

Fundraising for Community Sponsorship

As part of your approval to be a community sponsor, you will need to raise £9,000. This resource aims to provide ideas and approaches to help you raise money for the resettled family you will be welcoming.



Plan your fundraising activity

People are asked for money all the time. Be clear why you are asking people to donate to your cause. What's the benefit and for whom? Can donors be kept up to date on what you are doing? And how? Be clear on who you are; what is the name of your group and where you are operating.



Create an online fundraising page

There are websites where your group can set up a fundraising page and collect donations. Try websites such as [Just Giving](#), [Virgin Money Giving](#), [Go Fund me](#). Make sure to check the terms and conditions of any website you use to see that you are happy with them. Add the link to all of your social media accounts.



Share your ask with your networks

Make an ask to your friends, your neighbours, your colleagues, other community groups, and family. Make sure they are aware why your group needs this money. You are very likely to find generous people. Don't forget to ask members of your group.



Use Social Media

If your group is making use of social media, ask people to share your posts to reach new audiences. Give clear instructions on how to donate. Keep repeating your ask and share updates when you reach a certain threshold (e.g. 1K, 2K.. etc). Don't forget to use and share your ask through Twitter, Facebook, and LinkedIn.

A sponsor group in London received £1000 from one individual and another £550 from an anonymous donor through their Just Giving page.



Sell badges, cards, t-shirts or other merchandise

You can design and make your own badges, stickers or cards (e.g. Christmas cards) at quite a low cost and sell them to supporters to raise money.



Set a challenge

Some of your group members might be up for a challenge such as running, walking, eating vegan only or cycling. Make it interesting, fun, and safe. Plan the challenge over a period of days so it reaches as many people as possible (e.g. cycling 10 miles for 10 days). Keep your audience updated with your progress on the challenge.

A sponsor group in the West Midlands set a running and a cycling challenge and raised a total of £10,334 in 10 days.



Distribute leaflets in your area

Use Google Maps to divide your neighbourhood into sections and ask members of your group to distribute leaflets asking for donations in specific streets. Ask your library and local shops if these leaflets can be displayed. Make it clear how people can donate.



Organise a fundraising appeal

Organise an event in your area to tell people what you are doing. Ask your local places of worship, sports clubs, universities, and community centres to host you. Organise some engagement activities such as selling old books, wine tasting, musical performance, or bake sales. Can you plan your local fundraising appeal with other activities or campaigns (e.g. Christmas, local fundraising weeks or Mitzvah Day)?

A sponsor group in the East of England held a dining evening in their village pub. They created a menu, made the food, and accepted payments and donations. They raised £760 in one night.



Community funding

Look for locally available funding. You may be able to apply for funding through your local supermarket, community projects, or larger charities.



Public collections

You can get some buckets and ask the public to donate. Check with your local authority first if you need a license. Make sure you consider how you will keep your donations secure. The fundraising regulator provide advice on what you should do.

<https://www.fundraisingregulator.org.uk/code/public-collections>



Reach out

Some of your local businesses, institutions, or places of worship may wish to contribute. Write to them or pay them a visit and explain what you are doing, they may be able to donate some money or skills, time or expertise. Be clear about what you are asking those you approach – it's easier to say 'yes' to a specific ask. Are you asking a local business to promote your activity to their staff and customers, or asking them for a monetary donation? Make it easy for them to decide if they would like to support you.



Take NO as an answer

Don't be afraid to accept 'NO' as an answer. Don't take it personally. Some people won't want to or can't donate money to your cause. Fundraisers receive more 'NOs' than 'YESs'. It is not a reflection on you or your cause.



Be creative

Don't rely on just one channel of fundraising. Think outside of the box. Be creative and try new ideas. You're very likely to find people in your group or local community who have experience in fundraising. Ask for their advice.

Do you have any question? Or need more help?

enquiries@resetuk.org

Find more useful resources on our website:

www.resetuk.org