

FUNDRAISING FOR THE METHODIST CHURCH IN GREAT BRITAIN



“My dream is to build my community into a happy, healthy, peaceful community.”

The Revd Sang Bik Cem (Methodist Church, Upper Myanmar) supported by the World Mission Fund. Sang studied grassroots leadership skills at the Asian Rural Institute. Today, he continues to develop his ministry as he studies for a Master of Divinity.

GETTING STARTED

Thank you for choosing to support the mission of the Methodist Church in Britain. We know you want to crack on with it. But before you do, take a look at these basic principles designed to help you to put on a well-polished fundraising event in your church, community or workplace. Grab a couple of friends, put the kettle on, crack open the notebook and get planning!



GETTING STARTED

A WINNING IDEA



Have a think about what you enjoy doing. For example, do you love making cream teas for friends at weekends? And will you be raising money through a sponsored activity such as a sponsored silence or through an organised event such as a dinner party? Try not to be too ambitious at first; the simplest ideas are often the best (and the easiest to organise). If you are at a loss for ideas and need inspiration have a look at our **ideas page**.

Once you have settled on an idea, set a target for how much money you want to raise. Dream big but be realistic with the time you have to fundraise.

AN IDEAL VENUE

Where will you be hosting your event or activity? Ideally see if you can get somewhere such as your church hall or community centre for free. Consider whether the venue you want to hire is within your budget, is fit for purpose and has all the facilities (bathrooms, kitchen, wheelchair access etc) you need. Will it be

Things to remember:

Have you got enough time between now and the event date to prepare and plan? Note down key tasks and deadlines on a planner to see if you can get everything done in time. Try to do as much in advance as possible.

able to cater for the number of people you are expecting to attend? And importantly, is it easy for them to get to and park at?

PICK YOUR MOMENT

Now you need to think about when you are going to hold your event and how long it will take. Do some research to make sure it doesn't clash with other events (eg a World Cup final or a Bank Holiday when people are likely to be away).

Things to remember:

Cost: How much will the activity/event cost and how will you cover these costs? You can often ask friends to chip in eg by cooking the food for your dinner party as their contribution towards your event.

People and resources: Will you need other people to help you? How many? Make sure they know what is expected of them before and on the day. Draw up a list of tasks and delegate them among your friends.

Network up: Think about who you know and who they know. The wider you promote your activity/event the more funds you will raise.

Clean up: Some events can get messy. Be sure to remember to allocate people to clean up post-event!

GETTING STARTED

GET MOTIVATED

Sharing your story can be a powerful motivation to encourage people to give. Why should people donate at your event or sponsor your activity? What's your connection to the Methodist Church? Are you passionate about building and expanding churches for mission or perhaps you are keen on supporting a mission partner in Kenya? Have a look at the different options here www.methodist.org.uk/give. You can choose where the money you fundraise goes and can keep up to date on how it is making a difference.

SAYING 'THANK YOU'

You can't say thank you enough. Remember to thank supporters both before and after the event. Let donors know how it went by writing them an email or sending updates on social media. Tell them how you are doing relative to your fundraising target and celebrate together when you achieve it. After the event make sure to tell them where the money has gone and how it is making a difference. If you are unsure please do get in touch with us fundraising@methodistchurch.org.uk.

Helen's top tips

Last summer, Helen braved the icy waters of Loch Lomond in aid of the **World Mission Fund** as part of the Great Scottish Swim. She has raised more than double her target! Here are some of her top tips:



1. Plan as far in advance as possible!
2. Talk about it but tailor your message to groups of individuals, eg friends, colleagues and circuit representatives.
3. Invite all the other churches in your circuit to donate. Make it easy for them – have a JustGiving site, ply them with sponsorship forms, make a notice for their church notice sheet or magazine.
4. **Use social media.** Share photos and pre-event thoughts. Always add a link to your fundraising page with every post or tweet.
5. Pray that God will use your efforts and magnify the results as Jesus did with the loaves and fish.

Are you raising money for an inspirational local church cause instead?

You can apply for one of our Connexional Grants. Contact the Grants Team today.

 www.methodist.org.uk/mission/connexional-grants

 grants@methodistchurch.org.uk

 0207 486 5502

COLLECTING DONATIONS

The event is over. Congratulations! We trust it was a roaring success. Now what to do with all those donations you received? It is good practice to count all the money raised together with another responsible person. You can then choose how to send it to us:

- 1. Post:** send cheques, postal orders, CAF vouchers (and/or sponsorship forms) made payable to the (**insert fund name here**). Our address is: Methodist Church House, 25 Marylebone Road, London NW1 5JR. The Methodist Church is a registered charity no. 1132208.
- 2. Email us:** (fundraising@methodistchurch.org.uk) and we will walk you through how to transfer funds directly.

Try and send the donation received as soon as you can so you don't forget. The sooner we receive it the sooner it can be used for life changing work. But whatever you do, do not send cash in the post.



COLLECTING DONATIONS

ONLINE FUNDRAISING PAGES

The easiest way to collect donations is by setting up an online fundraising page. You can set up your own, personalised fundraising page for your activity/event on Justgiving (<https://home.justgiving.com/>). You can direct all potential donors to give towards your fundraising activity online via this secure site. Through Justgiving you can collect both donations and Gift Aid (and you can be sure that all donations come straight to us). Online fundraising can really help you hit and even exceed your fundraising target; 20% of online donations actually come in after the event has taken place! We have several giving options on Justgiving that you can choose to support if collecting and/or paying in donations online:

Mission in Britain

www.justgiving.com/missioninbritain

World Mission

www.justgiving.com/mcfworldmission

Junior Mission for All

www.justgiving.com/jma

If you prefer not to use online sites, we will gladly send you paper **sponsorship forms** via email or post.

TOP TIPS FOR ONLINE FUNDRAISING SITES

Tell your story: Write a clear, inspiring description of what you are fundraising for, why you want to raise the money and what your event or activity involves.

Upload photos: Don't forget to upload a fun photo for the page to inspire people to support your endeavour.

'Text-to-donate': Justgiving provides the option of getting a text code for people to give quickly and easily from their mobile phones. This could be a good way to get a number of people to give at large events such as a church service or sponsored concert.

Promote your page: once the page is set up why not email the weblink out to all your contacts? Try to ensure that the first donation given online is large enough to encourage similarly generous gifts from subsequent donors.

COLLECTING DONATIONS

ENHANCING DONATIONS

Ask yourself, 'are there are any extra opportunities to raise that little bit extra at my event'?

Creative ways to boost your target

1. Get local companies to sponsor you. Think about possible incentives or freebies to reward their giving (eg free entry to the event).
2. Ask your employer to 'match fund' your event. This means that if you raise £500 they are agreeing to give you £500 out of their own pocket to 'match' what you have raised.
3. Encourage guests to empty their pockets of small change as they leave the event.
4. Hire a photographer and sell the photos to guests.
5. Sell refreshments at the event to help cover costs.

giftaid it

GIFT AID IT

As you collect donations, don't forget to ask for Gift Aid. If you are using a **sponsorship form**, make sure to jot down names and addresses (including postcodes) and send it to us along with the donations. This allows us to claim back the tax on every eligible donation from HMRC. For every £1 you raise, the Methodist Church will be able to claim at least an extra 25p. That's 25% more towards your target! You can also order Gift Aid envelopes here (www.methodistpublishing.org.uk).

SPREAD THE WORD

The more people you tell about your event or sponsored activity, the easier it will be to hit your fundraising target. Take full advantage of any free publicity you could use locally. Put posters and leaflets up in public places (eg the church noticeboard or a library). Ask to promote it on your work's intranet, or from the pulpit. Email your contact list. You could even ask to tell your story in your local newspaper or radio station. Use every possible opportunity to spread the word.

GET IN TOUCH

If you are thinking of getting in touch with any news media, please give us a ring first. Our media team (mediaservice@methodistchurch.org.uk) can help guide you as to how to approach the right people and what to say. Why not order your own fundraising resources (www.methodist.org.uk/fundraisingresources) to help you spread the word?



SPREAD THE WORD

SOCIAL MEDIA



Why not tweet about your event? Use the **@MethodistGB** twitter handle to keep us in the loop.



You could also set up a group on Facebook and keep friends and supporters up to date with your preparation leading up to the day.

Post fun status updates and creative photos to give potential donors a clear idea of what your fundraising is for. And don't forget to include a link to your Justgiving page! Let us know if you are planning on running a fundraising event and we will help you to publicise your event across the Methodist church network.

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The Methodist Church
@MethodistGB

The official Twitter stream for the Methodist Church in Britain tweeted by Media Officers Anna Drew (AD) and Toby Fairclough (TF).

London, UK
methodist.org.uk
Joined May 2009

295 Photos and videos

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The Methodist Church @MethodistGB · 1h
First Messy Church event hailed a great success at Tysoe Methodist Church, Warwick ow.ly/TJ18Y

The Methodist Church @MethodistGB · 20h
News: DWP "stubbornly ignoring" calls for sanctions review ow.ly/TIDJG

The Methodist Church @MethodistGB · 22h
News: Methodist Central Hall Westminster turns blue to mark 70 years of UN ow.ly/Tlgfk

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KEEP IT LEGAL AND SAFE

Fundraising is a good way to get both your church and community engaged and united around something they are passionate about. That's why it is important to us that you stay safe and on the right side of the law. We have drawn up a list of tips on accepted best practice for you on the next page; most of it is just plain common sense.



KEEP IT LEGAL AND SAFE

ACCEPTED BEST PRACTICE ON METHODIST PREMISES

Draw up a risk assessment for your fundraising event or activity. Check out the Methodist Insurance guidelines on managing risk and liability

www.methodistinsurance.co.uk/risk-management/health-and-safety-advice/index.aspx

See www.hse.gov.uk/risk/index.htm for further guidance.

Public fundraising: if you are thinking about collecting funds door-to-door or in a public place, you will need a licence from your local authority.

Messaging: make sure to be clear in your promotion that while you are fundraising *in aid of* the connexional funds of the Methodist Church in Britain, you don't actually work for the charity.

Liability: the Methodist Church in Britain cannot accept liability for any loss, damage or injury suffered as part of the fundraising event. Therefore please do seek to get sufficient cover and insurance for your event.

Photography: please ensure you obtain consent for any photographs taken at the event for use in reports/publications, especially photographs of children!

Visit: www.institute-of-fundraising.org.uk/guidance/fundraising-essentials-legislation/ for more information of what is and isn't legal.

AT LARGE EVENTS

Safety: remember to organise a first aid kit, know where the exits are if you are using an unfamiliar venue and check the safety requirements for any equipment you might need.

Venue: double check whether the venue has 'public liability insurance' and whether it covers the owner's liability risks. Ensure the venue has been checked for health and safety hazards.

Food and drink: if serving or selling food make sure it is prepared in a hygienic environment (that adheres to the relevant food and safety certificates), that it has been stored at an appropriate temperature and cooked thoroughly. If unsure visit www.food.gov.uk.

Safeguarding: ensure there is adequate supervision of both adults and children at the event. If children are to attend they will need parental/guardian's consent. The same goes for fundraisers who are under the age of 18. Please visit the **Safeguarding webpages** on the Methodist website.

Raffles and lotteries: There are strict regulations surrounding raffles and lotteries held in Methodist premises. Please consult **p. 782** of the Constitutional Practice and Discipline of The Methodist Church.

Remember to recycle rubbish.

CONTACT US

We understand that fundraising can sometimes seem a daunting task. It's much easier when you do it as a group. We are here to support and resource you in your fundraising activity; please do get in touch and we will do our utmost to help make your event a resounding success.

Phone:

☎ 0207 467 3532

Email:

🖱 fundraising@methodistchurch.org.uk

Address:

✉ Methodist Church House, 25
Marylebone Road, London, NW1 5JR

Twitter:

@MethodistGB

Facebook:

Methodist Media

Do let us know how you get on. If you find that fundraising comes naturally to you and decide you would like to do it regularly, get in touch.



Steve Drury (Fundraising Officer) and
Hermira Nelson-Okrafor (Fundraising Manager)

FUNDRAISING IDEAS

SERVICE COLLECTION



JAZZ CAFÉ



BAKE OFF



CAROL SINGING



HOST A LUNCHTIME SPEAKER



GIVE 'IN CELEBRATION'



AUCTION OF PROMISES



5-A-SIDE FOOTBALL TOURNAMENT



SPONSORED RUN



Get in touch

Stuck for an idea? Need some help and encouragement as you plan your event? We would love to hear from you.

☎ 0207 467 3532

✉ fundraising@methodistchurch.org.uk

✉ Methodist Church House, 25 Marylebone Road, London, NW1 5JR

What next?

See our **guide** for fundraising hints and tips, instructions on collecting donations, and important legal information.

Get **online** to setup your own JustGiving account here.

INTERNATIONAL FOOD NIGHT



BED PUSH MARATHON



SPARE A COFFEE



COMMUNITY AEROBICS CLASS



QUIZ NIGHT



ANTIQUES ROADSHOW

