

How to organise successful fundraising activities

Your step-by-step checklist

Step 1: Appoint a fundraising team

Get your best creative minds together to plan your events.

Step 2: Decide on your fundraising activities

Contact the LandAid team so we can support you. Consult the Code of Fundraising Practice to ensure that your fundraising event or activity follows the relevant guidance and that you seek the necessary permissions (raffles and collections are particularly strictly regulated).

Please note, if you are creating a fundraising page for an event where you will be using the donation page to sell tickets to an event (e.g. a quiz or dinner) please ensure you do not select to add Gift Aid to donations. Gift Aid cannot be claimed on ticket sales for entry to an event.

Step 3: Set the dates

Organise the dates and venues for your events, such as your office or a local pub.

Step 4: Set a fundraising target for each of your events

Decide on how much you'd like to raise as well as how much you've got to spend. Setting a target will help you stay motivated right up until the big day.

Step 5: Set up a fundraising page

You can set up a MyDonate fundraising page at mydonate.bt.com/charities/Landaid. We would encourage you to use MyDonate rather than other fundraising pages as there are no admin fees and so all of your fundraising after card fees, will reach our projects.

Step 6: Promote your events

Advertise your events well in advance with posters, social media and articles on your company intranet.

Step 7: Think big with a corporate hit list

Build a list of corporate contacts you could approach and put together a plan for sponsorship of the event. Think about alternative fundraising ideas such as auctions, raffles or games that can maximise fundraising at an event.

Step 8: Stay in touch

Keep in contact with the LandAid team to promote your events and progress through LandAid's channels. They'll also be able to supply you with posters, balloons, stickers and collection tins.