

## How to: Fundraising for Social Action

Community fundraising can help to bring neighbours and communities together to support a unified cause, while providing valuable funding for your activity or event. Coming together to think about how and why you want to fundraising creates connections and helps to make everyone feel included. This guide will help you think about the process and give you additional information and tools that you might need.

### Before you start

Once you have decided that you want to think about ways to raise money for your activity or event there are a few things that you might like to consider, such as:

- Talk to those who are helping or supporting you. How would they like to get involved?
- Are you working with external groups or organisations? What works for them?
- Could you get sponsorship from local businesses for any equipment or items which you need?
- Are you able to open a bank account? If you are planning any fundraising, you will need to open a bank account to manage your money. Do not be tempted to use a personal account to hold funds for a community project. It could make you vulnerable to allegations of fraud from others. You can find out more about opening up a bank account through our [fact sheet](#).
- If you are unable to open a bank account, could you join with another existing community group that has a bank account and work together? This could be a community action group, voluntary sector organisation or your parish or town council. Careful negotiation may be required along with a [Terms of Reference](#) document to clarify each of your roles, responsibilities and financial management but it may be mutually beneficial.
- Find a small idea that fits in with what you are trying to achieve. You need to think about:
  - what you need the money for
  - who will get involved
  - who you think you will raise the money from.



### Achieving your targets

Be consistent in what you want to achieve and what the fundraising is for. Set targets that are easy to communicate with others and show how the fundraising will help to achieve what it you want to do. Put together a planned budget so that you know your target is correct.

Promote what you are doing through your local communication channels, such as posters, newsletters, social media and the local press. Use the skills in your network to make your fundraising activity successful. If you are struggling for ideas, Sands have a [comprehensive list of ideas](#) that you could consider doing on their website. From abseiling to organising a zany clothes day, and from a crossword contest to shopping coupons there is something there for everyone.

### After your fundraising

Telling the rest of the community about what you have achieved will help to make them feel part of what you are doing, keep them interested and make what you do is accountable and transparent to the wider community. Write a thank you article for a local newsletter, place a post on social media or send out personalised thank you's for larger amounts or sponsorships.

Take a look at our [Raffles, Lotteries and Tombolas factsheet](#) or [Setting up a 100 Club information sheet](#) if you are planning one of these activities.

The NCVO have some [additional information on fundraising](#) that you may find useful.

