



The Colonel's Fund Scots Guards

Fundraising Events

Fundraising can be a lot of fun but can be hard work. To help you make the most of your fundraising for Scots Guards Colonels Fund here are a few tips:

Start early and start NOW! The earlier you begin the less stress you will experience before the final challenge.

Be organised – successful fundraisers are.

There are many ways to raise funds and you should choose what is right for you and what will work for you. Begin by making an action plan detailing exactly what you want to achieve and how you are going to achieve it. Also set up and personalise a web page <https://www.bmycharity.com/scotsguardscf> as it's the easiest way to collect money.

Here is an example of how you could meet your fundraising goal

Sponsorship money from family and friends	£800
Themed party in local bar/pub	£300
Fancy dress pub collection	£150
Auction of promises	£400
Quiz night	£150
Two car boot sales	£200
TOTAL	£2000

- Write a list of contacts: family, friends, neighbours, colleagues, school friends, teachers, etc.
- Don't be afraid to ask them to sponsor you.
- Get the largest amounts at the top of the sponsor form. Ask the person who is going to give you the most money first and then the next down. This will encourage others to be more generous.
- The best way is be upfront! "I am determined to raise £2000 for Scots Guards Colonels Fund and want you to help me." If you can get friends to collect sponsors on your behalf from their own circle of friends even better. Just remember they will be responsible for collecting the money afterwards.
- If people you do not see very often sponsor you, it may be easier to collect the money as you go along. This will save you having to make phone calls to chase pledges after the event.
- Seek local commercial or business sponsorship, either as straight donation or in return for putting the firm's logo on your running vest. We can provide you with proof of authorisation so that you can write to businesses and ask for contributions.
- If you are employed, you might ask your employer to sponsor you or to 'match' the amount you raise in sponsorship.
- If you are a member of any group, such as a sports or social club (i.e. golf club, working men's club) or a church, you might ask to circulate sponsorship forms among the other members.
- To collect sponsorship money in public you will need a Street Collection License from your local authority which will usually cost £15-20. Applications for these licenses must be made well in advance of the event and are normally only given to official branches or members of charities. Ask us for details.



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- To collect sponsorship money on private property you must have permission of the owner or manager. Supermarkets, pubs and garden centres are excellent places. Why not set up a display explaining what you are doing and asking for contributions. It will help if you wear a Scots Guards Colonels Fund badge – the more official you look the better – and you will need a container for contributions. We can provide you with stickers and collection tins, so please contact us.
- Arrange for your local paper or radio to feature and support your preparations. Ring us for advice and support with your coverage.
- It is important to be clear about how the money you raise will be spent by Scots Guards Colonels Fund. If you have any queries please call us on **0845 4749528**.

Event Ideas

Organising your own event is a great way to raise money for the Fund. Below is a list of just about every type of event we can think of:

Aerobics, Apple Bobbing, Anniversary, Afternoon Tea, Arts & Crafts, As Good as New, Auction of Goods, Auction of Services (from massage to hair cuts), Auction of Promises (walk the dog, wash the car), Alcohol (pub crawls/ beer festivals/ donation from every pint), Assault Course

Bad Tie Day, Bingo, Board Games, Baked Bean Bath, Boat Race, Balloon Race, Bowling Night, Bonny Baby Contest, Book Sale, BBQ, Barn Dance, Battle of the Bands, Burns Night, Bus Pull, Beat the Goalie, Bed/Bath Push, Bike Ride, Beer Barrel Roll, Beard Shaving, Boiled Egg Throwing, Biggest Anything, Ball, Beauty Evening, Badminton, Bond Night, Bazaars, Brass Bands, Business Lunches

Cake Stall, Car Wash, Calendars, Carnival, Candle Making, Carol Concert/Singing, Car Boot Sale, Concert, Car Treasure Hunt, Casino Evening, Copper Collection, Chariot Race, Craft Fair, Cricket Match, Children's Party, Crossword Contest, Classic Car Show, Christmas Draw, Coconut Shy, Collecting Tins, Coffee Morning, Colouring Competition, Cocktail Party, Circus, Cooking, Celebrations, Celebrities, Cowboys & Indians, Crèche, Comedian, Champagne Breakfast

Darts, Dinner, Dance, Demonstrations, Disco, Dogs, Duck Race, Donkey Race/Rides, Daft Games, Distance Running, Decorations, Dressing Up/Down Days

Easter Egg Hunt or Raffle, Eating Marathon, Expeditions, Eyebrows (shaved off!), Escape from (Jail/Police station), Extravaganza, Exhibitions, Entrance Fee

Fasting, Fancy Dress, Fashion Shows, Flower Show, Fencing, Film Nights or Previews, Freebies, Face Painting, Fire Walking, Fairground Rides, Fairs, Fireworks, Football Tournament, Foreign Coins



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Garage Sale, Garden Party, Garden Show, Garden Open Days, Guess the Name/Weight/Number, Gala, Golf Day, Ghost Walks, Games Lunch, Game Show Night, Glamorous Gran, Go Kart Grand Prix, Gunge Tank

Halloween Party, Hoopla, Hook-a-Duck, Horse Rides, Hot Air Balloon, Haggis Hurling, Harvest Supper, Hypnotist, Happy Day (anyone not happy gets a fine)

Ice Creams, Indians, It's a Knockout, Inflatables, Ironing, Indoor Games Night

Jokes, Jams, Jumble Sale, Jail Break, Jewellery Making

Kissing, Karaoke, Kids vs Adults Activity, Key Rings

Line Dancing, Live Music, Look-a-Like Contest, Ladies Night, Left Handed Day, Loose Change Collection

Murder Mystery Nights, Mascot, Market Stalls, Music Event, Medieval, Mile of Pennies, Mini Olympics, Mufti Day

Nature Walk, Nightclub Promotion, No Phones/Smoking/Chocolate/Tea day, Night Under the Stars, Netball Tournament

Opera Night, Outward Bound, Oscars Party

Plate Smashing, Picnic, Puppet Shows, Pool, Penny Jar, Pub Crawl, Piano Playing, Pram Push, Piggy Back Rides, Pantomime, Party, Paint Balling, Pancake Race, Pet Shows, Playstation Play Off, Pub Games, Poetry Reading

Quiz Night (various themes)



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Rowing, Rides, Radio, Relaxing Breaks, Raffle, Roller Skating, Race Nights, Rugby Match, Raft Race, Ramble, Recipe Book, Refreshments, Recycling (phones, cartridges, clothes)

Skateboarding, Skittles, Singalong, Street or Supermarket Collection, Superhero, Swimming, Snooker, Swear Box, Sixties Evening, Street Party, Silence, Slim, Sports Day, Shows, Sales, Santa's Grotto, Scavenger Hunt, Shoe Shine, Supper, Sponge Throwing, Stationary Cycle, Strawberries and Cream, Street Entertainment, Swap Shop, Sponsored Anything

Trolley Dash, Trolley Tokens, Table Decorations, Teddy Bear Picnic, Theatre, Truck Pull, Tug of War, Table Tennis, Tournaments, Talent Competition, Tenpin Bowling, Tombola, Toy Sale, Table Top Sale, Throwing Competition

Underwear Party, Unwanted Presents, Uniform Day (or Non Uniform Day)

Variety Show, Visits, Voices Events (singing)

Watching the Sunset, Wedding Theme, Wild West, World Cup, Wildlife, Winter, Walks, Woodland Scheme, Wellie Wanging, Water Sports, Wastepaper, Waxing, Windscreen Wash, Wine & Cheese, Wine Tasting, Washing Day (cars, windows etc)

Xmas Hamper, Xmas Fair, X Marks the Spot Treasure Hunt,

Yacht Racing, Yard of Ale, YoYo competition

Zodiac Evening



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Event planning

If you are organising an event to help you reach your fundraising target, there are a number of important factors to consider. When fundraising on behalf of Scots Guards Colonels Fund, you are acting as ambassadors of the charity, so we have outlined below some points to bear in mind to help you avoid problems with your event.

Timing the event

Choose a date, time and venue for your event carefully. Make sure that the date and time will be convenient for the type of people who will be attending. Will it clash with the FA Cup Final? Should it coincide with school holidays? Will it be too late for people to get home by public transport?

Make a list and set deadlines:

Whatever event you are planning it is a really good idea to write a list of all the areas which need to be planned. Then for each area write down a list of all the tasks which need to be done, with deadlines of when they should be completed and who will be doing them.

Set a budget:

List all of the ways that you are going to make money at the event. Have you thought of everything?

Have you included any ticket sales, raffle sales, sponsorship, refreshment sales, etc?

Then write down all the things which will cost you money. This is a really important list. Make sure you think of everything and then at the end make sure that the income is more than the cost!

In an ideal world a fundraising event should set a target of raising £4 for every £1 of cost.

Bear that in mind and it will give you a ratio to aim for.

Be legal:

On all printed materials you use, including letters, tickets, posters etc., you must state 'Scots Guards Colonels Fund is a registered charity number 249900'. This is a legal requirement under the Charities Act 1992 and it is a criminal offence not to include it. Make sure if you are using Scots Guards Colonels Fund's name and logo that you use it correctly. There are guidelines on how to do this which are available from us; please ask us first!

Raffles can be held in your work place, club or pub without any problem. If you can get hold of a good prize, use cloakroom tickets, and sell them, you should do well. Raffles that involve selling tickets to the general public are governed by strict legal requirements. To hold a lottery or raffle you will need a Lotteries License from your local council. As the Promoter of the Lottery you will be personally liable for its organisation.

The exception to this rule is for raffles held at a one-off event like a dinner or dance. This is known as a Small Lottery. Tickets for Small Lotteries can only be sold during the event and you must not have money prizes (although vouchers are fine) or spend more than £250 on prizes (donated prizes do not count). The result of the raffle must be drawn and announced at the event.



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Be safe:

Making sure that everything about your event is safe is also really important. As the organiser of the event it is your responsibility to ensure that you have thought of all the possible ways in which people could be harmed by taking part in or attending your event. This is called a risk analysis. Think about what could harm people and how you could prevent that happening. Put together a plan of how to stop potential accidents, and write down what you would do if something went wrong.

Inform your local police and council of the date, time, route and purpose of the event if it is to be held in a public place. We would recommend getting some First Aid cover at the event, especially if it is an outside event or an active event. Your local British Red Cross or St John's Ambulance can provide it for a small donation.

Alcohol:

If you want to sell alcoholic drinks at your event and the venue is not already licensed, you will need permission from the local council. If you have alcoholic raffle prizes you will also need to apply for permission.

If you're not sure, ask!

If you are not sure about anything to do with your event ask us and we will be more than happy to answer your questions and give whatever support we can. Please contact us on **0845 4749528**.

Thank you for your Support!