



FUNDRAISING

Hints & Tips

2006 RESOURCE PACKS

Fundraising is both easy and fun! Fundraising can be done mainly in two ways holding an event or a sponsored activity. The information that follows will show you how to hold a successful event or sponsored activity, make useful contacts, meet new people and, at the same time, you will be raising money to help the poorest of the poor in the developing world.

If you have any questions, get back to us and let us know if you need materials such as posters, t-shirts, caps, sponsorship cards or GOAL information - we will happily provide them all. Call GOAL New York on 0212 831 7420 or email info@goalusa.org or visit www.goalusa.org



Students launch the annual GOAL St Patrick's Day Badge campaign. This campaign is planned and managed by the students themselves.

FUNDRAISING IDEAS FOR STUDENTS

- Raffle
- Disco
- Table Quiz
- Theme Day
- Non-Uniform Day
- Fashion Show
- Cake Sale
- No Homework Day
- Sports Day
- Choir Singing
- Jumble Sale
- Face Painting
- Fun Run
- Sponsored Silence
- Sponsored Cycle

A QUICK GUIDE TO SUCCESSFUL FUNDRAISING

DO!

- **Checklists!** Note down the name, date, time and details of your event. Make sure your event suits GOAL'S ethos.
- **Research!** Check out your contacts, publicity, target supporters and equipment.
- **Prepare!** Good preparation is the key to a successful event - clarify your aims and objectives; develop a clear plan of action.
- **Commitment!** Make sure everyone involved in your fundraiser is committed to its success.
- **Budget!** Draw up a strict financial plan and stick to it, amending the budget early on if something comes up.
- **Freebies!** Try to get as much for free as you can - ask your family, friends and contacts for things like incentive prizes for raffles and auctions.

DON'T!

- Forget to be creative.
- Underestimate the planning involved or the commitment required.
- Overestimate the income or support you might get for your event - anything above your budget is a bonus.
- Underestimate the success of small local events.
- Loose sight of your target and don't ever think that you can't do it - be positive!
- Spend too much - remember your budget.
- Wait until the last minute.
- Leave everything until the last minute.
- Forget to send in the money.



Elementary school pupils who participated in GOAL fundraisers



All kinds of events raise money for GOAL. Here, a watersports group give it a

DO!

- **Sponsorship!** Ask local businesses for support.
- **Publicise it!** The more people who know about your fundraiser, the more support you'll get.
- **Inform your local police station and council** about your event - if it's in a public area.
- **Record it!** Keep details of everyone who has supported you, this is good practice but also helps you keep track of who you need to thank.
- **Contact GOAL** with any questions, to run an idea past us or if you require further materials.

DON'T!

- Forget to thank your supporters.
- Have door-to-door collections on GOAL's behalf.
- Approach strangers on the street with sponsorship cards, or ask strangers to contribute to GOAL.
- Please respect the right of people not to support fundraising efforts. Don't pressurise anybody into supporting collections or other fundraising efforts.
- **Forget to have FUN!**

PLEASE NOTE!!
GOAL does not engage in street collections.

ABOVE ALL HAVE FUN AND ENJOY THE DAY!