boost funds with raffle & refreshments.
Guided tours	Take tourists and visitors on locally guided walks or trips.

h

Halloween party	Another excuse to dress up and party. Charge entrance fees and raise money trick or treating.
Head shave	Sick of bad hair days? Go bald for charity.
Hook-a-duck	Fete and fair game. Ask local companies to donate prizes.
Hoopla	Fete and fair game. Ask local companies to donate prizes.

i

Indoor market	Rent out stalls to local traders, or take cut of profits.
Inflatable	Put a bounce into your summer fete with an inflatable fly wall, boxing ring or gladiator court.
Ironing	Offer your ironing services - at a cost.
It's a knockout	Revive the 80s game show by inviting teams to compete in silly games in silly costumes.

j

Jailbreak	Dump teams in the middle of nowhere. With no money or transport, see who gets back to base first. Charge entrance fees and offer prizes.
Jazz festival	Play your own brand of jazz, or stage a show for local musicians. Sell tickets and refreshments.
Jewellery making	Buy your own beads and get threading. Sell your products at markets and craft fairs.

k

Karaoke	Arrange your own Pop Idol contest. All you need is a machine, a room and a well-stocked bar.
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l

Left-handed day	Try doing everything with your left hand for the day.
Line dancing	It's all the rage. Just make sure you have a caller and plenty of drink!

m

- Marathons** Get sponsored to run a traditional 26-mile race.
- Medieval evening** Themed evening of medieval food, jousting and entertainment.
- Mile of pennies** Make a mile of pennies in your town centre. Ask shoppers to help by donating their coins.
- Mini-olympics** Invite everyone you know to compete in traditional & silly sports. Charge entry.
- Mufti day** Introduce dress down day at work. Colleagues pay a fee to leave their suits at home.
- Music concert** Entertain the crowds with your own recital, or hire bands of musicians.

n

- Nature trail** Offer guided walks to natural beauty spots.
- New year resolutions** Get sponsored to stick to your new year's resolutions.

o

- Open garden** Open your garden to visitors. Sell tickets, refreshments, plants and vegetables.
- Opera night** Stage an opera evening in your area, or arrange a trip to see a big London production.
- Outward bound** Go climbing, hiking, camping, etc, in preparation for your trip. Seek sponsorship.

p

- Paintballing** Organise paintballing challenges at locally run centres. Players pay to enter.
- Pancake race** Get flipping on Shrove Tuesday. Charge teams to enter, and spectators to eat.
- Pantomime** Your chance to play the ugly sister. Stage a production with friends, family and colleagues.
- Parachute jump** Daredevils only. Get sponsored to take the plunge.
- Parties** Pick a venue, a date, a theme... and party on. Sell tickets and charge for extras like food.
- Personalised gifts** Sell uniquely personalised gifts for special occasions.
- Pet show** Charge proud pet-owners to show off their cats, hamsters, bunnies, mice, etc.
- Pick a cork** Fair game. Pick a numbered cork out of a board. If the number's a winner, claim a prize.
- Pick a ticket** Fair game. Pick a numbered ticket from a bucket. If the number's a winner, claim a prize.
- Plant a tree** Seek sponsors for a "plant a tree" scheme.
- Plant sale** Sell donated plants or rent out pitches to traders.
- Playstation play-off** Organise a league of players and compete on a certain game. Charge entrants.
- Play your cards right** Fair game made famous by Bruce Forsyth. Guess higher or lower 6 times running & win a prize.
- Pledges** Gather pledges of support, donations and services. These could be auctioned or raffled off.
- Programmes** Get businesses to advertise in event programmes. Number programmes & use as raffle tickets.
- Promotional gifts** Sell promotional gifts with your Charity/organisation logo on.
- Pub games night** Stage a championship of traditional pub games - darts, skittles, dominoes, cards, etc.
- Puppet show** Pull in the crowds with a traditional Punch & Judy show, or something more innovative.

q

- Quizzes** If your local doesn't run a pub quiz, set one up. Test the regulars on pop, trivia or sport.

R

Race night	The race is run on a large screen after all bets have been taken. A typical evening consists of eight races. Props (and film) are supplied by race operators. Some gaming regulations apply.
Raffle	Ask local firms to donate prizes and sell tickets. Check raffle laws with charity.
Raft race	Teams compete by building their rafts and racing over a set distance. Teams pay to compete.
Recipe book	Publish favourite recipes from local restaurants and chefs.
Refreshments	Sell teas, coffees, sandwiches, biscuits, cakes, etc, at any fundraising event.
Roll-a-ball	Fair game where player rolls a ball through a hole at the end of a bowling-type alley.
Roll-a-coin	Fair game where player rolls a coin down a chute, aiming to land on a playing card.
Roll the dice	Roll six sixes and win a car! You need a big event... and car sponsor to make this worthwhile.

S

Santa's Grotto	Pull on your white beard and brush up your ho, ho, ho.
Scavenger hunt	Variation on the treasure hunt where participants have a list of items to collect.
Sit in a bath	Get sponsored to spend the day in a bath of beans/maggots/tea, etc.
Skittles	Make an evening event out of this traditional pub game.
Skydiving	Free fall your way back to earth - for sponsorship.
Slimming contest	Arrange with local slimming clubs. Participants get sponsored £1 for every pound lost.
Sponge throwing	Players pay to chuck sopping wet sponges at whoever's in the stocks.
Sponsored silence	Mum's the word. Stay silent for as long as you can.
Sports competition	Whatever your game, organise a tournament. Sell tickets, and organise stalls, raffles, etc.
Stage play	Raise the curtain on a local Am Dram production.
Stationary cycle	Don't fancy the map reading? Forget cycling to Paris, but cover the same distance at the gym.
Street entertaining	Get juggling, tight rope walking, fire eating, knife throwing, unicycling... .
Swear box	Spend a £1 for every \$@*£\$! uttered. Put a box at home, at work and at the pub.
Swimathon	Get sponsored per length, mile, minute, hour...

T

Tabletop sale	Indoor variation on the car boot sale. Charge for table hire.
Talent competition	Discover Britain's next big thing with your own talent show. Charge entry and offer prizes.
Ten-pin bowling	Bowling alleys often have special rates for big groups & charity evenings.
Tin can alley	Traditional fair game. Knock down the stack of tin cans and win a prize.
Tombola	Pick a raffle ticket out of a barrel and match it with a ticketed prize. Fair & fete favourite.
Toy sale	In the run up to Christmas, toy sales can be big fundraisers.
T-shirts & clothing	Market your charity, club, company by producing a range of promotional clothing.

U

Underwear party	One for the adults! Charge guests to come wearing it, or take commission for selling it.
Unwanted presents	Arrange a post-Christmas sale of unwanted gifts. Ask traders to donate a cut of their takings.

V

Variety show	Comedians, magicians, singers, dancers & musicians all under one roof.
Vehicle rally	Well-organised car and bike shows are great crowd pullers and fantastic fundraisers.
Visits	Organising visits to local places or tourist destinations.

W

Walks

Lead organised walks to historical spots and places of interest. Ghost walks are also popular.

Water sports

Let others splash out as you splash in. Teach water sports or get sponsored to take part.

Waxing

A hair-raising experience for the boys. Get sponsored to wax your legs or chest.

Weight of the cake

Fair game. Pay to guess the weight - and win the cake if you're right.

Welly throwing

Fun for every fete and fair. Throwers compete to see whose welly goes furthest.

Windscreen wash

Charge to wash windscreens at service and petrol stations. Ask permission first.

Wine & cheese

Ask supermarkets to donate the wine and cheese. Sell tickets, and produce to take away.

Wine tasting

Hold tasting sessions for wine companies. Charge commission on wine sold. Arrange a raffle.

X

Xmas evening

Stock up on crackers, pudding and mince pies. Break with tradition by holding it in July!

Xmas hampers

Make up and sell your own Xmas hampers. Include food, drink, toys and gifts.

Y

Yacht racing

Participate in regional or national events. Seek sponsorship from local clubs and businesses.

Yard of ale

Challenge yourself and others to a lengthy drinking contest. Charge entry fee.

Z

Zodiac evening

Invite a guest astrologer for a star-studded fundraiser. Charge for entry and horoscopes.

Fun picture to promote the event

Name of Event

Date

Time

Location

Cost

Any info about the event....

If you have ticked the box headed 'Gift Aid', you are confirming that you are a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax/ or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Name (print)	Address (in order to claim gift aid, please put a home address, rather than a work one)	Postcode	Gift aid ✓	Total Amount	Date Paid
	If you prefer not to receive further information from the charity please tick here <input type="checkbox"/>				
	If you prefer not to receive further information from the charity please tick here <input type="checkbox"/>				
	If you prefer not to receive further information from the charity please tick here <input type="checkbox"/>				
	If you prefer not to receive further information from the charity please tick here <input type="checkbox"/>				
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Please return completed sponsor forms to:

Fundraising Department, Yeovil District Hospital, Higher Kingston, Yeovil, Somerset BA21 4AT

www.yeovilhospital.co.uk/Yeovil-Hospital-Charity

www.facebook.com/YeovilHospitalCharity www.twitter.com/YHCharity www.instagram.com/yeovilhospitalcharity