



**CAPITAL FM'S**

# **HELP A CAPITAL CHILD**

**PROVIDING FINANCIAL SUPPORT TO GRASS-ROOT PROJECTS WORKING WITH LESS ADVANTAGED CHILDREN & YOUNG PEOPLE**

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



**HELP A CAPITAL CHILD**

**VISIT**  
[helpacapitalchild.com](http://helpacapitalchild.com)



# HELP WITH PLANNING A FUNDRAISING EVENT TO MAKE IT FUN & SUCCESSFUL

Often the simplest fundraising ideas reap the most rewards so there's no need to attempt anything too difficult! Here is a useful checklist of things to think about when planning your fundraising event...

- **Communication:** Use posters, emails, local press and company intranets to publicise what you're doing, why you're doing it and when it is...just tell as many people as you can.
- **Fundraising Expectations:** Make sure that you're realistic with your aims and what you expect to raise - if you raise more it'll be an added bonus!
- **Support:** Get as many people involved as possible to help you. Ask your friends, family, work colleagues and neighbours.
- **Pictures:** Remember to take lots of pictures of your fundraising and email the best pictures to us; we always love to see what our fundraisers have been up to and we'll post the best ones on our website.
- **Local Press:** Contact your local newspapers, your charity event might be just the sort of feature they are looking to run. Getting an article in a paper will ensure everyone knows about your event! Increase your chances of getting into print by including a photo.

Running your own event can be loads of fun and hugely successful! We think it is very important to make sure that fundraising does remain fun though, so make note of the things below to ensure you enjoy yourself!

- Please remember that whilst running your own event could be very profitable, please avoid biting off more than you can chew as it is time consuming and financially risky if it isn't planned properly!
- Remember that public events that present any hazards for participants or spectators require you to have appropriate insurance cover.
- Make sure you have thought through your plans in detail, considering any cost implications.
- If your event is a sponsored activity ensure it is something that people are going to want to participate in.
- If possible, set up an event that revolves around the involvement of your workplace, your child's school, the local nursery, sports club, pub or bar to ensure you have a captive audience and can reach a large volume of supporters.
- If you're producing publicity material or tickets for your event, please seek our advice. There are guidelines regarding wording, text content and the use of our logos.

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A GUIDE TO

# FAILSAFE FUNDRAISERS!

FOR HELP A CAPITAL CHILD



## ONLINE

**Virgin Money Giving** is a website which allows you to create your own online personalised sponsorship form for any fundraising event you may be doing.

Selling items on online auction site **eBay** is a simple way of raising money.

**Twitter** is an easy way to advertise the progress of your fundraising to all of your followers.

**Facebook** is a great way to promote your fundraising. Creating a group available to friends and family means that information can be easily given out about your fundraising work or make it your update?



## FRIENDS & FAMILY

BBQ

Video night

Collecting

Curry night

Wash someone's car

Do someone's ironing

Speed dating evenings

Quiz night at a local pub

Come Dine With Me

## AT WORK/SCHOOL

Dress Down Day

Cake sale

Sweepstake

Swear box

E-signature

Take your lunch to work

Leave the car at home

Exercise outside and save on a gym membership

Match-giving scheme

Contact us and we will guide you through how to fundraise at your chosen event.

Email [helpacapitalchild@capitalfm.com](mailto:helpacapitalchild@capitalfm.com)

Phone number: 020 7054 8395

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THE UK'S NO.1 HIT MUSIC STATION

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TELL MORE PEOPLE YOUR PLANS

# GET YOURSELF IN THE PRESS

IT'S EASY TO DO!



You may find that taking on this challenge is likely to be of interest to your local newspaper!

Before you contact the press make sure you have all the necessary information:

**Who** are you? They will want to know your full name, age, occupation and street/town name.

**What** are you doing/what have you done to raise the money?

**When** and where is the challenge?

**Why** are you raising money? They will want to know a bit about the charity - we can supply you with this information.

## NEXT STEPS...

- Get the number for your local paper/s and ask to be put through to the news desk.
- Tell them the basic facts about your fundraising activity
- If the reporter finds the story of interest they will ask you to send in a press release.

Don't panic - this is easy to do! Keep to the essential facts, avoid any emotive language and keep the 5 W's in mind (who, what, when, why, where).

If you plan on using a photo then tell the reporter, and ask for the name of the correct person to speak to on the picture desk - using a photo increases your chance of going to print.

Getting your own local press coverage is very easy and will not only help raise the profile of the challenge and the charity, but will also help you to reach your fundraising target!

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# SAMPLE PRESS RELEASE



HELP A CAPITAL CHILD

Always insert the date you send it here

**MEDIA RELEASE: (INSERT DATE)**

**(INSERT WHERE YOU LIVE)**

**WOMAN/MAN/COMPANY (INSERT WHAT YOU ARE DOING - i.e. 'TO ORGANISE A CAPITAL EVENT/TAKES ON GREAT WALL OF CHINA')**

Make your headline succinct & light hearted - have fun with puns & play on words!

This para should list key info: where, how what, when. It must reference everything that is in the title.

**(INSERT NAME), of (INSERT WHERE YOU LIVE) has set [herself/himself] a challenge by (INSERT DETAILS OF WHAT YOU WILL BE DOING & WHERE - i.e. pledging to raise £XXX or holding a fundraising dinner) in (INSERT TIME FRAME/DATE), to raise money for 95-106 Capital FM's charity Help a Capital Child. (Add another line short to describe the event if relevant) [She/He/They] will (INSERT DETAILS i.e. host the event) on (insert date) at (location).**

Be succinct & grab the reader's attention. It must be clear from this para what the release is about - this may be all they read!

**[The (XX) year old (JOB TITLE / PROFESSION) / (Company Name)] hope(s) to raise an incredible (INSERT AMOUNT). (Add some more detail here about the news/event) & its objectives). The money will go towards funding Help a Capital Child projects which benefit disadvantaged children.**

This is where you can provide more detail to back up your title & opening para.

Add a quote. Make it about you, why you are doing this & what supporting the charity means to you.

**(INSERT NAME) said: "...."**

Head of Fundraising for 95-106 Capital FM, Kate Crabtree added: "We are so thankful to **(INSERT NAME)** for **[her/his/their]** support." Help a Capital Child funds grass roots projects across the country and supports their work to increase the opportunities and improve the lives of disadvantaged and vulnerable children.

We can provide you with a quote specific to your activity / release.

If you would like to **sponsor/support/join (INSERT NAME)**, please visit **(INSERT JUSTGIVING OR WEB LINK)**. If you would like further information on Help a Capital Child please call Aimee Hayhurst on 020 7054 8397 or visit [capitalfm.com/helpacapitalchild](http://capitalfm.com/helpacapitalchild)

Finish the release with Ends & contact details

-Ends-

For further information please contact:  
**(YOUR NAME) / (YOUR TELEPHONE NUMBER) / (YOUR EMAIL ADDRESS)**

We can provide you with a quote specific to your activity / release.

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## KEEP IT LEGAL!

### Collections

Organising a collection is a great way to fundraise. There are a few things to bear in mind:

- Street Collections require a permit from the local council. We can help you get one of these.
- Collections in pubs, shopping centres, supermarkets etc. simply require the permission of the owner or manager.
- House-to-house Collections are governed by strict rules which vary from area to area and can make them more trouble than they're worth. Your council can help.

Get in touch if you want us to send you a collection bucket or tin!

### Lotteries, raffles & tombolas

Lotteries, Raffles and Tombolas are a brilliant way to fundraise. They are governed by gaming law. Use this simple checklist to make sure you're doing things properly and you can't go wrong!

- All tickets are being sold during one event, or to people at one place of work (multiple buildings at one site are OK but multiple sites aren't)
- If tickets are being sold at an event, no money raised at the event is for private gain
- No more than £500 of the proceeds will be used to purchase prizes
- No more than £100 of the proceeds will be used to cover operational costs (i.e. printing tickets)
- Tickets are sold at the event/on the premises and the result is declared at the event/on the premises
- There are no rollovers

If your lottery, raffle or tombola ticks all these boxes then go ahead and get fundraising!  
If not, don't panic - contact us for advice.

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## HOW DO I PAY IN MY SPONSORSHIP?



### 1. Virgin Money Giving

It's quick, simple and easy for you to keep track of your fundraising and best of all it's the most cost-effective way to process your donation ensuring your money gets spent where it's needed most!

Visit [virginmoneygiving.com](http://virginmoneygiving.com) and follow the easy on-screen instructions to set up your very own fundraising page to help promote your event and raise even more money. You can select one of our events from the drop down menu or set up your own. The money raised will be paid directly into our bank account so you don't have to worry about a thing!

### 2. Paying by credit or debit card

Please contact us either by phone or by email telling us your name, the donation amount and your account details, we can then process the information and send you a receipt.

Alternatively you can go to [capitalfm.com /helpacapitalchild](http://capitalfm.com/helpacapitalchild) and make a secure donation online.

### 3. Paying in by Cheque

Cheques should be made payable to 'Help a Capital Child' and sent to: Help a Capital Child, 30 Leicester Square, London, WC2H 7LA. Make sure include your name, address and event it relates to on the back.

### 4. Bank Transfer

You can pay the money directly into our bank account. Please contact us for the details.

#### Contact us:

Please give us a call on: 020 7054 8395 or email us at [helpacapitalchild@capitalfm.com](mailto:helpacapitalchild@capitalfm.com)

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