

# How to fundraise

**THANK YOU** for choosing to fundraise for **Rainbow Living!** As a volunteer-run charity we are very grateful to people who give their time and energy to raising money to help fund our work.

We hope this guide provides you with all the information you need to start fundraising; please get in touch at [contact@rainbowliving.org.uk](mailto:contact@rainbowliving.org.uk) if you would like to talk to us or if you need any support or help with any aspect of your fundraising event.

## Decide WHAT you would like to do

There are so many different ways to fundraise for Rainbow Living! For ideas and inspiration read our [A-Z of fundraising](#). Whatever you choose to do, keep it simple, achievable and something that you will enjoy.



## Choose a date and location.

Pick a date that works for you *and* the people you hope will support your event. Give yourself enough time to plan thoroughly and check it doesn't clash with other events.

If you need a venue, book it well in advance. Consider how much space you need and what your budget is; are there parking facilities and does it have wheelchair access; check if you will need any special permissions or licences, and if there are catering facilities if needed. Let the venue know your event is for charity and they may be willing to offer you a discount.

## Ask for help!

Don't be afraid to ask friends and family to help you. Write a list of everything that needs to be done, by whom and when. Arrange regular meetings with your volunteers so everyone knows where you're at.

If you need raffle prizes, approach local businesses to ask for donations; let them know why and for who you are fundraising, and offer them free publicity in return.



## Set a fundraising goal

Set a realistic and achievable you cover any additional costs.

If you are doing a sponsored event, you can use our [Sponsorship form](#) or set up an [online donation](#) page.

## Promote your event

Take every opportunity to tell people about your event.

Post details of your event across your own social media and ask others to share with their contacts. Keep it short and concise and include a link to your online fundraising page so it's easy for people to donate.

Put posters up around where you live and work; please state that you are raising money for Rainbow Living and that we are a registered charity. Please contact us if you would like to use our logo and we will send you a hi-res version.

Contact your local media – newspapers, magazines, online publications; write a press release to include all the details of your event: what, when, where, who, how and why.

We can provide collecting tins and t-shirts if required. And don't forget to tell us what you're doing so we can help to publicise.

## Keep it safe & legal!

If you are doing a street collection, you need a permit from your local authority and collectors must be over 16 years old; if selling alcohol you need to apply for a temporary event licence; consider doing a risk assessment and if you need insurance; if your event will attract a large number of people it's a good idea to inform your local authority and if you need first aid cover contact your local St John's Ambulance who can provide cover for a small charge. Please be aware that you are responsible for your event and Rainbow Living cannot take responsibility or be liable for it; if in any doubt, please do seek advice.

## After the event

Thank everyone who has helped you to organise and run the event, then collect all your funds. Please don't send cash through the post; cash donations can be paid into your bank account and then an online payment can be made to Virgin Money Giving (our online donation platform) via our website (<https://rainbowliving.org.uk/donate>); alternatively, you can write a cheque made out to **Rainbow Living** and post it to our Treasurer Ruth Airdrie at: **4 Minchin Orchard Village Way, Aylesbeare, Exeter EX5 FD**. If you have used a fundraising page on VirginMoneyGiving or JustGiving.com we will receive your donations automatically.

**We love to share our fundraisers stories so let us know how your event went!**

