

Raising large amounts of money for charity can seem extremely daunting at the outset, but with a positive attitude and some imagination you will be amazed how soon the money starts coming in. We've been working with charities and fundraisers for over 20 years, so we've picked up a few ideas along the way! Below are our top 10 proven and effective fundraising ideas.

## 1. ONLINE FUNDRAISING PAGE

It's fair to say that this is the very first thing we'd recommend you do! We have an exclusive partnership with **JustGiving**, the UK's leading online fundraising website. All Discover Adventure open challenges are already listed on [www.justgiving.com](http://www.justgiving.com), so it's even easier to set up your event page. For specific advice and tips on how to attract and boost donations to your page, **JustGiving** have a bank of [ideas and guidance](#).

# JustGiving™

## 2. CURRY NIGHT

Approach your local curry house and see if they will allow you to take over the restaurant for the evening, donating a share of the takings to your cause. You will need to publicise the event and fill the tables, but the good news is that this concept can be adapted for any sort of meal, from Italian to Chinese, so perfect for being relevant to your challenge destination too.

## 4. PUB QUIZ



It's an old favourite, because it works. Source a venue, find out the maximum capacity and publicise it well. A tenner a team usually goes down well. Quiz questions can be found online, but we recommend mixing in a few of your own as the pros will know this and be well clued up!

## 6. DRESSING UP DAY

This one works well if you work in an office or know students at school or university. Give colleagues or friends a theme and ask them to get sponsorship for staying clothed in fancy dress all day. Fines can be charged to those who refuse to take part!

## 3. WINE TASTING



Your local wine merchant is probably used to these sorts of evenings and will guide you through what to do to make the most of the opportunity. Essentially they give away samples and if your guests make a purchase they will donate a percentage of the sales to your fundraising effort. You might want to call the night an Amateur Wine Tasting, so that those with little knowledge of wines won't be put off.

## 5. HANDMADE/CAKE SALE



A time-old classic: the humble cake sale. If you're not a confident baker, ask for other people to contribute too. Make a large cake and run a Guess the Weight Competition on the side of your stall. If you're in an office already overrun with sweet treats, how about offering homemade soup and a bread roll for lunch? See if you can boost donations by using the opportunity to sell other homemade crafts too e.g. greetings cards, jewellery, photos, plants...

## 7. PUBLIC COLLECTIONS – SUPERMARKETS/ GARDEN CENTRES/ HIGH STREET

You'll need to do some research here as each council will have their own rules and regulations and permits for collection slots are often allocated months in advance. Instead of the high street, try asking your local supermarket or garden centre. Perhaps your charity has some merchandise you can sell to attract attention? Or maybe you could set up a static bike and pedal your way to more donations?

## 9. GO GIFTLESS

For any notable occasions (birthday, anniversary, Christmas, retirement, etc.) where you might receive a present, ask instead for a donation to your fundraising. Forgo a birthday pint from a friend and ask if they can put the £4 towards your total instead.

## THE BONUS...

All of the above ideas can be boosted by incorporating a raffle or auction too. Local businesses are often happy to support community fundraisers by donating a prize – it's the old 'if you don't ask, you don't get' concept. Encourage people to make a donation on your online page, each £5 donation enters them into a prize draw to win. Raffle off a whole cake rather than just a slice. If you haven't got prizes, donate your own time.

## THEMED EVENTS

There are many days in the year you can 'hang' your fundraising efforts on: Easter, Christmas, New Year's Day, Valentine's Day, Bonfire Night, Halloween, Pancake Day, Carnival, the Days of St Patrick, St Andrew, St George or St David, Burns Night...

Tie your event into your challenge destination to make it more relevant. Joining us on the Great Wall of China? How about celebrating Chinese New Year in early February. Taking on Mt Kilimanjaro? December sees the International Mountain Day. Look to your charity for inspiration – do they have a fundraising campaign during a certain month, or another event you can get involved with as part of your overall fundraising plans?

**Remember to plan ahead, try to get pledged money from people immediately, and don't be afraid to ask!**

## A LITTLE NOTE ABOUT KEEPING IT LEGAL

There are some fundraising ideas that will have to adhere to health and safety laws and food hygiene regulations. Please talk to your local authority or venue provider, especially where alcohol is involved, to ensure that you are staying within the law.

## 8. DECLUTTERING



Gather those unwanted books, CDs and DVDs that are gathering dust, or those clothes you've not worn in years. If you have enough items try and flog them at a car boot sale, or alternatively list them on an online auction site (Ebay, Gumtree and Facebook are good options). All the proceeds can be put towards your fundraising target, plus your house gets a good clear out!

## 10. SELL OFF A DAY OF YOUR ANNUAL LEAVE

This idea relies on the generosity of your boss and a number of colleagues, but if you have some 'spare' annual leave then raffle the day off or host a silent auction – you never know how much others are willing to part with for an extra day away from the office!