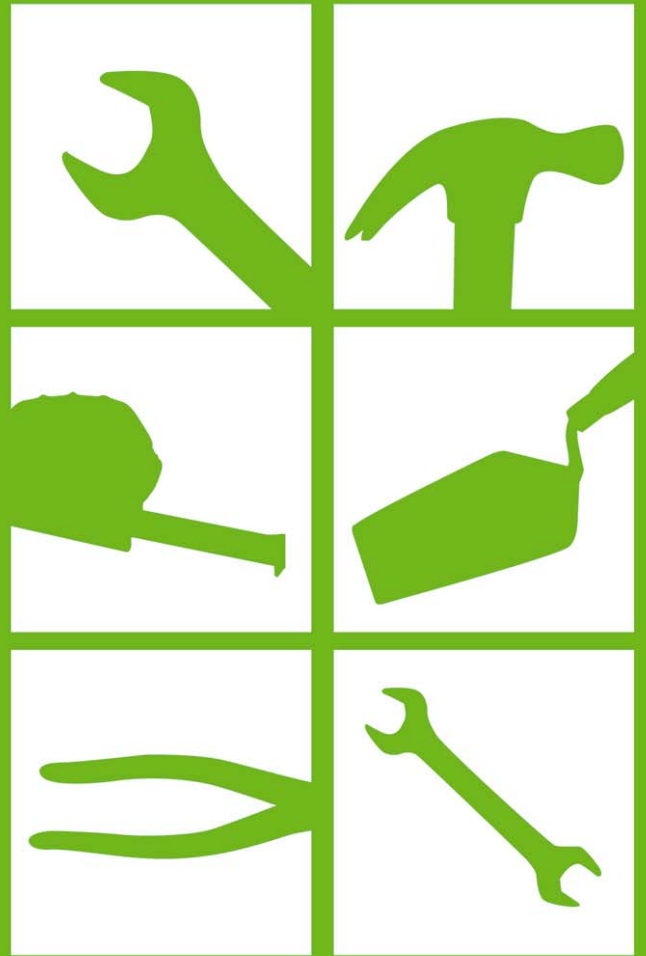


Toolkit



HopeBuilders Fundraising Toolkit

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IMPORTANT NOTES:

This Fundraising Toolkit has been written specifically for supporters of Habitat for Humanity in the UK and as such follows the requirements of UK fundraising legislation and guidelines of the Institute of Fundraising. If you live outside of the UK, please contact us for advice and to discuss which ideas can be utilised without much adaptation.

The ideas provided in this Toolkit have been developed by members of Habitat for Humanity's UK staff based on personal experience and on feedback from our supporters. This Toolkit is designed to be an ever-evolving document, so if you come across new ideas or find particular ideas work especially well for you, please do contact us and let us know, so that we can include them in future editions.

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WELCOME TO OUR LATEST HOPEBUILDER - YOU!

So you've signed up to be a Habitat for Humanity HopeBuilder – thank you!

This means that you've committed to donate £1235 to Habitat for Humanity, enough to enable a family living in poverty in the developing world to build their own simple, decent home.

The stability and hope that this home will bring could mean all the difference in the world to them: They won't be threatened by eviction. The children will have the space to study, giving them much better prospects of escaping poverty. The parents will have a little land on which to grow crops, and having a permanent base will give them better work prospects. The family's health will improve. Their self-esteem will increase. And hopefully they in turn will then be in a position to help to improve the lot of their local community.

Your commitment is more than just building materials and labour - it's a permanently brighter future for a whole family.

WAYS OF BEING A HOPEBUILDER

As a HopeBuilder, you've made a commitment to donate £1235 to Habitat for Humanity, to build a home in your chosen region (Africa and the Middle East, Asia and the Pacific, Europe and Central Asia, or Latin America and the Caribbean). There is an enormous amount of flexibility in the way that you can choose to do this – here are some examples:

- You can give the money from your own pocket
- You can raise the money
- You can also choose to go and build alongside a home partner family in a number of countries at extra cost, and get yourself sponsored or raise funds to the tune of £1235
- You can do a mixture of all these things

The important thing is to be a HopeBuilder in a way that suits YOU. We've shown some examples overleaf to get you thinking – more on each of these ideas in the following chapters.

EXAMPLE 1: Four colleagues at work decide to raise funds in 1 year

Raise funds through approaching suppliers of the company they work for (with the company's permission of course!) by 'selling' bricks, tiles, doors etc	£300
Ask colleagues for donations	£50
Make personal donations - £12.35 a month each for 1 year	£592.80
Build a display for their reception area and ask every visitor to the company if they will donate their loose change	£120
Persuade the company to send virtual HopeBuilders Christmas Cards instead of buying, writing and posting cards	£100
Emailing friends and getting them to donate online on their website	£72.20
TOTAL	£1235



Example 2: One individual decides to raise funds over 2 years, including a volunteering trip

Makes a personal donation of £20 a month	£480
Gets everyone that they know to sponsor them for their volunteering trip – 40 people at an average of £10 each (many people will sponsor you for more)	£400
Gives talks to local schools, clubs etc after their trip, gets more donations	£100
Sells second hand books and CDs on Ebay, alongside a couple of friends	£155
HopeBuilders Building Blocks Dinner	£100
TOTAL	£1235

EXAMPLE 3: Two families decide to donate over 2 years

E-mail a HopeBuilders Christmas Card to all their friends and relatives instead of buying cards and posting them	£75
The teenage kids do a sponsored 'keepy uppy' with their football team	£100
Collection at the local supermarket or High Street one Saturday	£350
Some friends organise a HopeBuilders concert at the local village hall, including a raffle (prizes donated by local companies)	£400
Do a car boot sale with some friends – create a display and ask for donations as well as selling things!	£175
Collection of change at the local pub	£50
Make some savings at home through signing up to 'Martin's Moneysaving Tips'	£85
TOTAL	£1235

EXAMPLE 4: A Church congregation decide to donate over 1 year

Talk and appeal at a service	£500
The youth group washes local cars one Saturday for £5 a time	£100
A member of the congregation does a sponsored event and gets other people in their community, and work colleagues, to sponsor them	£300
Auction of skills – people from the church and local community working together	£335
TOTAL	£1235

How you raise funds (and how quickly) will depend on how many people you know, the kind of work that you do (if you work), the amount of free time you have, the skills you possess, and how good you are at getting people to rally round and support you. It's just a question of coming up with a plan that works for your own particular circumstances.

So take a read through the following pages and see what ideas inspire you and are appropriate to your circumstances. Pick and choose the ones that suit YOU!



SECTION 1: GIVING PERSONALLY

You can choose to give as much or as little as you like out of your own pocket, depending on what suits you.

Here are some different ways in which you might choose to donate to your HopeBuilders house out of your own funds:

1.1 REGULAR GIVING

- Sign up to give at least £12.35 per month (you can of course choose to donate more)
- If this is the only way you plan to give, it could take a long time (over 8 years!) so you might like to club together with a few friends to get to your target quicker
- To make a regular donation, you can download forms off the HopeBuilder website at www.hopebuilders.org.uk/signup.
- Please remember to Gift Aid your regular giving if you are a UK Taxpayer. Whilst any money that we receive through Gift Aid won't count towards your total of £1235, it provides vital funds to help our work in general – this is the hardest money for us to raise, so it's really appreciated.

1.2 LUMP SUM

- If you find it hard to give from your regular income, you might still have the opportunity to give a lump sum, for example:
 - You or your partner get a bonus at work
 - A policy or savings account matures
 - You make more than you'd expected on a house sale
 - You get married, and you and your partner already have most of the things you need for your new home, so you ask for donations towards your HopeBuilders house
 - You run your own business and have a better than expected month, so decide to donate some of the additional profit to your HopeBuilders house
 - You get an unexpected gift or windfall
 - You decide to forego a Christmas or Birthday present and donate the money instead to your HopeBuilders campaign
- To make a lump sum donation towards your HopeBuilders campaign, please contact Habitat for Humanity at their office on 01295 264240 or email enquiries@hfhgb.org.
- Or you can visit the HopeBuilders website – www.hopebuilders.org.uk/signup - and do it online with a credit or debit card.
- Please remember to Gift Aid your regular giving if you are a UK Taxpayer. Whilst any money that we receive through Gift Aid won't count towards your total of £1235, it provides vital funds to help our work in general – this is the hardest money for us to raise, so it's really appreciated.



1.3 MAKING SAVINGS

- Why not set yourself the challenge of making some savings, and donating those to your HopeBuilders house, for example:
 - You decide to take a cheap holiday at home this year, and donate what you would have spent on a foreign holiday
 - You sign up to Martin Lewis' Money Saving Tips – Martin Lewis is a regular contributor to the Steve Wright Show on Radio 2, and has his own website called www.moneysavingexpert.com which gives you all sorts of ingenious tips on saving money – anything from petrol to insurance, mobile phone bills to holiday flights. It's free to join and you can sign up for regular e-mails with the latest deals
 - If you're not online, you could order a book on money savings tips: "The Money Diet" by Martin Lewis, "Mr Thrifty's How to Save Money on Absolutely Everything" by Jane Furnival, "You and Your Money" by Alvin Hall, or "Penny Pincher's Book: Easy Ways of Living Better for Less – Hundreds of Money-Saving Tips" by John and Irma Mustoe are a few that seem to get good recommendations.
- You could club together with some friends and swap tips that you discover on the way – what works for one person may not work for another, based on the lifestyle and budget needs you have, but it can be a real eye-opener!
- If you enjoy a glass or two of wine and live in the South East, it's worth looking out for newspaper offers during the winter months where a car and up to 4 passengers can go to France for just £10, and with half decent wine in French hypermarkets selling for c. £1.50 a bottle, you can save a tidy sum and have a pleasant day out.
- Have you signed up for all the savings cards you can (e.g. Nectar Points, Homebase Spend and Save, Boots Advantage Points)? These can save you hundreds of pounds a year, which you could donate or part-donate to your HopeBuilders campaign. Or you can use your points to 'buy' prizes for a raffle or competition.

1.4 LEGACIES

- Most people want to be able to leave the world a better place than when they came into it. One popular way is to leave money in your will to charity. By committing to donate £1235 to build a home through HopeBuilders, you will enable up to 4 people to have a life that is worth living.
- Contact Julian Burt by e-mail at jburt@hfhgb.org or by phoning 01295 264240 (opt for extension 200 and ask for Julian Burt) or 07984 788521 and he can advise you on how to leave a donation in your will towards a HopeBuilders house.
- Or you can visit the HopeBuilders website at www.hopebuilders.org.uk/signup.



SECTION 2: FUNDRAISING EVENTS

Events can offer an excellent opportunity to raise good levels of funds, and can be great fun. There's nothing beats the thrill of it all coming together, and meeting your fundraising target.

However, they can be quite complex to organise. It's best to build a team of friends, colleagues and/or family to help you. It's good to have a mix of people involved: The extrovert on the team can be great at extracting freebies from local companies, or at selling or auctioneering, whilst the introvert might be the one that excels at keeping the budget under control. Also, it makes the organisation more fun!

Here are some tips and ideas that we hope will inspire you.

BEFORE YOU START – LEGAL BITS:

- When organising an event, please ensure that you think carefully about the safety of participants and do all you reasonably can to protect them from injury. You should ideally conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information (www.hse.gov.uk). Habitat for Humanity cannot accept any responsibility for your event nor for anyone who participates in it.
- Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected.
- Ensure that your event is adequately and properly supervised. Where children are included, this includes:
 - Providing proper adult supervision
 - Checking that the child's parents/guardians have given their permission for their child to take part
 - Carrying out appropriate background checks if adults are to have unsupervised access to children
- Consider what insurance cover you might need for your event. You don't need public liability insurance provided that you're inviting a select audience to your event (e.g. work colleagues, school colleagues, friends, family, immediate community), but their safety is very important.
- Check whether you need any special licence, e.g. a public entertainment licence or licence to sell alcohol. Environmental Health Dept. of local District Council will advise on licences and insurance, also possibly Leisure and Economic Development Dept. but not all District Councils may have one. For events like Fun Runs on Public Roads, Town Council, Highways Dept. of County Council and local Police will need to be consulted.
- Any publicity materials that you produce for your event **MUST** feature the new **Habitat for Humanity** logo, (as on this document) and the wording: **'Raising Funds in aid of Habitat for Humanity: Registered Charity 1043641'**.
- Habitat for Humanity does not authorise organisers of fundraising events to act as its agents (i.e. take a cut of the money raised or act 'on behalf of' the organisation).
- Please forward any funds raised through events or other activities to Habitat for Humanity as soon as possible after the event. Cheques should be made payable to 'Habitat for Humanity' and sent to 11 Parsons Street, Banbury, Oxon OX16 5LW. **Remember to say it's for HopeBuilders and quote your HopeBuilders Number.**



2.1 LOCAL AUCTION

- Your auction could feature material goods, e.g. wines, unwanted gifts, or skills, e.g. a day's housework, an aromatherapy massage, a website, cooking a dinner for two, being someone's cleaner/ driver / shopper for the day, or a combination of the two.
- Try to get a professional auctioneer to run the auction for you they can make a huge difference to the amount raised and will often be pleased to donate their services. Approach local auction houses or land / estate agents to find someone.
- Talk to all local businesses to see if there is something that they could offer. Position it to them as a way of being able to help a good cause and promote their business at the same time. Promote it through your local paper and even radio station.
- You'll need somewhere to store items before the sale.
- Someone needs to act as the contact – preferably someone that is easy to reach or leave a message for.
- You'll need to publicise it well in advance: Run a press release in your local paper or parish magazine, asking for items to sell (remember to give a contact name, telephone and e-mail address). Design a poster to publicise in the immediate area, on notice boards in churches, schools, local businesses.
- Book a hall – see if they'll do it for free, as it's for charity. Or track down someone with a large barn or tent (this is only going to be good in Summer).
- You'll need a microphone and sound system – again, see if someone will offer it for free. Does your local church have one they could lend?
- You could tie it in with another event, e.g. a concert, a themed party.
- If you can't get a suitable venue, or you end up with lots of offers of second hand items rather than new, consider going to a Car Boot Sale instead. It's still a good idea to have a 'seller' as they can help you get as much as possible for your items! But it's not essential.
- Another idea is an auction of dares – within reason! For example, at a school or college, how much will the students dare the lecturers to do different things? It could be anything from eating a packet of Alpen without milk, or spending a whole day wearing fancy dress whilst teaching, or performing a song in public – just use a bit of imagination! Just make sure that you don't jeopardise anyone's safety. The key is to make it fun, not dangerous...
- Don't forget to create a display at your auction, to tell people what the money is going towards. Who knows – people that don't bid might just make a donation instead! Nothing ventured, nothing gained. Call Habitat for Humanity 01295 264240 x 200 if you would like some display material.

2.2 MORE AUCTION IDEAS

- If your friends have things that they no longer want, they could offer to auction them online at www.ebay.co.uk and give the proceeds to your cause. E-Bay are now well set up to offer charity auctions.
- If you have an auction house nearby, see if you can arrange a special day with them when they will value items that people bring along, with the proceeds of any sale going to your charity.



2.3 GAMES EVENING

- Have an evening of games, wine and nibbles. They could be card games, board games, tiddlywinks, dominoes. Charge an entry fee, or pay per play.
- Why not include a game or challenge that ties in with the concept of HopeBuilders – for example, Monopoly is all about property, or you could challenge people to build a house of cards, or play Jenga which is all about pulling wooden bricks out of a tower and seeing how long it will stay up. Get creative and have fun!
- Think of other things to ‘overlay’ on your evening to increase the opportunities to raise funds (although be careful not to put people off by being too pushy!) But you could have a raffle, show a film about Habitat for Humanity (contact us on 01295 264240 x 200 for a video or DVD), hand out leaflets about HopeBuilders.

TOP TIPS FOR SUCCESSFUL EVENTS

- There’s no point in putting on an event if you don’t publicise it well. Select the appropriate media for the audience you’re after: Use the local papers, websites, radio for local people, or your intranet, e-mail, posters on noticeboards for work based events – see Appendix 1 for some tips.
- The degree of effort you put into an event should be proportional to the amount of money you expect it to raise. For example, you wouldn’t put the same effort into running a coffee morning for 10-20 attendees as you would an event that involves 100 people or more.
- Outdoor events depend on the weather. Ensure you have some sort of cover (e.g. a marquee for a garden party), or a plan to postpone if the weather is really bad.
- Make sure, through a little local research and reading of the papers, that your event doesn’t clash with something much bigger, e.g. The final of a major sporting event on TV, a local carnival or fair.
- Write a checklist of all the things that need to happen before the day, and make sure you prioritise. For example, if you’re running a concert, there’s no point in trying to organise drinks if you don’t have the bands in place!
- Try to get as much as possible donated for free by local businesses in return for a bit of publicity (e.g. mention in a press release to the local paper, business cards on the dining tables at an event where food is served). Work with the business to think up something appropriate – it’s in their interest to come up with good ideas! You might even find a local business that is willing to pay for ALL the costs of the event in return for good publicity.
- If you have a local celebrity, see if they might be willing to come along to open the event, or take part as this will help you get more attendees.
- Whatever your event, always make sure that you have a display about Habitat for Humanity and HopeBuilders somewhere accessible. Tell people about how HopeBuilders will make a difference. Who knows, you might get some extra donations! The office can provide you with what you need – call 01295 264240 x 200 or e-mail enquiries@hfhgb.org and ask for HopeBuilders promotions materials.
- An event has a captive audience – make sure you make the most of this. For example, as well as a concert, have a raffle as this can really help improve the amount you raise.
- Keep a really tight control of your budgets. If this isn’t one of your strengths, find a friend who’s good at it, and ask if they can help you by taking on this aspect of the organisation.
- Check out other events going on in your area to gauge what is an acceptable level of entry to charge. This should be the starting point of your budget planning. Then aim to keep the costs down as low as you possibly can – the more you spend, rather than get donated, the less proceeds you’ll have for all your efforts!



2.4 CINEMA SCREENING

- Find a cinema that will allow you to sell tickets for a specific showing on 'sale or return'. You can sell the tickets for £10 each to a new film, and pay the cinema the cover price - i.e. £4.
- If you manage to fill the cinema, you could raise your entire sponsorship in one go. If you don't manage to sell all of the tickets, give them back before the film's screening and you will have lost nothing at all.
- You may be able to use the same idea with a local theatre.
- Alternatively, could you have a themed film and party night, with the screening of a film such as Star Wars, all attendees in fancy dress, and a party afterwards?

2.5 THEMED PARTY

- If you're a party animal and a natural host/hostess, this can be a really enjoyable way in which to raise funds! You charge in advance for tickets (this gives you cash up front for investing in your event, and flushes out the people who are ACTUALLY coming from the ones that just SAY they will attend and then don't turn up on the night!)
- If your culinary skills are no better than those of a goldfish, then see if you can recruit a friend who enjoys cooking to help you.
- Theme your party around the country or area in which you're sponsoring your house - for example, if you are building in Africa, have a party with African food. Do a search on the internet for recipes - there are loads out there! Try searches on 'African recipes' or search for recipes by specific country. If you are actually going to build as a volunteer, why not have a 'Homecoming Party'? It gives you the opportunity to tell people about your experiences, show photos and video footage, and takes the pressure off before you go (although NB we do need you to have raised enough to pay for your trip before going as a volunteer)
- Alternatively, theme it to an upcoming date in the diary, e.g. Valentine's, April Fool, Easter, Burns Night, Guy Fawkes, Thanksgiving for our US friends.
- Decide whether you're going to just invite people you know, or whether you are going to open it to the wider community. If it's only people you know, you are likely to get fewer attending, but you may be able to avoid hiring a hall and just have it round somebody's house instead. If it's the wider community, make sure you hire a hall.
- Think about what else you can sell on the back of the party, once you have everyone there - e.g. raffle tickets to win a prize (preferably themed to the party). Get a band in - but try to negotiate a good rate as bands can be very expensive. If there's a chance that they could get other bookings as a result of doing your event, they will be more likely to negotiate. Payment of bands tends to relate to the number of people involved, so it will be cheaper to get a 3 piece outfit than a 6 piece one.
- Alternatively, go for a DJ.
- You could hire a hall or, if someone is brave enough and has a big enough house, consider that instead. But this is inadvisable if there are likely to be strangers there and they are concerned about things going missing.
- If it's summer and you have a park or open space near you, how about having an outdoors party? However, make sure that you have a tent or a number of gazebos for people to party under if it's wet.
- How about a camping party if it's summer? Is there a farmer who would be happy for you to use a field? Do ensure that you check whether he has any rules, e.g. no



barbeques. If you don't live in the countryside, do you have friends that could organise this for you, and invite their friends along?

- Make it fancy dress – it adds to the fun and the atmosphere. Warn anyone that doesn't turn up in fancy dress that they'll have to make a donation.

FOOD AND DRINK TIPS

- Careful budgeting is **ESSENTIAL!** Start with how much you feel attendees will be prepared to pay – e.g. £10-15 for an amateur event with simple food and no drinks – and how many people you are likely to get.
- Theme your food and drink to the theme of your evening if at all possible. You can usually source recipes off the internet, or from monthly magazines (although you might need to adapt the ingredients a bit in order to keep costs down).
- Go for small amounts of protein (meat, fish, cheese) for flavour, but bear in mind that it's expensive. Pork is cheaper than chicken.
- Use larger amounts of pulses, rice, pasta etc. These ingredients are relatively cheap and provide bulk.
- Use vegetables for colour and texture.
- Use spices and herbs for adding flavour. Also, if you cook a hotpot and use meat on the bone and cook for a good amount of time, that will add more flavour than just using filleted meat.
- Buy your meat and fish in bulk from a market – it's much cheaper and the flavour is good. Or look for special buys at cheaper supermarkets e.g. Asda, Iceland, Morrisons – but supermarket meats can be bland in taste.
- Don't leave it until the day of the event to do all your cooking – choose recipes that can be fully or partly prepared in advance.
- Spread the load among friends – give each a different dish to contribute.
- Consider whether to use paper plates and plastic cutlery or china crockery and proper cutlery. The proper stuff will need sourcing, washing up and drying, but looks nicer and it's pretty much essential if you're serving food that needs cutting up on a plate – ever tried cutting up chicken legs in a sauce with plastic cutlery on a paper plate? It's very messy!
- If using proper crockery, make sure the plates are modestly sized so that people aren't too greedy with their portions, or your food may run out before all your guests are served.
- Offer bread and butter as one of your 'dishes' – it fills people up quickly.
- Salad is expensive and doesn't generally get eaten. Carbohydrate dishes fill people up quickly, and also soak up the alcohol.
- See if you can find a local drinks company who will provide a certain number of bottles for free.
- It is dangerous to include the cost of drinks in the ticket as consumption can spiral out of control and break your budget. Also it pushes the ticket price up considerably which will put people off coming. The only real exception is if you are doing a posh sit-down event in which case it's customary to include half a bottle of wine.



2.6 MUSIC OR DRAMA EVENING

- Do you have friends with music or drama talent that might be prepared to put on a show?
- It could be classical music, old time music hall, impressions of famous popstars/groups, a series of sketches, or a full scale play.
- Charge entry for tickets (check on other events in your area for an idea of how much to charge).
- Also consider offering refreshments, and perhaps a charity auction or raffle to increase fundraising.
- You could offer cocktails or other drinks, and even snacks themed to the area of the world in which your HopeBuilders house will be built – browse the internet for ideas.

DECORATIONS

- Be careful not to blow your budget on decorations – it's easily done.
- Use the same rule of thumb as for food – use cheap bulk and small amounts of more expensive 'ingredients' for extra visual flavour
- Get hold of cheap, large sheets of paper (e.g. wallpaper lining paper) and draw on simple, bold designs, or use coloured crepe paper, balloons, streamers – this is your "bulk" decoration
- See what you can buy cheaply on Ebay, or in a local charity shop or 'Poundstretcher' type store.
- Do designs using your computer – clipart packages or scan in photos.
- If your event is big and you really want to go to town, consider buying a themed package of decorations – you can get such things on the internet, e.g. www.partypacks.co.uk
- If you're not creative, assign this job to a friend who is – they will probably really enjoy themselves and it will be one less job for you to do!

2.7 WINE BAR/RESTAURANT EVENING

- Many wine bars have at least one day of the week when they find it hard to fill seats. Talk to them and see if they'll give you free hire of the place.
- Agree a fixed price menu for the evening
- Sell tickets that stipulate an amount to cover food and an amount for a donation e.g. £5 is for food and £5 is a donation (Gift Aid can be added to the donation element – ask the Habitat for Humanity office for forms and give out/collect on the evening).
- Even better – see if a local business will sponsor the cost of the food, then ALL of the amount that you charge can be treated as a donation and Gift Aided.
- Does the wine bar have a music licence? If so, see if you can find a friend of a friend who will DJ for you, or provide live music – it will help to justify a higher donation.
- Can you bolt on other activity, e.g. auction of skills, raffle?
- Publicise your event amongst your own social circle and get your friends to publicise it to their friends.



2.8 OPEN GARDENS

- If you have friends with particularly lovely (and reasonably large) gardens, would they open them up to the public in return for donations to your cause?
- Sell afternoon teas and refreshments, plants, crafts, have a raffle to help improve proceeds.
- Don't forget to consider shelter in case it's wet.

2.9 JAPANESE DARE SHOW/ I'M A CELEBRITY, GET ME OUT OF HERE

- This is funniest if you can find the most unlikely participants, preferably people normally seen to be in authority, and persuade them to take part. Teachers, policemen, vicars, councillors, community leaders, lawyers, accountants, church leaders are all good targets.
- Ensure that you don't ask them to do anything dangerous or anything that might compromise their personal beliefs, but you can have lots of fun thinking up just what you will make them do, and how they 'win'.
- You will need to hire a hall with a stage for this, and charge entrance to an audience to raise your sponsorship. Alternatively, get the participants to state how much needs to be offered by the audience before they will do their 'dare'.
- Other alternatives include your own version of The Weakest Link, Who Wants to be a Millionaire, etc.

2.10 FASHION SHOW

- You could make it a serious fashion show, in which case contact local retailers to organise the clothes, and ask for commission on items sold at the show or in the shop (you may need to get tickets printed to give out at the shop which, if redeemed at the store, give a discount to the customer and a donation to your cause).
- It is especially worthwhile hunting out those clothing retailers who may otherwise struggle for publicity, e.g. dress agencies, good second hand dress shops.
- Alternatively, if you offer to do a fashion show for online or mail order retailers e.g. Traidcraft, Namaste, Kay's, they may be more willing to do a deal for you as they have no outlets of their own and your show could provide them with a useful 'shop window' in your area.
- You could even theme your event to the part of the world in which you intend your HopeBuilder house to be built.
- Again, consider what else you can add to the concept to make it a real money-spinner.
- Another idea is to have a fashion show with a competition element: your entrants must rely on what they can pick up at charity shops or what they can make themselves. Have a theme to the show (again, this could be related to the location of your HopeBuilders house, or it could simply be humorous) and request that all participants make their outfits to fit with this theme. It is all the funnier if you can get the most unlikely of fashion models, male and female, all ages, to take part. The audience votes on the winner. With this idea, you charge an entrance fee of both the models/designers and the audience.
- Get the local press involved to publicise your event and show photos afterwards. Please ensure the media use the name Habitat for Humanity! Quite often they publicise an event without naming the charity if it is not a local one.



2.11 ALL THE FUN OF THE FAIR

- Why not set up a stall at a local fair? Different friends could organise and run different stalls.
- Here are some ideas:

Country lottery – mark an area of land into squares – people pay for a ticket for different squares. Borrow a donkey and put onto the land area. Where it ‘does its business’ is the winning square. Half the proceeds are shared between winners, the other half go to your cause.	Treasure map – like country lottery, but cleaner!
Bric a brac	Coconut shy, or knock the head off Aunt Sally (perhaps safer)
Competitions – see item 8 for some ideas	Pin the tail on the donkey/vicar/teacher/councillor (be kind and go for Velcro rather than a real pin!)
Seminars – see item 7 for some ideas	Sales of cakes and preserves
Guess the weight	Dancing/fencing/birds of prey display
Donkey rides/ pony and trap/rides in a vintage car or bus	Plant stall
Crafts	Face painting or makeover
	Puppet show

2.12 HOPEBUILDERS BUILDING BLOCKS DINNER

- Theoretically, this could raise your entire target for your HopeBuilder house, just this one activity! Here’s how it works:
- Get 5 or more people round for dinner and charge each of them for the privilege.
- As a guide, charge £10 if it is just a meal, and £15 if half a bottle of wine is included. You will need to deduct your costs from the amount raised. Follow the tips on ‘Food and Drink’ to keep your costs down. Aim to make around £5 per person after costs.
- Give your dinner an unusual and novel theme – how about a menu that relates to the part of the world in which your HopeBuilders house will be built?
- Tell attendees about the work of Habitat for Humanity, give them each a leaflet, maybe show them photos or talk about the people that Habitat for Humanity has helped.
- Then ask if each of them would also host a Dinner for 7 friends and do the same thing (or of course they can invite you to come and share the dinner and do the talk).
- The more you carry the pyramid on, the more it will raise: For example:

You invite 5 people to dinner, each contributes £5 after costs	$5 \times £5 = £25$	£25
Each of your guests goes on to host a dinner with 5 guests, each paying £5.	$5 \times 5 \times £5 = £125$	$£25 + £125 = £150$
Each of those guests then hosts a dinner with 5 guests, each paying £5	$5 \times 5 \times 5 \times £5 = £625$	$£25 + £125 + £625 = £775$



SECTION 3: RAFFLES AND LOTTERIES

Raffles and lotteries can be a highly effective way of raising funds for charity. You can run them on their own, e.g. through colleagues at work, or your church or social club, or you can include them as part of an event.

On a small scale, they are easy to run and don't require much effort. But it's essential to make sure you stay within the law – just follow the guidelines below.

If you want to run a licenced lottery, i.e. if you want to sell tickets to people at more than one workplace, or the general public, or before an event as well as during it, please get in touch with us because the legal requirements are more complex and it's best that we advise you on the specific requirement. Contact Emma Ives by e-mail at Eives@hfhgb.org or call her on 01295 264240 for advice.

3.1 RUNNING A SMALL RAFFLE OR LOTTERY

- This is where a raffle or lottery is run at a 'closed' event (e.g. at a dinner, a party, concert etc) where the raffle is not the main attraction.
- You don't need a special licence for such an event, but the maximum value of tickets must not exceed £20,000.
- You can ONLY sell tickets within the time and place of the event, you cannot put tickets on general sale before the event itself.
- You must NOT charge more than £1 per ticket and you must NOT offer discounts or promotions, e.g. 5 tickets for the price of 4.
- You can simply buy some cloakroom tickets from a local stationery store, sell 1 strip and put the other strip into the draw. When the draw is made, get someone other than yourself to pull out tickets from the 'hat' and call out the number/colour. The person with the matching half gets to come up and choose a prize.
- No more than £250 may be used from the proceeds to purchase prizes and no cash prizes may be awarded. The value of donated prizes is unlimited.
- All entries MUST have an equal chance of winning, and all counterfoils to tickets sold MUST be included in the draw.
- NO raffle or lottery must be run for private gain.
- Tickets must not be sold to or by people under 16 years of age.

3.2 RUNNING A PRIVATE LOTTERY OR RAFFLE

- This is where the sale of tickets is confined to people living or working in the same premises or who belong to a society that exists for purposes other than gambling (e.g. a sports or social club, a school).
- You MUST NOT publicise such a lottery or raffle outside the premises of the organisation or group of people for whom the lottery is being promoted.



- You must not distribute tickets by post – tickets must be sold within the premises of the one organisation meeting place or workplace.
- You must NOT charge more than £1 per ticket and you must NOT offer discounts or promotions, e.g. 5 tickets for the price of 4.
- You don't need a special licence for such an event, but the maximum value of tickets must not exceed £20,000.
- You MUST get tickets printed that conform with the Lotteries and Amusements Act 1976 – the best way is to use a printer that specialises in this kind of print – for example you could try Ha'Penny Press – www.raffle.co.uk or call 01473 328400 or email tickets@raffle.co.uk. They can send you a list of what text you need to include on your ticket.
- Tickets must not be sold to or by people under 16 years of age.

A FEW TIPS

- Think about your audience – what kind of businesses would be interested in getting themselves known to that audience? Approach them and see if they would donate a prize. Tell them that if they donate a prize of sufficient worth (e.g. good enough to be first, second or third prize) you will feature their logo on your publicity materials and the ticket, or if the raffle is at an event, that you can distribute their literature to the attendees.
- Alternatively, see if some friends/family can use promotional points (e.g. Nectar points, Boots points) to 'buy' prizes.
- It's better to have two or three big prizes than lots and lots of little ones.

3.3 100 CLUB

- A group of 100 people take part in a lottery each month.
- Each month, they pay a monthly subscription, and each month there is a draw. So for example, you could run a 100 Club where each member pays £5, creating a fund of £500; each month a winner could win £100, and the remaining £400 goes to the charity.
- Needs to be registered with the local authority under Lotteries and Amusements Act 1976 – so get in touch with your local District Council for a licence.



SECTION 4: COLLECTING

4.1 STREET COLLECTIONS

- Unfortunately, we don't have the resources as yet to be able to do Street Collections, but we will let you know as soon as we do!

4.2 COLLECTIONS AT SCHOOLS OR EVENTS

- You DON'T need a permit if you are not collecting in a public place. So you can collect money in a private house, school, office, in the office or school canteen, pub or hospital, for example, or at an event that isn't open to the public free of charge, such as a party or a concert where people have paid for tickets.
- And it can be a good way to increase your fundraising. A lady put collecting tins out on the bar (it was a free bar) at her 50th birthday, and around £500 was collected for the charity she supported.
- Contact the Habitat for Humanity office for collection buckets, a T-shirt to wear and leaflets to give to donors: Call 01295 264240 ext 200 or e-mail enquiries@hfhgb.org.

4.3 STATIC COLLECTION BOXES

- Static collection boxes don't work particularly well for Habitat for Humanity as we are not a well-known charity, so concentrate on a more active collection instead!



SECTION 5: SPONSORED EVENTS/ SPONSORED VOLUNTEERING

Legal Stuff

- Nobody aged 16 or under should collect sponsorship money without adult supervision. Children should not approach strangers about their fundraising activities and should always have the permission of a parent or guardian to attend or participate in the fundraising activity.
- Please obtain your sponsor forms from Habitat for Humanity - call 01295 264240 or email enquiries@hfhgb.org

5.1 SPONSORED VOLUNTEERING

- Perhaps you are going as a volunteer to help build a house in the part of the world where you are aiming to fund your HopeBuilder house. If this is the case, you should seriously think about getting yourself sponsored!

5.2 OVERSEAS CHALLENGES

- If you are not in a position to go as a volunteer builder, why not consider doing another kind of overseas event?
- Sponsored overseas Challenges (e.g. Climbing Kilimanjaro, hiking the Inca Trail, trekking to Everest Base Camp, cycling across Cuba) raise on average around £3000 including the cost of the adventure itself. It's a particularly good way of raising funds if you're actually not the adventurous outdoors type and people can see it's going to push you outside of your comfort zone! You will need to give yourself 6 months ideally to get fit and raise sponsorship.
- For a selection of activities, visit www.charitychallenge.co.uk or call them on 0208 557 0000. We'd strongly suggest you use a company like this for your Challenge as they are extremely experienced and can provide the right sort of advice and insurance.

5.3 SPONSORED EVENTS

- Sponsored Events like a swim or walk or even doing the Three Peaks Challenge (Ben Nevis, Snowdon and Scafell Pike) won't generally raise as much in funds as a Sponsored Challenge, mainly because they are so common and within reach of most people. You can expect to raise £100-500 this way – unless of course there is something about your circumstances which mean that is obviously much more of a challenge than to the average person – for example, your age or physical ableness, in which case you can expect to raise much more.
- The other kind of sponsored activity that can do well is one involving humour – especially if the person taking part is in a position of seniority or high responsibility which means that they are not normally known for their humorous antics! For example, we once heard of a group of vicars who did a catwalk fashion parade and raised lots of money. Headmasters and headmistresses regularly do well at school fairs when they offer themselves to have wet sponges thrown at their faces, whilst the rest of them is protected behind a board with a ridiculous mock body design painted on it. Last year,



you might have seen staff of a large supermarket retailer sitting in a bath of trifle outside their store for the day to raise funds for a charity. Use your imagination and have some fun! Here are some ideas:

Bed push	Long distance horseriding
Break out (see how far you can get in one day without spending any money)	Danceathon
Long distance swimming	Leapfrogathon
Silence	Aerobathon
24 hour concert/piano playing/singing etc	Walk, cycle or hop
Beard/head shaving or leg waxing	Parachute jump
Trading places	Weight loss/Stop smoking
	Fashion show using clothes from a charity shop

TOP TIPS ON GETTING SPONSORED

- **Get started straight away!** Don't leave it until the last minute to start raising funds, or keep telling yourself that you'll start next weekend – get going now!
- **Don't try to do it alone.** Tell friends, family, work colleagues etc what you're doing and why, and ask if they'll help you raise funds. Divide and conquer – it's much easier for 10 people to raise £123.50 each than it is for one person to raise £1235 on their own.
- **Get your sponsors to get you sponsored.** Ask your closest friends or relatives (with a different social network from you) if they could think of everyone they know as well, and get them to sponsor you. You will need to give your friend/relative materials to help them promote the charity and what you are doing. If you need more of these, please contact the Habitat for Humanity office. Experience shows that it's quite possible for a close friend or relative to raise £100 - £200 in this way.
- **Think 'sponsorship' wherever you go for the coming months.** You should aim to do something towards getting sponsored every day in the run up to your challenge. Get into the mindset of carrying your sponsor forms everywhere, talk about your volunteering or sponsored challenge experience to everyone you meet, and never let an opportunity pass you by.
- **The biggest donations can come from the most unexpected sources.** That's why you should take your sponsor forms and information on Habitat for Humanity and your volunteering experience wherever you go, and ask everyone you come into contact with. And often you'll find that the most generous donations come at the least expected time and from the least obvious source.
- **Get a generous donation to start off each sponsor sheet.** On the other hand, there are always some people you can rely on to be generous. Make sure you get someone like this to start off every clean sponsor sheet. Everyone else is likely to follow with similar amounts. If someone starts off a sponsor sheet with a small donation (e.g. £5), then put that sheet aside and don't use it again. It doesn't matter that you've only got one sponsor name on there, and you don't want to discourage others off giving more generously.
- **People can give time if they cannot give money.** Not everyone will be able to sponsor you generously – but can they help by giving their time to raise funds, e.g. Selling soft drinks at an outdoors event, organising a party or disco? If they think that the cause is good enough, they may be willing to do this.
- **See if your employer will offer matched funding.** Many larger companies these days will match the amount raised by an employee when it comes to fundraising. Approach your human resources department and clarify what the policy is.





- **Gift Aid it!** Please remember to Gift Aid your regular giving if you are a UK Taxpayer. Whilst any money that we receive through Gift Aid won't count towards your total of £1235, it provides vital funds to help our work in general – this is the hardest money for us to raise, so it's really appreciated.
- **Don't be afraid to ask people to sponsor you!** Recent research shows that the main reason why people don't give money to particular charities is simply because nobody ever asked them to. Very few people will ever refuse. Even if they can't give very much, they will usually give something.
- **Group presentations.** One effective way to raise funds is to get people together and show a DVD about the work of Habitat for Humanity. We can provide you with suitable presentation materials – just contact the office.

WHO TO ASK

The more people you ask to sponsor you, the more money you are likely to be able to raise. So sit down and think of all the people you could ask to sponsor you. It may help you to look at the diagram below, and jot down who you are going to approach in each category.



WHY WOULD PEOPLE SPONSOR YOU?

- Because they know you
- Because you asked
- Because they agree with the cause you're raising funds for
- If you are going as a volunteer builder: because you will see for yourself how their donations are going to be used and can report back on the difference that it makes.
- If you are doing a sponsored event or challenge: Because you're prepared to make the effort – most people admire that!

HOW TO ASK

Face to Face

- Asking people to sponsor you face to face is immediate, you can hopefully collect the sponsor money then and there as a cheque, and they are not very likely to say no.
- When you tell people about your sponsored event, volunteering or Challenge, you will need to be brief and to the point. Remember to explain:
 - What your sponsored activity will entail and why you are doing it
 - Ask if they feel able to make a donation
 - Leave them with a leaflet on Habitat for Humanity

By E-mail

- Asking for sponsorship by e-mail can work very well where you know that the person you're writing to responds to e-mails. Also, people tend to be more generous because you can put a link in your e-mail to your HopeBuilders web page where they can give immediately by credit card, which is quick and convenient.
- You will need to go through the same points, but keep it brief – people won't read long e-mails.
- Send your e-mail ONLY to people you know.
- DON'T put lots of photos in your e-mail as it may crash the recipient's computer. You won't need to anyway, if you put in a link to your HopeBuilders web page.

By Letter

- Only use letters when you aren't going to see people face to face.
- It is best to hand-write letters. It looks much more personal. But make sure that they are written neatly, and that your spelling is correct. Simple mistakes can be very off-putting. You could print some photos of the Habitat for Humanity homes onto computer paper, then write your letter on that.
- Tell people what you're doing, why you're doing it, and the difference it will make. Send your letter with a sponsor form and a leaflet on HopeBuilders and Habitat for Humanity.



GETTING SPONSORED BY COMPANIES

Getting your employer to help you

- If you work for a company, why not ask if they can help you raise funds?
- Would they give you Matched Funding – i.e. match the amount of money that you manage to raise? Many larger companies will do this – ask your Personnel or HR department what the policy is.
- Would they let you approach their suppliers – especially any suppliers that you deal with?
- Would they allow you to email all staff with details of your HopeBuilders website? Challenge colleagues to help you and get a little competition going! Would your company put a link to your HopeBuilders website from their intranet?
- Would your company let you dress in a hard hat, branded T shirt, 'builders' boots etc in the canteen one lunchtime and rattle a tin? (N.B. There are no legal restrictions on collections on private property in the way there are when you collect on the High Street). You can get hard hat, T-shirt and bucket/tin from the Habitat for Humanity office.

Getting The Help Of Other Companies

- If you are going to go as a volunteer on a build, it is worth looking at companies in your area and think which ones you might approach for sponsorship. Look for a good 'angle' for their involvement – e.g. a building company, estate agency, DIY store.
- Think about what you could offer in return for a donation. Have a sliding scale of offers, depending on how much they donate (see example letter below)

How to go about it:

- Call the company, ask who deals with sponsorship and charity donations, and say that you're trying to raise £1235 to build a house in a developing country through Habitat for Humanity, and have a business proposition for them which you'd like to send in, and ask who you should send it to. (If it's a small company, you will probably need to speak to the managing director, if it's a larger company it's likely to be marketing or personnel). Tip – you might want to write a bullet point summary that you can follow, and practice before you make the call.
- Send the summary. To help you, we've provided a template below which you can adapt. It is best to send with a leaflet on Habitat for Humanity, as it is not a very well-known charity and this will make the recipient feel more confident that the charity is bona fide.
- Follow up about a week later with a further phone call. You may need to be very persistent to get through to the right person at the right time! If your contact is not around, make friends with the PA or secretary if there is one.
- If a company can't sponsor you, see if they would be willing to offer goods or services that you could auction.





SAMPLE CORPORATE SPONSORSHIP REQUEST LETTER

(Company Address)

(Date)

Dear (*Name of contact*)

I am aiming to raise £1235 for the housing charity **Habitat for Humanity** (Registered Charity Number 1043641) to enable a family living in poverty in (*part of the world you have chosen for your house*) to build their own simple, decent home. I enclose a leaflet on the charity for interest, and you can also visit my website at (*your HopeBuilders web address*).

I will be going as a volunteer to help build houses for a week in a similar community.

Would (*company name*) be interested in sponsoring me? I could offer a range of PR benefits in return, dependent on the amount that you are prepared to sponsor me for:

DONATION AMOUNT	BENEFIT OFFERED
£50-100:	Your company name on my website
£101-250	Your company name AND logo on my website
£251-500	Your company name and logo on my website Provision of an article plus photos to go on your intranet or website about my experiences
£500+	Your company name and logo on my website Provision of an article plus photos to go on your intranet or website about my experiences Provision of an article for your industry press and/or local press Photos of me wearing a T-shirt with your logo during my volunteer building experience, for you to use in publicity Video footage on CD

If you would just like to give a donation, you can send a cheque made payable to **Habitat for Humanity** to my address below, so that I can forward to the charity with the other funds that I have raised.

I will call you in a few days to see if you would be willing to help with this venture.

Many thanks for your time.

Yours sincerely

(*Your name*)

(*Your address*)

COLLECTING SPONSOR MONEY – MAKE IT EASY!

- **Get the money when you get sponsored.** Ask your sponsors to give you their sponsor money at the time that they sponsor you. It will save you having to catch up with them again after your sponsored activity. Most people are happy to do this.
- **Wherever possible ask for a cheque.** It's too easy to get coins and notes muddled with your own money, and it's also easier to keep tabs on who has or hasn't paid up. Cheques should be made payable to **Habitat for Humanity**. Ensure that the name on the cheque is the same as that on the sponsor form, so we can easily marry it up in the office – if not, please point this out!
- **If people give you cash:**
 - WRITE DOWN who has given you what (we recommend you take a pen and little notebook with you wherever you go, people have a habit of giving you sponsor money when you are least prepared.
 - Don't get it muddled up with your own money – make sure you keep in a different pocket or bag.
 - Don't lose any cash you are given. Put it somewhere safe, preferably into your bank account as soon as possible.
 - Write a cheque payable to **Habitat for Humanity Great Britain** for the amount of cash. Postal orders are OK too.
 - On the back of the cheque, or on a note with the postal order, write the names of the sponsors and the amount they gave.

PAYING MONEY IN

- **Please send your completed sponsor forms and all sponsorship to:** Habitat for Humanity Great Britain, 11 Parson's Street, Banbury, Oxfordshire OX16 5LW.
- **REMEMBER to provide us with your name, address and HopeBuilders Number, so we know that the funds are to go towards a HopeBuilders house!**



SECTION 6: OTHER IDEAS

No doubt you can come up with lots of your own, but we hope these will provide some food for thought!

6.1 ODD JOBS

- Can you, or your friends, help others out in return for a donation?
- Here are some ideas. Please ensure that there is adult supervision for anyone under 18:

Car washing	Printing	Cooking
Cleaning inside cars	IT skills	Chopping/delivering firewood
Window cleaning (inside or out)	Designing a website	Pet sitting
Gardening	Babysitting	Making kid's party bags/helping at a kid's party
Painting or DIY	Bar work (e.g. holiday cover)	Present wrapping at a local store
Home deliveries	Shoe shining (at local train station, shopping centre etc)	Dog walking
Housework/ironing		

6.2 CHARITY PIZZA/RESTAURANT DISH

- Talk to a local pizza house (or other sort of restaurant) to see if they would create a special dish, for a limited period of time, to support your HopeBuilder campaign.
- Profits from sales of that item during the period go to Habitat for Humanity.
- Offer to help them publicise it, in conjunction with local publicity on your HopeBuilders campaign itself. This will hopefully benefit them by bringing in more customers.
- Publicise it round local companies as well. After all, the more sold, the more towards your HopeBuilders total!

6.3 SALE OF GOODS OR PRODUCE

- Try contacting local stores, promotional agencies, etc about any leftover stock that they might be happy to let you have to sell in aid of your charity.
- Sell via a stall at a local fair, or on the back of an event that you are organising.
- If you know people who grow their own vegetables, could they sell off any surplus to help raise funds?



6.4 WORKSHOP OR SEMINAR

- Do you have friends with particular skills who could run a workshop?
- Ask for a minimum donation rather than charge an entry fee as you are not doing this in a professional capacity.
- You will need to find a venue and identify some people who would like to take part.
- For example:

Bird box building/other carpentry	Christmas decoration making
Flower arranging	Jewellery making/other crafts
Colour analysis	Stencilling
Massage	Pottery
Car maintenance	Drawing or painting
Short story writing or poetry	Pilates
Bricklaying	Conversational French/Spanish/Italian
Wine tasting	Nature/wildlife spotting/identification
Make up lesson/makeover	Dancing
Cross stitch/embroidery	Knitting/crocheting
Life coaching	Interview skills/CV writing
Drama class	Song writing
Effective public speaking	Choral singing
Calligraphy	Card/calendar making
China restoration	Decorative paint techniques

6.5 £5 TO £50 ENTREPRENEUR

- Each entrant has to take £5 and, through their own ingenuity, multiply it up to £50 or more. The winner is the one that makes the most.
- You could offer to give them back their original £5 stake if they make more than £50.
- For juniors, you could have a £1 to £10 competition.
- See if you can get a suitable prize donated by a local company. If not, you can create a prize fund from part of the money that is raised. The other part goes to your HopeBuilders appeal, of course.
- This could be a good activity to run with a school or college. Get a company to run it (the school or college may already have a relationship that you could build on), putting up the £1 or £5 stake for each participant, and a prize for the winner. Or approach your local Business Link to see if they can think of an appropriate company.



6.6 WINE/CHEESE/FOOD TASTING

- Offer to stage a wine/cheese/food tasting event. Get local companies to donate samples and give you commission on everything sold in return for a bit of publicity (e.g. giving participants a leaflet on their services).

6.7 LOOSE CHANGE

- Many people have collections of loose change hanging round at home. Ask if you could have this towards your sponsorship total.
- Get plastic money bags from your local bank, and count up the relevant amount into each bag.
- NB: When you pay this into a bank, you may have to do it at a certain time of day because it doesn't make you popular with other customers, if you pay in bags of coppers and silvers at peak times!
- Also, do your friends have savings accounts with small amounts of money left in them, which they would donate?
- Do they have any leftover Euros from recent holidays that they would give to you?

6.8 PRINTED ITEMS

- Printed items have a high perceived value. Consider that your average novel costs under £1 to produce but usually sells for considerably more!
- Ideas for books/booklets: Local walks; pub guide; village guide; night life guide; nature guide; business directory; useful information on a subject in which you have some expertise; recipes.
- You can produce in Microsoft Word, Microsoft Publisher, or if you have a friend skilled in design, ask them if they can do it.
- Calendars: Quotations, photography of local people and/or places, art done by local people, kids etc
- Get the costs sponsored through a local company, or through selling advertising space.
- If you can find someone to print your item free of charge, fantastic! Alternatively, the cheapest way to do it is usually to get it produced by digital print.
- Sell through your company, local church, local shops, local pubs, to family and friends, rambling clubs, etc.
- If you are printing small quantities, then find a printer with a digital printing press, e.g. Riso, Hewlett Packard, Xeikon (pronounced 'Zycon').

6.9 OFFICE/GOVERNMENT CLEARANCES

- Do you know anyone working for a big company that is about to relocate, or for a government office? Do they have items that they are looking to dispose of, that you could auction online at www.ebay.co.uk or at an auction rooms?



6.10 GUIDED WALKS/TALKS

- Set up and run a local guided walk service for tourists – talk to your local tourist information office.
- Cover local history, nature, sites of interest.
- Ask for a donation, not a fee.
- Or you could produce a booklet and get it printed.
- In either case, getting publicity is key – if take up isn't what it ought to be, consider how best to get the message out to the right people in the right place and at the right time!

6.11 REFRESHMENTS STALL

- For this to work, you need an audience! So find out where there's an event coming up where you might be able to have a stand, e.g. school sports day, local fair, church event, carnival etc
- Approach the organisers for permission, take some brief info on your charity to help 'sell' your cause.
- Organise the equipment you'll need – it may be that the organisers can provide some, but if not, consider what is required – e.g. if you are outdoors, there may not be a power supply for boiling kettles, so take lots of big thermos flasks for water, arrange for a 'runner' to keep filling them up from a nearby source. If you're outdoors, a gazebo is a good idea in case the weather turns.
- Get friends, family, neighbours to bake cakes, snacks etc – cheese straws, flapjacks, chocolate krispie cakes – the kinds of things that are easy for people to eat without plates, etc.
- Generally you can charge around 20p for a glass of squash, 50p - £1 for snacks, 50p for tea or coffee.
- If you have anything left over, you might be able to freeze it so you don't need to waste it!
- At my local church, in our rather picturesque village, we regularly run a 'teas on the green' on a Sunday. This takes a bit more effort as we have to put out tables and chairs, either in the church hall or on the village green, do lots of washing up etc. It usually brings in around £250-400 profit per Sunday.
- If you offer Afternoon Teas as an event in its own right – then don't forget to promote it clearly with lots of posters in the vicinity, a sign on the day. People won't attend if they don't know it's on!

6.12 DIRECT SELLING

- This isn't for everybody, and is only suited to people aged 18+, but some people find they really enjoy it.
- Explore what companies sell direct and offer commission – for example, Oriflame cosmetics, Bettaware, Virgin Cosmetics, Body Shop, Colour me Beautiful, Telco.
- Hold parties for your friends and neighbours, with commission going to your HopeBuilders total.



6.13 BAG IT UP AT THE SUPERMARKET!

- Identify a supermarket with a fairly well off customer base – e.g. Waitrose, Tesco, Sainsbury
- Approach the manager and ask if you can do a bag-pack, preferably on a Saturday (if not, Friday night is another good time). You don't need a license or anything, just the manager's permission.
- When you approach the manager, don't forget to take some brief information on Habitat for Humanity, to help 'sell' the idea.
- Get some friends together to be the Bag Pack Team
- Ideally, wear T-shirts that promote Habitat for Humanity, so that it is clear you are raising funds for a good cause! Ask the office and we'll send you some.
- You can raise a good few hundred pounds this way.

6.14 ENCOURAGE FAIR TRADE AND RAISE FUNDS!

- This would be a good one for your local church to get involved in as it's a great way of demonstrating practical concern for people in developing countries, both to them and to your own community.
- Traidcraft sell a range of consumables (e.g. coffee, tea, pasta, biscuits, wines) for which the producers (usually in developing countries) are paid a fair price.
- They run a scheme whereby you can become a Fair Trader, sell their goods and earn 15% on everything you sell. See www.traidcraft.org.uk
- You will need a venue at which to sell the goods each week – e.g. church (if they don't object to you 'trading' on a Sunday), your company, even the local car book fair. Alternatively, do it by home delivery – get people to email you their orders and arrange to deliver on a Saturday morning, and they give you a cheque on the spot.
- You'll also need somewhere to store the goods.
- It's not something you can, or should, do just for HopeBuilders, it's an ongoing thing, so must not be taken on lightly. However, if you have the time and storage space and the enthusiasm for helping developing countries, it might be right up your street. It supports fair trade and will contribute to your HopeBuilders total.
- Remember to tell your customers that all profit is going to charity – they may decide to make an additional contribution on top.

6.15 BOOK SALES

- My local post office collects and sells second hand books to raise funds for a local hospice. The manageress sells books at anything from 65p to £1.50 depending on whether they are paperback or hardback. In the first quarter of 2005, over £1000 was raised.
- Can anyone help you set up a similar scheme in your area, to help raise funds for your HopeBuilders appeal?
- Could you sell second hand books at your office, school or college? Do you have a staff canteen where people might be in the mood to browse after lunch? Is there a local coffee shop where people might like to buy a book to browse through whilst they eat and drink?



6.16 CAR BOOT BOOTY

- If you've watched one of those TV programmes like Cash in the Attic, you'll know how much people can raise in a day at a Car Boot Sale. And if it's not just your clutter you're selling, but other people's as well, you're likely to raise a lot more.
- You'll need a spacious vehicle (van, large car, MPV) and somewhere to store clutter. You will also need some friends to help you (or preferably friends who will take on doing the car boot sale themselves).
- Put a notice in your local parish magazine, newspaper, get word out at your office, your church, your social club, drop some notes through the letterboxes of your neighbours, telling them about your challenge and asking if they have any bits they can donate to you to help raise funds.
- An example of the kind of note you need to do is shown below – you're welcome to adapt this to your own needs:



WANTED!

CDs - Books - Ornaments - Videos

Habitat for Humanity (Registered Charity Number 1043641) build houses with and for people in poverty. So far, they have enabled over 1 million people across the globe to have a simple, decent home. It is not a handout – the home owners must put in up to 500 hours of their own time, and pay back the costs of materials at a rate they can afford. This money is then used to build more houses in the community.

You can find out more by visiting www.habitatforhumanity.org.uk

I'm aiming to raise £1235, which is enough to fund the building of one house in the developing world.

To help raise funds, I'm running a stall at a car boot sale in XXXX on xxxxx, and need lots to sell! Do you have anything in your attic or around the house that you could donate? Ornaments, books, CDs, videos, anything like this would be really welcome.

I'll be back on XXXX to collect anything, or you can ring me on XXXX or email me at XXXXXXXX and I'll come and collect – **THANK YOU!**

MAKING THE MOST OF ONLINE TOOLS

We're hoping that one of the easiest and most effective ways for you to raise money will be through our online tools at the website www.hopebuilders.org.uk.

Here, following simple instructions, you can create your own personal HopeBuilders mini website which will:

- Tell your friends all about the campaign and how it can make a real and lasting difference to people in developing countries.
- Show how well you're doing towards your total – and it will do this in a pleasingly visual way: A virtual 'house' comes together to show how much of a house would be built by the funds that you have raised so far. When your friends donate online by credit card, or when you make a payment online, more bricks spin into place according to the amount of donation. Great fun and all rather satisfying!
- Enable any of your friends that donate to download a sheet which gives information about the campaign and includes a model of a typical Habitat for Humanity house showing just how little it costs to change the life of a family. This is our thank you to them – and of course we hope it will enthuse them about our work!
- Allow you to send virtual Christmas cards. Save time and money, and donate what you save to your HopeBuilder house! The cards you send can be printed out, or just viewed on screen by the recipient.
- Allow you and your friends to 'buy' an alternative present of bricks online and send you a greetings card saying that they've done this.

Other tools will be coming onstream as time goes on, such as an Ideas Forum – and of course, if you think of some fantastic idea, then do let us know and we'll add it into the mix!



SENDING IN YOUR DONATIONS

You can send in any money that you want to give or which you have raised through the following means:

ONLINE

- If you want to make a regular donation, a one-off lump sum (either a personal donation or money that you have raised through fundraising) or leave a legacy, please visit the website www.hopebuilders.org.uk/signup and complete the appropriate form.
- If you want to get friends to sponsor you, then they too can go to the HopeBuilders website and make a donation by credit card (including Gift Aid if appropriate).

BY POST

- You can pay money into your HopeBuilders account by post.
- Make the cheque payable to "Habitat for Humanity".
- Put a note in with the cheque giving your name, address and HopeBuilders Number, or download and complete the appropriate form off the HopeBuilders website – visit www.hopebuilders.org.uk/signup.
- Send in to Habitat for Humanity, 11 Parsons Street, Banbury, Oxon OX16 5LW.
- Please let us know if you need a receipt.

BY PHONE

- We can accept Credit Card and Debit Card donations by phone. You will need your Credit or Debit Card and your HopeBuilders Number.
- Please call 01295 264240, choose Option 1 from the menu – the extension number that you need is 200.
- Our staff will talk you through the procedure.
- Please let us know if you need a receipt.



GETTING HELP AND SUPPORT

We are truly grateful to you for becoming a HopeBuilder – and if at any time you need our help or support in your fundraising efforts, please do get in touch.

Whether it's publicity materials, someone to bounce a fundraising idea off, to tell us about your most effective fundraising ideas so we can share them with other HopeBuilders, or ask for advice on your fundraising plans if you're struggling a bit, we'd love to hear from you!

CONTACTS

General Fundraising Advice

Emma Ives

Telephone 01737 842711

Mobile 07747 601440

E-mail eives@hfhgb.org

Legacies

Julian Burt

Telephone 01295 264240 extension 200

E-mail jburt@hfhgb.org

Publicity Materials

Telephone 01295 64240 extension 200

E-mail enquiries@hfhgb.org



APPENDIX 1: PRESS AND PUBLICITY TIPS

FOR EVENTS

Good publicity can really help boost the success of an event. Here's a sample press release you can adapt:

BUY A BOOK AND BUILD A HOUSE!

A wide selection of books, CDs and tapes will be on sale at St Martin's Church Hall, Dorking on Saturday 15th September from 11am to 1pm. All proceeds will go towards charity Habitat for Humanity, which helps people living in poverty to build their own simple, decent home.

Stuart Pendleton, who has organised the sale, is aiming to raise £1235. "That's all it costs for a family in a developing country to have a simple, decent home. The money I raise will pay for building materials for a house, and the family that will live in it must put in up to 500 hours of labour to build it. The houses are designed so that they can be built by volunteers, and the family and their community build the house together. They end up with a place to call their own, but because they do the work, it builds their self-esteem and builds the community as well."

Please support the Sale, or alternatively log onto Stuart's website, www.xxxxxxxxx.org.uk where you can read more about the project and donate by credit card.

-----ENDS-----

NOTES FOR EDITORS

For more information about the event, please contact Stuart Pendleton on (phone) or (email)

About Habitat for Humanity

Habitat for Humanity is a global non-profit housing organisation dedicated to eliminating poverty housing worldwide. We work around the world with volunteers from all backgrounds, races and religions to build homes together with families in need.

Since we were established in 1976, Habitat for Humanity has built 200,000 homes, giving a million people a simple, decent place to live. Habitat for Humanity is active in 94 countries worldwide, including 18 in Europe and Central Asia.

In the UK homes have been built in London Southwark, Belfast, Eastbourne and Banbury. Liverpool started building this year. We also recruit volunteers to help build homes in Africa, Asia, Europe and the Americas – our Global Village programme sends self-funded teams overseas for working holidays of one to three weeks.

For more information, please contact Helen Flower at Habitat for Humanity on 01295 220185 or 07887 684001 or visit our website at www.habitatforhumanity.org.uk



FOR A VOLUNTEER TRIP

The local media will find your experience with Global Village and Habitat for Humanity very interesting. After all, you are going to have or have had a once in a lifetime experience that few people in your area are ever likely to get.

Television and Radio

Ring your local BBC or independent TV/radio station. Give them a brief description of what you're doing, why, a bit about Habitat for Humanity, and see if they'd like to do an interview.

Please try to obtain a recording of your interview to send to the Habitat for Humanity Press Office – it's great for us to have interviews etc on tape for our records!

Points for TV

- Don't panic if you've never done something like this before. Usually they will rehearse with you before they take a shoot, and it's very rare that they broadcast live, so if you fluff your lines, fall over, make an idiot of yourself, don't worry – it can be edited out!
- If you have a corporate sponsor, wear their T-shirt and let them know about it beforehand (perhaps they'll increase their generosity?)
- Ensure also that your visual includes a logo of the charity you're doing the Challenge for, preferably with e-mail/phone contact details for those that would like to sponsor you (make the numbers big enough for viewers to read).
- SMILE! If you are nervous, take some deep breaths before you start.

Points for Radio

- You may not need to leave your home or office to do a radio interview - sometimes they agree to ring you at a certain time, run through what they're going to talk about, and then you're on air.
- A word of advice – don't try to listen to yourself on the radio as you are trying to do the interview on the phone. It will throw your concentration, and may create 'feedback' on air. Better to get a friend to record it for you, if you know when it's on.
- Other times, it won't be a live interview at all – they'll do it with you over the phone, edit it and then play it on air later. The only thing to remember with this is that they may not broadcast the interview in its entirety, so things that you had wanted to be included may get left out.
- Remember that it's hard to get information across on radio as it is a non visual medium so a prompt card (see below) is even more important. If the interviewer leaves out any of the things on your checklist, try to cover them off yourself. The most likely thing to get left out is a mention of your corporate sponsor, especially on a BBC station – they don't like giving free advertising. Try to include it yourself, making it into part of something else you're talking about so that it doesn't look too obvious a plug
- ...and please keep mentioning Habitat for Humanity!

Prompt Card

- Create a prompt card for yourself (it will need to be discreet if you're on TV) to remember to mention the following:



- What you are raising funds for/ how much you are looking to raise (project details)
- How you are raising funds
- How/why you got involved
- Mention of your corporate sponsors, if they have been particularly generous.
- How people can get in touch to sponsor you. Direct them to your HopeBuilders web page, or see if the radio/TV station will take calls on your behalf. Don't give your personal telephone number out on air if you don't want to be bombarded with nuisance calls. If you want to give personal contact details, an e-mail address is safer.

WRITING A PRESS RELEASE

Make sure the content will appeal to the publication for which you're writing

Your local paper is most likely to publish your article if it emphasises the local connection – most likely to be YOU! But write it in the third person, as if you are a journalist writing about yourself.

You might also have occasion to write a press release for a trade journal. For example, if you are seeking generous sponsorship by a local company, you might offer to write a release for their house newsletter or trade journal in return. In this case, ensure that you highlight the part that the company has played in your challenge.

Send at the most opportune time

When is the deadline for receipt of articles? If it is Tuesday, then don't send your release on Wednesday: By the time the next issue is published, your article will have been forgotten.

Ideally, in such a circumstance, send it to arrive on the Monday – it's after the weekend, they are actively looking for stories by this time, but the paper won't be so full that they can't fit your story in.

Construct your release according to the following rules:

- Try to open with an eye-catching headline and an interesting angle that will make your readers want to read on.
- Ensure that you summarise the main points of the release in the first paragraph. The reader needs to know what you are doing, the name of the charity you are doing it for, when and why, and what the local angle is.
- In the centre section, explain what you are doing and why. If you are being given generous support by a local company, you should also include something about why they are supporting you, preferably with a quote. (You can write the 'quote' yourself, as long as you get written/e-mailed permission from the person whom you are quoting.)
- Statistics are a good idea – use some from the Habitat for Humanity Fact Sheet overleaf.
- Always ensure that you refer to 'Habitat for Humanity', not just 'Habitat'.
- In the final section, go for a call to action, for example, "Clare hopes that Redhill Gazette readers will want to sponsor her – please e-mail clare@aol.com."
- CHECK YOUR SPELLING AND GRAMMAR!



Ensure you write to the correct length

It is always worth asking the journal or paper for which you're writing whether they have a particular word count in mind, and aiming to keep to that length. Sometimes a local newspaper will give you an entire half page if they are a bit short of news that week.

Set out your release with double line spacing

Editors sometimes want to write comments near to particular wording, and having the article with double line spacing helps.

Include a photograph if you can

If you are being sponsored by a local company, use the opportunity to wear a T-shirt or fleece with their logo on it. Alternatively, wear a Habitat for Humanity T-shirt.

A few tips for good press photography: Ensure that your photographer has enough light to get a good photo. Try to relax as the photo is taken – the more at ease and relaxed you look, the better the result will be! And DO NOT wear black – it really is the hardest colour to shoot because all details become lost, which will ultimately mean that the photo comes out looking pretty one-dimensional.

General information

At the end of the release, write 'RELEASE ENDS' – then below this point, add a title :“Notes for Editors”. Under this, put your name and contact details, and then add the following general information on Habitat for Humanity:

About Habitat for Humanity

Habitat for Humanity is a global non-profit housing organisation dedicated to eliminating poverty housing worldwide. We work around the world with volunteers from all backgrounds, races and religions to build homes together with families in need.

Since we were established in 1976, Habitat for Humanity has built 200,000 homes, giving a million people a simple, decent place to live. Habitat for Humanity is active in 94 countries worldwide, including 18 in Europe and Central Asia.

In the UK homes have been built in London Southwark, Belfast, Eastbourne and Banbury. Liverpool started building this year. We also recruit volunteers to help build homes in Africa, Asia, Europe and the Americas – our Global Village programme sends self-funded teams overseas for working holidays of one to three weeks.

For more information, please contact Helen Flower at Habitat for Humanity on 01295 220185 or 07887 684001 or visit our website at www.habitatforhumanity.org.uk

MEDIA CONTACTS

Don't know how to contact your local media? We can do it for you or pass on the contact details if you wish. Please contact Helen Flower as above.



HABITAT FOR HUMANITY FACTS

You can use these statistics in publicity:

THE PROBLEM OF POVERTY HOUSING

According to the UN, there are around 2 billion people living in poverty housing. That's about 30% of the entire world population. There are around a further 100 million people who are homeless – almost twice the population of the UK.

Poverty housing perpetuates poverty:

It causes insecurity: City dwellers in developing countries need up to 12.5 times their annual income to buy a modest house. (UN Habitat, 2001). So most people rent. But this leaves them very vulnerable: for example, they may find themselves evicted without notice. And rented accommodation is built to lower standards which can leave them very vulnerable (e.g. in earthquake zones, rented accommodation is seldom earthquake resistant).

It promotes disease and ill health: Lack of sanitation and overcrowding cause rapid spread of disease, especially in urban areas. Damp walls and unsurfaced floors can cause respiratory problems, whilst insects and even snakes and rats may live in straw and thatch roofing or poorly constructed walls, and they in turn cause and/or spread disease.

It makes it hard to get a job or an education: People can't hold down jobs and children cannot attend school when they are too ill, or always having to find somewhere new to live. In any case, education for children is low priority to parents struggling to survive.

ABOUT HABITAT FOR HUMANITY

Habitat for Humanity is a global not for profit housing organisation which works tirelessly to stamp out poverty housing and homelessness from the face of the earth and make adequate housing for all a matter of conscience and action.

Habitat for Humanity was founded in 1976 after one man's vision of a world where everyone has a simple, decent and affordable place to live. 30 years on, Habitat for Humanity works in almost 100 countries and has helped over 1 million people out of often appalling poverty and into their own simple, decent homes.

All over the world, from Rwanda to Romania, Cambodia to Chile, local Habitat for Humanity 'affiliates' are working in partnership with local experts, the new homeowner, local volunteers and volunteers from other countries to help the homeowner build or renovate their home. In fact a new Habitat house is built every 21 minutes somewhere in the world. Habitat for Humanity is not a giveaway programme. It is a hand up, not a hand out.

Habitat for Humanity helps bring hope, opportunity and a real sense of dignity to those people who most need it by helping them turn their hopes and dreams of a new home and a better life into reality.

In Great Britain, our Global Village international volunteering programme send out volunteers all over the world to help people build their new home. This includes our own domestic programme where volunteers can help on house building projects in Great Britain.

Habitat for Humanity have built 200,000 houses since it began in 1976, the last 100,000 of these were built in the last 5 years. With every £1235 that Habitat for Humanity receives from the HopeBuilders campaign, another home can be built and another family housed in decent, simple accommodation.







HopeBuilders is a campaign of:

Habitat for Humanity
11 Parsons Street
Banbury'
Oxon OX16 5LW
Telephone 01295 264240

E-mail enquiries@hfhgb.org

Website: www.habitatforhumanity.org.uk

A Registered Charity Number 1043641 and a Company Limited by Guarantee: Registered Number 3012626

PATRON: HRH The Duke of Gloucester KG GCV0

BOARD OF PATRONS: Akbar Ali MBE, The Lord Alton of Liverpool, Professor Graham Ashworth, The Rt Rev, Michael Baughen, The Very Rev. Michael Bunker, Alistair Burt MP, The Rev. Dr Tony Campolo, The Rev. Steve Chalke, W Roger Haughton, Simon Hughes MP, The Lord Ouseley of Peckham Rye, Sir Jonathan Sacks – Chief Rabbi, The Rev. Dr. Derek Tidball, Terry Waite CBE