

# The **BIG** fundraising Guide

## Fundraising Ideas from Team TBIF

We asked previous TBIF participants to share their favourite fundraising ideas to inspire you with your next fundraising event.

*Lella added her fundraising page to her signature*

Adding your fundraising page and a message to your work signature is a constant reminder for everyone to donate. It will also help you get noticed by anyone you email outside of the office too!

*Bryony organised a Cake Sale*

Get your friends to help with baking, or order some through Krispy Kremes with a special fundraising deal [www.krispykreme.co.uk/about-fundraising](http://www.krispykreme.co.uk/about-fundraising)



*Dean did a bucket collection at a Train Station*

Most train stations take bookings for collections, so get a few friends together and collect at rush hour with BIG smiles for BIG donations. Email [events@bigissue.com](mailto:events@bigissue.com) for more information.

**These simple ideas helped our supporters to reach and exceed their fundraising targets**

*George had stalls at Boot Fairs*

Time to have a clear out? Contribute to your fundraising target by selling your items at Car Boot Fairs. You could even sell items from the comfort of your own home through eBay.

*Tom hosted a film night*

Make your house a cinema for the night, or use a local bar, and invite people to watch a film for a donation. Sell snacks, such as popcorn, and have a raffle too!



*Dom hosted a Quiz Night*

Find questions online or get creative. Ask your local bar to use their space and charge teams to enter.

**More Ideas This Way** →

More ideas here

**Andrew asked his work for Matched Funding**  
Lots of employers will donate, or even match the money you raise, so check if your employer offers matched funding.

**Kate asked friends to donate Virtual Drinks**  
It's a good idea to give up the drink in the lead up to a race day. Why not ask your friends to donate a virtual drink to your fundraising page instead for a special occasion, or as a good luck?

**Helen organised a Dress Down Day**  
Have a dress down day at school or work and ask everyone to pay a donation. You could even organise a theme, such as onesie or pyjama day.

# TOP TIPS

## from our fundraisers

We asked the highest fundraiser from The Big London Night Walk 2015 to share their top tips:

**"Use Facebook, Twitter and what's app to encourage friends to donate. It really is a numbers game so the more people you can reach, the better the chances of gaining sponsorship".**

"Emailing work colleagues is also a great way to raise sponsorship. Timing is key here, so try and time your email to coincide with pay day (cheeky but very effective!) Also, don't worry about emailing a request more than once, it usually takes a few emails for people to take action".

Amit, Big London Night Walk Participant 2015

### Tom, London Marathon Runner

"A few hot tips for fundraisers would be that lots of smaller events worked better for me than one big event, as it made my fundraising target seem a lot more manageable".



### Create a Fundraising Plan

Here's an example of a fundraising plan to break down a £1120 target for our London to Amsterdam cycle challenge.

- \* £400 - online fundraising page
- \* £200 - company donation / matched funding
- \* £200 - quiz night
- \* £100 - work dress down day
- \* £100 - boot sale
- \* £120 - ebay
- \* Total = £1,120

**Whatever fundraising ideas you choose to reach your target, the money you raise will make a BIG difference to the lives of Big Issue vendors:**

- \* £9 funds a flu vaccine to keep a vendor healthy through winter.
- \* £20 buys a supermarket voucher for our Vendor of the Month Award, increasing motivation and aspirations.
- \* £77.50 helps buy a passport, needed as ID to open a bank account, get a library card or access to basic healthcare.



### Your Fundraising

We can send buckets, balloons and banners if you need materials for your events. If you would like to discuss your fundraising further,

**please contact Justine on  
020 7526 3459  
or email [events@bigissue.com](mailto:events@bigissue.com)**

