

# Your Guide to Fundraising in the Community



Lots of the fundraisers who take on a challenge with Dig Deep have done some form of fundraising when they were in primary or secondary school, but if you're not one of them - don't worry!

There are plenty of ways to get younger people involved in fundraising, some of which could help them learn about Dig Deep's mission.

If you've thought of an idea that isn't in this guide, it's always worth reaching out to a local school and seeing if you can make your idea a reality.

If one of your ideas involves presenting at an assembly, get in touch with us so we can make sure that you have all the information that you need about Dig Deep and your challenge before you present!

### Examples of school events

Non-uniform days - these are a brilliant way to raise a lot of money with minimal expense or effort for you or your donors as 100 children donating £1 each is equivalent to one large donation.

Assembly and cake sale - Approach schools to see if you would be able to go and speak in an assembly about Dig Deep, your fundraising challenge, or your own career/further education. You can combine the assembly with a cake sale or tuck shop to raise some money or the school may even offer you a donation to support themselves.

Fundraising Event - From sports tournaments or one-off matches to talent shows, schools may be interested in helping you organise an event.



### Top Tips

See if you can get a stall at a fete

Make sure you reach out in good time

Get your fundraising events in school newsletters

Reach out to schools of all ages

## Ideas to involve your neighbourhood in your fundraising

### Examples of Neighbourhood Fundraising

Odd jobs - Every house will likely have those odd jobs which don't require any expertise but require time to complete. Think cutting the grass, painting the garden fence, washing the car - that's where you can offer to complete these for your neighbours in exchange for a small donation.

Get-togethers - Bring people together by organising some relaxed coffee mornings with a community centre or go bigger and have a bbq or street/garden party and invite your street. You can charge people a small fee to attend.

Services - Does your neighbour have small children whom you could babysit for? Does someone up the street own a dog whom you could play with or take for a walk?

There's a whole range of things you can do in your local community to help you hit your fundraising target! You have the option of hosting large events to bring your neighbourhood together, smaller events on a rolling basis, or even a one-night-only event that could be the talk of the town!

You don't need to have experience in any of these events either. Of course, you'll have your friends and family to help you with some of the logistics, but anyone can wash a car or hold a coffee morning.

If these feel a bit out of your depth, do a mini-trial run with your networks, and ask them to ask you questions that the wider public might ask. You might feel a bit silly at first, but it's much better to be overprepared and not need it than underprepared and feel caught out!

Bring the community together with these ideas.



### Top Tip

Community centres are fantastic venues for any type of event. Coffee mornings, big breakfasts, a disco for kids, a community centre will be able to deliver. It's also a great opportunity to allow local talents to showcase their skills!



### Top Tip

Events aren't the only things you can do within your community! There are walking groups across the UK, so get in touch with one of them and see if they would help facilitate a walk to help you out with your fundraising and invite your neighbourhood!

### Examples of public-facing fundraising

Supermarket Bag.packs - A 'bag pack' is when you stand at the end of the supermarket till and offer to pack shoppers' bags in return for a small donation. It's a great opportunity to talk to more people in a short space of time, so contact your local supermarket directly to see what their policies are.

Collections - If you're looking to reach a range of people outside of your networks, this is the idea for you! If you'd like to do a public collection you MUST make sure you're doing so in a legal, safe, and ethical way. Make sure you speak to us before going ahead so we can arrange the necessary permits.

Public-facing fundraising is a great way to build your confidence, meet new people, have a laugh, and raise more money towards your target all at the same time.

The key to public collections is making sure that you're polite and easily noticeable. Fancy dress is highly encouraged to get people to take notice of you and what you're fundraising for!

If you're thinking of doing a public street collection you MUST have a permit from the local council. Speak to us before going ahead as there are strict rules around completing returns forms etc which can damage the charities reputation if not completed correctly.

To organise a bag pack at your local supermarket, go into your local store and speak to a store manager. Have some dates in mind and see if they would be able to help you out!



### Top Tip

Supermarkets may have limited dates on when they are able to help you with your fundraising, so make sure you get in touch with plenty of time before your fundraising deadline. If you have a friend or a member of family who works in a supermarket, ask if they'd be able to help you secure a date!



### Top Tip

Drawing attention to yourself is the best way to increase engagement and funds towards your target! Break out the fancy dress, bring your speakers (if you have permission) and make sure you're friendly and approachable to maximise interaction with the public.

## When Fundraising feels a little tough, just remember

Anything you are able to fundraise helps. - if your plans didn't raise as much as you hoped, you are still providing access to clean water, safe toilets and hygiene education!

Reach out to us. if you need help talking through your ideas or there is something that you're worried about. We can't help if we don't know, so get in touch!

Do what makes you comfortable. Yes, fundraising can involve pushing yourself to try something new, but you'll also enjoy fundraising if you're doing things you already enjoy!

Don't compare your progress to others. It can be really hard to see that your teammates have gotten off to a flying start and you haven't. Everyone moves at their own pace!

Have you seen an idea in this guide and thought about giving one a go, but aren't too sure where to start? There are multiple ways to get in contact with us:

### **By Email:**

support@digdeep.org.uk

### **Instagram:**

@digdeepchallenges

### **Facebook:**

@digdeepafrica

### **Or book in a call with the team here.**

We are open Monday-Friday from 9am to 5pm to help you bring your fundraising ideas to life!

### **Tips from the Team**

Simon - Managing Director

Do something that you love! One of my hobbies and passions is football, I used that and organised football tournaments. I got my friends and local teams involved and as I came from a football background I knew all about the game, what needed to happen and how I could run an awesome event.

