

# RNLI FUNDRAISING GUIDE



**Lifeboats**

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# YOUR SUPPORT

Thank you for choosing to support the RNLI.

The RNLI is the charity that saves lives at sea. RNLI volunteer lifeboat crews provide a 24-hour search and rescue service around the coasts of the United Kingdom and Republic of Ireland, while RNLI lifeguards provide a seasonal lifeguard service on selected beaches. The RNLI rescues an average of 22 people from the water every day, in situations that are often difficult and sometimes dangerous.

Although we work closely with the Coastguard and other rescue services, we are independent of Government funding, relying on donations for our income. So we can only continue our lifesaving work thanks to people like you!

Your support is essential if we are to go on saving lives and helping to keep all those who use the water safe.



'From bog snorkelling to bungee jumping, I am always amazed at, and appreciative of, the imagination and dedication people go to, to raise the much needed funds for the RNLI.'

Conor Walsh, Helm, Skerries Lifeboat Station



# YOUR JOURNEY

From the moment you contact the RNLI you have begun your very own personal supporter journey with us. Whether you're offering an hour of volunteering at an event, completing a challenge in aid of the RNLI or are a lifelong supporter who fundraises regularly for us, you will receive the greatest charity experience there is.

Your journey is a series of steps to guide you from choosing an event, all the way through to completing it and collecting your sponsorship. The steps can be whatever you want them to be – from regular contact, to a friendly voice on the end the phone.

We want your journey to be tailored to you.

A typical journey with the RNLI...

'I have never felt so supported. Great philosophy – you support us to support you'.

Andrew James, Bath half marathon runner.

**1** You need to decide if you want to take part in an RNLI event, or organise your own in aid of the RNLI.

**2** Either register online at [rnli.org.uk/events](http://rnli.org.uk/events) or contact your nearest community fundraising office (see back page for details).

**3** You will then receive confirmation and the person to contact if you need anything.

**Organising your own event**  
If you are organising your own event, we can give you materials to help you publicise your event locally to really make the most of what you are doing for the RNLI. However, if you would prefer to prepare in your own way, just let us know and we can make contact with you at a later time.

**4** **RNLI organised event**  
If you are taking part in an RNLI organised event, we will be in touch regularly to make sure everything is okay and give you some handy tips, fundraising materials and training ideas tailored especially to you in the run up to the event.

**or**

We can give you some handy tips and training ideas tailored especially to you in the run up to the event.

For more information on running your own event, see page 16.

**5** On the day itself we love to be there to thank you for supporting our charity. Where possible you will see Team RNLI attending events from the Great North Run, through to fire walks and abseils.

**6** Once you have finished your challenge, whatever it may be, we will be there to help you collect any outstanding sponsorship or offer advice on how to achieve your fundraising targets and more.

# SAFE CREW

RNLI volunteer crew members and lifeguards risk their lives to save others at sea. Your fundraising can help to keep them safe.

From gloves to helmets, safety lines to safety boots, it costs over £1,000/€1125 to equip each crew member.



## **GLOVES £16/€18**

Hardwearing, warm, waterproof gloves are vital safety equipment.



## **SAFETY LINE £53/€60**

Certain procedures require crew to use safety lines, tethering them to the lifeboat via their lifejackets.



## **BOOTS £42/€47**

Our crews depend on these high-performance boots with superb grip, reinforced shanks and steel toe caps to keep them from injury.



## **JACKET £170/€191**

A new all-weather jacket to help keep crew members dry and warm.



## **HELMET £166/€187**

This vital piece of equipment protects crew from the worst the sea can throw at them and can be fitted with radio communications equipment so that crew members can keep in touch even in a deafening storm.



## **MAINTAIN & RUN ATLANTIC £12,000/€13,500**

Every RNLI Lifeboat has to undergo routine maintenance, refits and modifications. All work for the ILB lifeboats, including the Atlantics, is carried out at our own Inshore Lifeboat Centre at East Cowes, IoW.

# SAFE BEACHES

The RNLI operates over 140 lifeguard units around the coast of the UK and every year it costs over £450 to equip each lifeguard.



## **RESCUE TUBE £75/€84**

Strapped around a casualty to tow them into shore, it aids buoyancy.



## **2 RED AND YELLOW FLAGS £24/€27**

Used to indicate the area on a beach where Lifeguards are patrolling. Always Swim between the Flags.



## **SHORT WETSUIT £45/€51**

Needed for warmer conditions and protection.



## **PATROL VEHICLE £21,000/€23,600**

The centre of patrol activity on most larger beaches, it allows lifeguards to be at the water's edge for long periods.



## **RESCUE BOARD £780/€878**

A lifeguard's primary rescue tool, it can be the quickest way to respond in most conditions within 100m of the shore.



## **INSHORE RESCUE LIFEBOAT £9,500/€10,700**

For mass rescue, water patrol and search and rescue in surf up to 400m offshore.

# IDEAS AND TIPS

## A-Z OF FUNDRAISING IDEAS

Fundraising can sometimes be a bit daunting, especially if it's your first time, so here's an A-Z of fundraising possibilities to get you started:

### A AUCTION OF PROMISES

Offer to wash someone's car for a month, do the ironing or walk their dogs for a donation.

### B BBQ

Get sizzling those sausages and crush the ice for the Pimms. Invite your friends round and charge a donation for your exemplary culinary skills!

### C COFFEE OR TEA! AND CAKES

Why not have a brew for the crew. You will be the most popular person at work or college if you delight them with your biscuits and cakes at tea break! You can also raffle the yummiest looking cake – this often makes more money than selling by the slice!

### D DRESS DOWN DAY

This is one of the simplest ways to raise funds and everyone loves ditching their suits to wear jeans for a small fee. Get approval first then put up a few posters around the office to promote the day.

### E EBAY

Sell your unwanted items on ebay and watch your total grow as people battle it out on the online auction.

### F FASHION SHOW

Ask your friends and family to clear out their wardrobes of clothes, shoes and bags and find some aspiring models to strut their stuff on the catwalk. Charge for items bought.

### G GUESS THE AMOUNT/NAME/WEIGHT

The classics are always the best! Fill a jar with sweets and ask people to guess the quantity, or guess the name of a teddy or the weight of an object for a small fee.



### **HOMEMADE GOODIES!**

Ask your friends or colleagues to donate homemade items (cards, chutney, jewellery, art, pottery) and find a prime location to sell them to others (eg the coffee machine!).

### **IMAGINE...STORYTELLING IS ALWAYS POPULAR!**

Why not get your local pub interested? In a cosy back bar, a few ghost stories on a dark night can go down well! Or hold a story writing competition or, if you are a school, why not have a readathon?

### **JUMP OUT OF A PLANE!**

Have a go at skydiving for the RNLI, or join in with a bungee jump.

### **KNIT-A-THON**

If you love knitting, invite a few friends round to join in the fun. Sell your items to friends and family.

### **LUCKY LIFEBOAT STATION SWEEPSTAKE**

We can supply this fundraising pack for you. Charge £1 per station at your local pub, social club or among friends. The winner gets a prize (even better if it's donated) and the proceeds go to the RNLI.

### **MEXICAN EVENING**

Cook enchiladas, fajitas or chilli con carne, mix up the margaritas and get out the sombrero! Ask your friends to come in fancy dress and charge for entry.

### **NIGHT IN**

Instead of going to your local restaurant, create a mouth-watering menu, invite your friends and ask them to pay what they think the food would be worth in a restaurant (if you can't cook, rope someone in to help!).



# IDEAS AND TIPS

## **O** OPEN GARDENS

If you have green fingers and want to show off, you can always join in with a local RNLI Open Gardens Event, or organise your own within your street, village or locality.

## **P** PLANT SALE

Sell at village fetes, market stalls or car boot sales. The best time to hold an event would be late Spring or early Summer.

## **Q** QUIZ NIGHT

What's the capital of Mozambique? Find out who's great at general knowledge. Ask your social club to hold a quiz night to help with your fundraising! We can send you an RNLI quiz pack, so you're sorted!

## **R** RNLI REINDEER RUNS

Join in a pre-Christmas 10k or 5k fun run, which take place across the country ([see rnli.org.uk/events](http://see.rnli.org.uk/events)). Ask friends and colleagues to sponsor you or do a sweepstake on your finishing time.

## **S** SOS DAY

The last Friday in January is the RNLI's biggest fundraising day. Do your own event or join in someone else's at [rnli.org.uk/sos](http://rnli.org.uk/sos)

## **T** TOMBOLA

Great to support some of your other events and easy for someone else to help you run.

## **U** UNWANTED GIFTS

Ask friends, family and colleagues for any new unwanted or unused gifts to use as prizes for other activities or to sell at a car boot sale.



## **V** VOLLEYBALL COMPETITION

Promote the event well in advance and get teams together to hold a competition on the beach. You could also provide refreshments (for a fee) for the spectators.



## **W** WALKIES

Take part in an RNLI welly walk or organise a local sponsored walk. You could dress up to raise more awareness and charge an entry fee. Keep it interesting by getting people to find items en route.

## **X** X-TREME SPORTS

If you fancy cycling from London to Paris, completing the Three Peaks Challenge, walking from Lands End to John O'Groats or kayaking across the Channel, check out the 'Do your own thing' section on our website [rnli.org.uk/events](http://rnli.org.uk/events).



## **Y** YODELLING COMPETITION

Yodelayheehoo... see who can sing for the longest time. Sell refreshments and hold a collection for the RNLI.

## **Z** ZZZZZ ZZZZ ZZZZ

Sponsored stay-awake. Our volunteer crews are woken from their sleep in the early hours to save lives at sea. Can you be sponsored to stay awake for 24 hours?

Whether you're doing a one-off event or raising funds to increase your individual fundraising total, every penny you raise will go towards our lifesaving service.

If none of these appeal, why not consider supporting somebody else's event or coming along to an RNLI-organised one as a volunteer helper? Check out the RNLI events website at [rnli.org.uk/events](http://rnli.org.uk/events) for things happening in your area.



# IDEAS AND TIPS

## TOP TIPS

### FACEBOOK AND TWITTER

Using social media sites such as facebook and twitter can help increase awareness of what you're doing. You can invite people to join in your events and link through to your fundraising page.

### MATCHED GIVING

Some employers are able to match your fundraising total. Why not ask? It could double your fundraising efforts.

### WRITE A BLOG

Your sponsors will love to hear how you're getting on with your fundraising and it's a really good way to connect with new people. Go to **blogger.com** to get started.



### YOUR COMMUNITY FUNDRAISING OFFICE

We're here to help! We've got loads more fun ideas to help you increase your total. See the back page for our contact details.

Here are our top tips to help you raise even more money...

1. Set up an online sponsorship page. See the 'Money' section in this guide (page 14) on how to do this.
2. Send your electronic sponsorship form round to other departments, classes, customers or friends to get them to start sponsoring you too.
3. Add a link to your online sponsorship page on your email signature and say why you are taking part, or how much you want to raise to encourage people to click.
4. Don't forget to share any interesting stories which link you and your event to the RNLI, as this can really help with your publicity.
5. Explain to people how their money can help save lives at sea (see page 2).



### **IF YOU'RE AT SCHOOL OR UNIVERSITY WHY NOT ...**

Speak to your canteen staff and ask if they can sell cakes or other items for a day or so in the run up to you taking part. Or could your class do something to support you?

### **IF YOU WORK IN AN OFFICE OR FACTORY ...**

Ask your boss if it might be possible to have a dress down day in aid of your challenge or could everyone wear a certain coloured item to work that day and make a donation to support you?

You could send your online sponsorship page round to all in your office, your customers, your suppliers and include a short email saying what you're doing and why.

### **IF YOU WORK IN A SHOP OR SUPERMARKET ...**

You could organise a bag pack or have a charity bucket in the store promoting the fact you are taking on your particular challenge.

### **IF YOU WORK IN A PUB OR RESTAURANT ...**

Could you organise a charity concert with a local band? They might give their time for free and you could charge an entrance fee for people to come and watch. Include on any posters what you are doing, why, and that it is for the RNLI.

Could your restaurant display an RNLI collection box near the till or offer customers the option to add a discretionary donation to the bill? Put a card on the tables explaining how people can donate and a bit about the RNLI. If they could give even a little, it would mean a lot to your overall fundraising.

# MONEY

## ONLINE SPONSORSHIP PAGES

Now you know what you are going to do, you can kick-start your fundraising by setting up an online sponsorship page. It's an easy and secure way to raise funds – you don't have to chase people for money as it goes directly to the RNLI.

Although there are many online fundraising providers, the RNLI prefers to use Virgin Money Giving (**virginmoneygiving.com**) which is 'not-for-profit' and therefore more cost effective. However, you can also use **justgiving.com** or **mycharity.ie** in Rol.

By setting up an online fundraising page, as long as your sponsor is an eligible UK taxpayer, the RNLI will be able to claim an additional 25p from every £1 donated, at no cost to you or your sponsor. Unfortunately, Gift Aid does not count towards your individual fundraising total. However, the RNLI can claim up to 25% more on what you raise. To find out more visit **charity-commission.gov.uk**.

Here's how to get the most from your sponsorship pages:

## PERSONALISE YOUR PAGE

Your online page tells people what you're up to and why you're raising money for the RNLI. Keep your friends and family updated with photos and videos of preparations for your event and fundraising activities. If you are entering an event, a photo with your medal is a great way to show your sponsors that you have completed your challenge.

## LET EVERYONE KNOW

Ask your closest friends and family to donate on your online page first. This will encourage other sponsors to give, and people tend to match the amounts already listed, which hopefully will be generous!

When you've got a few donations, think about other people you can ask – social clubs you belong to, schools, neighbours, work colleagues and suppliers.

Use social media sites, such as **facebook.com** and **twitter.com** to update your status to say 'Sponsor me – I'm raising money for the RNLI' and link to your online giving page.

Adding your pages' web address to your email signature raises awareness to every person you email, thereby doing the work for you!

By contacting your local newspaper with a press release on why you are raising funds and adding the link to your fundraising page, you can access a wider audience who may wish to sponsor your cause.

## FENELLA'S FUNDRAISING

Fenella Green raised £593 for the RNLI by running the BUPA Great Manchester Run:

'Most of my donations came from my online fundraising page. It was a really easy way of asking friends who don't live locally.'

## KEEP FUNDRAISING AFTER YOUR EVENT

Almost 20% of sponsorship is collected after the fundraising event has happened, so sending an update and final appeal to those who haven't yet donated can increase your final total. Don't forget to thank everyone who has supported you too!

If you prefer using a sponsor form, drop us a line and we can email one to you. Don't forget to ask your sponsors to complete their contact details in full (home address not work address) so that we can continue to claim Gift Aid.

## HOW TO PAY IN YOUR MONEY

Here's hoping that all your fundraising efforts have been a great success and that you've had some fun in the process!

To ensure that we can promptly put your funds to good use, please send in your money no later than 8 weeks after the date of your event.

## YOUR ONLINE FUNDRAISING PAGE

If you've set up an online fundraising page, the money you've raised will come directly to the RNLI, including any Gift Aid payments. You can keep track of your final total by accessing your fundraising page 8 weeks after your event.

## BY POST

Cheques should be made payable to 'RNLI' and sent to your local community fundraising office (contact details on the back page). Please quote your fundraising activity on your covering letter so we can see what you've been up to and include your sponsorship form (if you used one).

## BY PHONE

Call your local fundraising office (details on back page) to pay over the phone using a debit or credit card.

## DONATE ONLINE

If you've decided that you don't want to organise a fundraising event but would still like to donate money to the RNLI, you can make an online payment at [rnli.org.uk/donate](http://rnli.org.uk/donate).



# ORGANISE YOUR OWN EVENT



## LEGALITY

If you are organising your own event, these next few pages are especially for you as there are some important things you need to be aware of.

### KEEP IT LEGAL

Charity fundraising is regulated by law and there's lots of helpful information in the Legal and Insurance section of [how2fundraise.org](http://how2fundraise.org). This is a useful website from the Institute of Fundraising.

You'll need to:

- obtain all necessary licenses, permits and consents for your event or activity
- follow good food hygiene procedures and comply with food safety regulations
- comply with any Institute of Fundraising codes of practice relevant to your event. Find out more at [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk)
- get permission from the owner before you collect on private property, including in shops and in pubs
- get a permit or licence from the relevant local authority if you are collecting or raising money in a public place
- speak to your RNLI contact before conducting any raffle or tombola
- get a licence before you can sell alcohol at your event (you may wish to ask your local pub to organise the bar for you instead)



- get RNLI permission to use the RNLI logo, images or trademark
- respect the confidentiality of other peoples' information and treat any confidential or personal information, or photos you take, with care. Ensure you apply the principles of the 1998 Data Protection Act as detailed on [how2fundraise.org](http://how2fundraise.org).

## KEEP IT SAFE

It's your responsibility to ensure your event runs safely. The RNLI can't accept liability for accidents or damage to people or property as a result of your event or activity, even when it is organised to raise money for us.

You must:

- carry out a risk assessment before your event or activity to ensure that everyone involved with your event – participants, helpers and spectators – stays safe. You can find out more at [hse.gov.uk](http://hse.gov.uk).
- make sure that everyone involved with your event is aware of any potential risks and of any special requirements for taking part, eg fitness levels, training or specialist equipment needed.
- supervise your event properly and adequately, and take particular care if children are involved.
- your event must be covered by insurance and, if you're the event organiser, you may need to take out specific insurance cover. Consider obtaining personal accident insurance cover for any activity involving risk of injury.

# ORGANISE YOUR OWN EVENT

## CHECKLIST

### BEFORE YOU START:

- set yourself a goal or target and let everybody know about it!
- contact us and keep in touch
- spread the word among your friends, family, work mates and through your social networking space – get people to sponsor you, or would they like to join in too?

### CHECKLIST:

Next step is to make sure you've got these things covered:

- publicity
- posters
- flyers
- press release
- online sponsorship page or sponsor forms
- risk assessment and insurance
- licences and permits
- first aid and emergency contingency
- kit, eg running vests
- participants – are they fit for the event, do they have all the kit they need, do they know what to do?
- donations – work out:
  - how you will collect them – have you got secure facilities for storing cash?
  - how you will bank them
  - how you will send them to us
- matched giving – will your employer support you with this?

### DURING THE EVENT:

- get friends, colleagues and family to support you – people cheering you on can make all the difference!
- tell the local media so you get as much interest as possible

- if you've planned carefully, everything should be okay, but make sure you have a contingency for things like bad weather or an accident.
- good luck – have a great time!

#### AFTER YOUR EVENT:

- thank participants
- thank land/property owners if appropriate
- collect in all money
- send all the money raised to us
- keep in touch – visit the RNLI event website to see what else is going on!



‘I’ve always loved to abseil  
but to do it for the RNLI – it’s  
great to support them and  
help save more lives at sea’

Martin Galloway, Scotland

# LINKS

We've compiled a list of websites that you may find useful if you're doing an active challenge for your fundraising. You'll find loads of information about training plans, locations and events, to help you get the most out of your fundraising activity.

## RUNNING

England Athletics

[www.Englandathletics.org](http://www.Englandathletics.org)

Ireland Athletics

[www.athleticsireland.ie](http://www.athleticsireland.ie)

Athletics Northern Ireland

[www.niathletics.org](http://www.niathletics.org)

Welsh Athletics

[www.welshathletics.org](http://www.welshathletics.org)

Real Buzz

[www.realbuzz.com](http://www.realbuzz.com)

Scottish Athletics

[www.scottishathletics.org.uk](http://www.scottishathletics.org.uk)

## CYCLING

British Cycling

[www.britishcycling.org.uk](http://www.britishcycling.org.uk)

Cycling Scotland

[www.cyclingscotland.org](http://www.cyclingscotland.org)

Cyclist's Touring Club

[www.ctc.org.uk](http://www.ctc.org.uk)

Irish Cycling

[www.irishcycling.com](http://www.irishcycling.com)

Northern Ireland Cycling Federations

[www.cyclingniireland.com](http://www.cyclingniireland.com)

Welsh Cycling

[www.welsh-cycling.co.uk](http://www.welsh-cycling.co.uk)

## WALKING/TREKKING

British Mountaineering Council

[www.thebmc.co.uk](http://www.thebmc.co.uk)

Long Distance Walkers Association

[www.ldwa.org.uk](http://www.ldwa.org.uk)

Mountaineering Ireland

[www.mountaineering.ie](http://www.mountaineering.ie)

Mountaineering Council of Scotland

[www.mcofs.org.uk](http://www.mcofs.org.uk)

Ramblers

[www.ramblers.org.uk](http://www.ramblers.org.uk)



## WATER-BASED ACTIVITIES

British Canoe Union	<a href="http://www.bcu.org.uk">www.bcu.org.uk</a>
Canoe Association of Northern Ireland	<a href="http://www.cani.org.uk">www.cani.org.uk</a>
Canoeing Ireland	<a href="http://www.canoe.ie">www.canoe.ie</a>
Irish Coastguard	<a href="http://www.ircg.ie">www.ircg.ie</a>
Irish Water Safety	<a href="http://www.iws.ie">www.iws.ie</a>
Martime and Coastguard Agency	<a href="http://www.mcga.gov.uk">www.mcga.gov.uk</a>
National Water Safety Forum	<a href="http://www.nationalwatersafety.org.uk">www.nationalwatersafety.org.uk</a>
RNLI Sea Safety	<a href="http://www.rnli.org.uk/seasafety">www.rnli.org.uk/seasafety</a>
Royal Yacht Association (RYA)	<a href="http://www.rya.org.uk">www.rya.org.uk</a>
Scottish Canoe Association	<a href="http://www.canoescotland.com">www.canoescotland.com</a>
Canoe Wales	<a href="http://www.canoewales.com">www.canoewales.com</a>

## HIGH ACTIVITIES

Skydiving	<a href="http://www.bpa.org.uk">www.bpa.org.uk</a>
Bungee Jump	<a href="http://www.bungee.co.uk">www.bungee.co.uk</a>

## OTHER USEFUL SITES

Food Standards Agency	<a href="http://www.food.gov.uk">www.food.gov.uk</a>
How 2 Fundraise	<a href="http://www.how2fundraise.org">www.how2fundraise.org</a>
Health and Safety Executive	<a href="http://www.hse.gov.uk">www.hse.gov.uk</a>
Institute of Fundraising	<a href="http://www.institute-of-fundraising.org.uk">www.institute-of-fundraising.org.uk</a>



# CONTACTS

Thank you for choosing to fundraise for the RNLI. Your money really will go towards helping our volunteer crew and lifeguards continue to save lives at sea.

We love to see the creative ways that our supporters raise funds for the RNLI! Email us your photos to [events@rnli.org.uk](mailto:events@rnli.org.uk).

We're here to help!		
Get in contact with your local RNLI fundraising office if you have any queries:		
East	<a href="mailto:events_e@rnli.org.uk">events_e@rnli.org.uk</a>	01473 822837
Ireland	<a href="mailto:events_ireland@rnli.org.uk">events_ireland@rnli.org.uk</a>	01 895 1800
London and South East	<a href="mailto:events_gl@rnli.org.uk">events_gl@rnli.org.uk</a>	020 7620 7400
North	<a href="mailto:events_n@rnli.org.uk">events_n@rnli.org.uk</a>	0161 787 8779
RNLI Headquarters	<a href="mailto:events@rnli.org.uk">events@rnli.org.uk</a>	0845 121 4999
Scotland	<a href="mailto:events_scot@rnli.org.uk">events_scot@rnli.org.uk</a>	01738 642999
South West	<a href="mailto:events_sw@rnli.org.uk">events_sw@rnli.org.uk</a>	01752 850680
Wales	<a href="mailto:events_wales@rnli.org.uk">events_wales@rnli.org.uk</a>	0121 780 6960
West	<a href="mailto:events_west@rnli.org.uk">events_west@rnli.org.uk</a>	0121 780 6960

**The RNLI is the charity that saves lives at sea**

Registered in England and Wales (209603) and Scotland (SC037736).

Charity number CHY 2678 in the Republic of Ireland

Headquarters: RNLI, West Quay Road, Poole, Dorset, BH15 1HZ



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