



Lifeboats

YOUR GUIDE TO ACTIVE FUNDRAISING

Thank you for choosing to fundraise for the RNLI – we really appreciate your support. This guide offers advice to help you make the planning and outcome of your event as successful as possible. Remember you can always call us if you have any queries or would like additional fundraising material.



GETTING STARTED

Top tips

We can provide you with official RNLI sponsorship forms so that you can approach friends, family and workmates and ask them to support your challenge. Here are some top tips.

- Get a generous sponsor at the top of each sheet to set the standard.
- Ask your sponsors for their donations in advance to save you chasing them all up after the event.
- Ask your sponsors to complete their full postal address and tick the Gift Aid column so that the RNLI can claim these additional funds from the Inland Revenue. In the UK the RNLI can claim Gift Aid on the donations given by any UK taxpayer with their permission. Once your event is over and you have collected your sponsorship, return your original sponsorship forms to the RNLI with the funds raised so that this claim can be completed. (Not applicable in ROI).

Set up your own online fundraising page

Creating an online fundraising page allows you to reach all your friends, family and work colleagues wherever they are. It also collects the money and sends it to the RNLI for you. It's quick and easy to do.

- Visit www.justgiving.com/rnli/raisemoney and it only takes a few minutes to set up your page.
- Add a photograph and some text about yourself and your event or challenge.
- Email the link to your page to everyone you know and they can visit the page and sponsor you online.
- Please also send a link to your RNLI contact so that they can note the page address on their records.
- Justgiving pay the money direct to the RNLI so you don't have to run around after the event trying to track down your sponsors.

Can your employer double your funds?

Several employers offer to match, in part or full, charity funds raised by their employees. It's their way of ensuring the charitable donations they make are ones that their employees are happy with. So ask your employer if they operate a 'matched giving' scheme. Claiming material funds is usually a very quick and simple process and could double your funds.

Creative sponsorship

If you don't like asking your friends for sponsorship or this is the umpteenth sponsored event you've been involved in, here's an idea for a more creative approach.

- Create your own game of chance as an alternative. For example, if you are running or walking, ask people to make a donation to guess your finish time or finish position if it's a race.
- Make up a sheet with a number of different alternatives



near what you expect to achieve in the event and put alongside spaces for the name of the person who 'buys' that option.

- Whoever gets it correct or nearest to the right answer wins a prize – either a small amount from the funds you've raised from the activity, a box of chocolates or something of your own choosing – just put details of the prize on offer on your competition sheet.

This could raise as much or more than straightforward sponsorship, but because everyone has a chance of winning a prize they won't feel as if they are getting nothing in return for their donation.

Activity fundraising

You may also wish to consider organising your own mini-fundraiser. The possibilities are endless but here are a few:

- dress-down day at work
- themed party
- disco/Karaoke in your local pub/club
- computer game challenge night
- quiz night
- five-a-side competition/sporting challenge/tug-o-war
- cheese & wine evening
- barbeque/dinner for friends
- car boot sale (have a clear out and attend one in your area)
- sponsored shave/wax/silence/etc.
- office swear box
- tombola/raffle (if all the tickets are sold and the winner(s) drawn at the same event, you do not need a gaming licence)
- home baking – bake some cakes/biscuits and sell them to you workmates during their tea-break
- auction of promises

The RNLI has a number of support packs available 'off the shelf' to help you organise your own mini-fundraiser. These include lucky lifeboat station game, bonus ball game and quiz packs. Contact your regional fundraising office for help with posters, tickets and other support materials for your own event.

You may have ideas of your own not included here. We'd be delighted to support you with these too – please contact your local RNLI regional office to discuss.

Publicising your fundraising challenge, event or mini-fundraiser

Your nearest RNLI fundraising office will be happy to give you assistance with writing a press release and contacting your local newspapers and radio stations to see if they would like to publicise your fundraising activity. This helps raise the profile of the RNLI and, if it's an event other people can enter on behalf of the RNLI, it could even help us raise more money.

Fundraising Do's and Don'ts

Please DO...

- Plan your fundraising – if you have a target to achieve, break it down into manageable chunks and decide how you will try to raise each bit.
- Start fundraising as soon as you can – giving yourself as much time as possible to raise as much as possible to help the RNLI save lives at sea.
- Network – who do you know and who do they know? These are the people who can help you raise funds.
- Consider timing – is there an occasion coming up you can tap into, for example, carol singing in the run up to Christmas, staging a St George/St David's/ St Andrew's/St Patrick's day event or an Easter egg hunt.
- Inform your sponsors whether the cost of your challenge/event is coming out of the funds they are donating – this is a legal requirement.
- Keep details of the amounts donated or pledged by all donors and any other activities used to fundraise to provide to the RNLI on request.

- Please return all sponsorship forms to the RNLI along with the amount you have raised.
- Obtain and pay to the RNLI all sums pledged and raised as soon as possible and by the deadline you have agreed with the RNLI.

Please DON'T...

- Approach trust funds without discussing it with the RNLI first.
- Approach any large organisations with which you do not have a direct link without discussing it with your RNLI contact first. It could be that your approach clashes with an approach the RNLI are making in which case both may be turned down.
- Collect on private property (including shops and pubs) without first obtaining permission from the owner.
- Collect in any public place or house to house without first obtaining a collector's licence from the local authority and through your nearest RNLI fundraising office.
- Conduct any raffle or lottery without first contacting your nearest RNLI fundraising office in case a gaming licence is required.
- Use any of the money you raise to cover the costs you incur in organising your own challenge, unless previously agreed with the RNLI.

Insuring your event

- If the event is not RNLI organised the RNLI cannot be held liable for your safety. Check with the organiser of the specific event what level of public liability insurance they provide – you may wish to take out your own personal insurance.
- If your event or challenge is self-organised there will be no public liability insurance in place, in which case the RNLI strongly advise you to take out your own personal insurance.

Further support

If you have any questions about this guide, or need further advice on raising your sponsorship, please contact your local fundraising office at the address below.



ORGANISING YOUR EVENT: PRACTICAL ADVICE

This section tells you where you can find equipment, preparation and training advice. Make the most of the help available.

Running events

The RNLI has PDF training advice and plans for the following distances: 5K, 10K, half marathon and full marathons.

Event listings:

Equipment, nutrition and preparation, training advice and event listings: www.realbuzz.com (web only)

Amateur Athletics Association of England	www.englandathletics.org	0121 452 1500
Athletic Association of Wales	www.welshathletics.org	0870 1622 530
Scottish Athletics Federation	www.scottishathletics.org.uk	0870 145 1500
Athletics Association of Ireland	www.athleticsireland.ie	00353 1625 1101 or 01 625 1101
Northern Ireland Athletic Federation	www.niathletics.org	028 9060 2707

Cycling events

Advice and events listings:

Cycle Touring Club (UK)	www.ctc.org.uk	0870 873 0060
Cycling Scotland	www.cyclingscotland.org	(web only)
Sport Governing Body (UK): British Cycling Federation	www.britishcycling.org.uk	0870 871 2000
Sport Governing Body (Wales): Welsh Cycling	www.welsh-cycling.co.uk	01633 670540
Sport Governing Body (Scotland): Scottish Cycling	www.scuonline.org	0131 652 0187
Sport Governing Body (ROI): Cycling Ireland	www.cyclingireland.ie	00353 1 855 1522 or 01 855 1522
Sport Governing Body (Northern Ireland): Northern Ireland Cycling Federation	www.cyclingnireland.com	028 9181 7396

Walking/Trekking events

Advice & events listings:

Long Distance Walkers Association	www.ldwa.org.uk	(web only)
Ramblers Association	www.ramblers.org.uk	0207 339 8500

Access advice:

Scottish Mountaineering Club Governing Body (British): British Mountaineering Council Governing Body (Scottish): Mountaineering Council of Scotland	www.smc.org.uk	(web only)
Governing Body (Irish): Mountaineering Council of Ireland	www.thebmc.co.uk	0870 010 4878
	www.mountaineering-scotland.org.uk	01738 638227
	www.mountaineeringireland.ie	00353 1 625 1115 or 01 625 1115

Water-based events

Advice listings

RNLI Sea Safety	www.rnli.org.uk/seasafety	0800 328 0600
Royal Yacht Association (RYA)	www.rya.org.uk	0845 345 0400
Maritime and Coastguard Agency (MCA)	www.mcga.gov.uk	023 8032 9100
Irish Coastguard	www.safetyonthewater.ie	01 678 2000 or 00353 1678 2000
Irish Water Safety	www.iws.ie	01 890 420202 or 00353 1890 420202