

Fundraising Toolkit

Hints and Tips to get you started



Thank you...

... for choosing to fundraise for LandAid!

Whatever fundraising you organise, you can be sure it will make a big difference to the lives of young people facing homelessness in the UK.

Every year, thousands of young people in the UK find themselves homeless. Many are forced to sleep in overcrowded hostels, in cheap B&Bs, or worse still, on the streets. It's a problem that we're here to tackle.

We bring the property industry together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future.

Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.

TAKE ON A CHALLENGE

Aim high by organising a sky dive or climbing a mountain; or rally the team together for a cycle ride or world record attempt. Organise a Jailbreak and see how far away from the office you can get in 24 hours - with no money! Or if you're feeling sporty, why not coordinate a golf/football/cricket tournament, a boat race or a swimathon?

OR TRY SOMETHING NEW!

Try organising a salsa class or wine tasting and ask colleagues to donate for the experience. If you want to set yourself a project you could create and sell a cookbook with everyone's favourite recipes or organise a Dragon's Den to find any budding office entrepreneurs. Or why not put your colleagues' start-up business skills to the test by giving each team in your office £500 and challenging them to turn it into much more. Teams have a set number of weeks to make their millions. Let the games begin!



OFFICE BASED IDEAS

Dress down or loud tie day

Office Olympics

Great Office Bake Off

Guess the baby photo

Charge people to use the lift at work

Be tied to someone for the day

Pay to knock off early

Job switch

Sell your twitter account for the day

Spelling Bee

Sponsored office silence

Office quiz, raffle, sweepstake or bingo

Treasure Hunt

Ping Pong Tournament



SIX STEPS TO PLANNING A VIRTUAL EVENT

- 1. Plan.** Choose your event and make a project plan, assigning tasks to those involved
- 2. Marketing.** Get the word out early via internal comms, email marketing, social media
- 3. Sign up list.** Use an online form or alternative to collect participant names and emails (and addresses if you will be sending them something for the event)
- 4. Get the tech ready.** With the event being virtual, it's likely you'll need to use some form of tech – whether it's just Zoom or something a little more complicated. Our advice is test, test and test again!
- 5. Keeping in touch**
Send participants the relevant information they need for taking part prior to the event and again on the day as a reminder
- 6. Host the event!**

IN PERSON EVENTS

- 1. What policies/procedures do your company have in place around events?**
- 2. How can we ensure that everyone feels comfortable to attend?**
- 3. What venue/location do you need for the event and do you need their permission before organising anything?**
- 4. What costs might be involved and how will I fund them?**
- 5. How will I raise funds for LandAid through the event?**





If you are taking on a challenge or event to collect sponsorship, one of the best places to start is by setting up an online fundraising page. You can set up a JustGiving page at <https://www.justgiving.com/landaid>.

Pay in cash or transfer via BACS
Please make sure you reference your company and event on your payments. Cash can be paid directly into the LandAid bank account or a bank transfer can be made using the details below.

Company Name LandAid Charitable Trust

Bank Lloyds TSB
Account No. 00792706
Sort Code 30-90-69

Send us a cheque
Cheques may be made payable to LandAid Charitable Trust and sent to:
LandAid
St Albans House
5th Floor
57-59 Haymarket
London SW1Y 4QX

Please include a note letting us know how you raised the money.

GiftAid your donation
Remember to GiftAid any donations and your gift to us could be worth almost 25% more! This can be done through your JustGiving page, or by contacting the LandAid team for a sponsorship form.

Any questions?
If you'd like to discuss your fundraising plans with us, please email us at events@landaid.org