



# Civic Fundraising

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# Civic Fundraising



## Presentation Topics

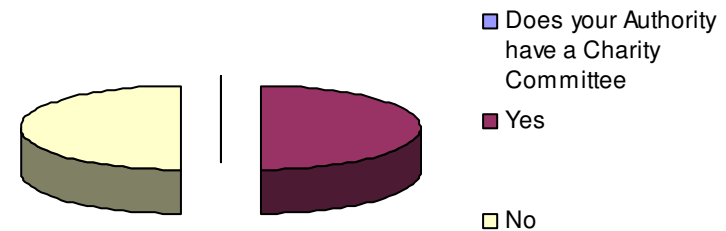
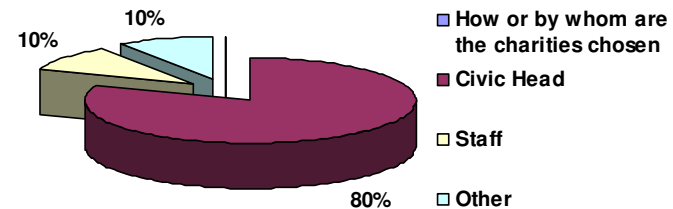
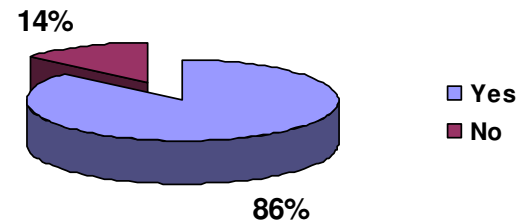
- Survey Results
- Should the Civic Office fundraise?
- Skills required to be a 'fundraiser'
- Do's and Don'ts
- Advertising, Sponsorship, Freebies
- Payments
- Fundraising ideas



# SURVEY RESULTS

## We asked:

- Does your Civic Office undertake charity fundraising on behalf of your Civic Head
- How or by whom are the charities chosen
- Does your authority have a charity committee



# Civic Fundraising



## Should the Civic Office Fundraise?

- Who should choose the charities?
- How much office time should be spent on fundraising?

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## Skills required to fundraise

- Excellent organisational skills.
- The ability to work under pressure and meet deadlines.
- Creativity and imagination.
- Excellent written and spoken communication skills.
- Drive and enthusiasm.
- Ability to motivate and manage others.
- Budget management skills.
- Commitment to the choice of charity made for/by your Civic Head.

**All Civic Officers have these skills!**

# Civic Fundraising



## Do's & Don'ts!



- Don't let your civic head make a public announcement as to how much they are going to raise during their year in office!
- Don't let your Civic Head focus on what the previous Civic Head raised.
- Don't blame yourself if fundraising targets are not met.
- Do give yourself time – plan ahead – for launches, press releases – to obtain more attendees.
- Do ask your new Civic Head to think of their own contacts that could assist during the year.
- Do take advantage of working in a large building housing lots of staff.

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## Advertising

- Council website/podcasts/blogs
- Facebook, Twitter
- Local press/radio/TV
- Libraries/Community Centres/Schools
- Internal magazines/council newspapers
- Council screens/billboards

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## Payments

- Cash
- Cheques
- Just Giving, Virgin Money Giving, Charity Giving and [easyfundraising.org.uk](http://easyfundraising.org.uk)
- Card phone payments
- Pennies from Heaven





# Civic Fundraising



## Sponsorship & Support

- **Contractors. Partnerships, Local Businesses**
- **Venues (Restaurants, Halls, Community Centres)**
- **Raffle/Auction prizes/Unwanted Mayoral Gifts**
- **Free Help**
  - **Universities, Colleges, Schools**
  - **Armed Forces and Cadets**
  - **Volunteer organisations/Community Champions**
  - **Representatives of nominated charities**

**The more free help the more raised!**

**In current financial climate business/organisations also need publicity – so win win situation for all.**

# Civic Fundraising



## Think about : -

- Be aware of local demographics of the community.
- Themed events - contact any supporting local clubs/associations.
- Varied priced events to suit all pockets.
- Larger annual events, smaller ad hoc events.
- Competitions for event suggestions.

# Civic Fundraising



## Event ideas

- Abseils
- 1940s Night
- Curry Night
- Raffles/Online Auctions
- Mufty Days
- Coffee Mornings
- Golf Day
- Bike Rides/Fun Runs/Walks
- Raft Building
- Gospel Evenings
- Pancake Days
- Book/Cake sale
- Wine tasting
- Office Mini Olympics
- Military Remembrance Dinner

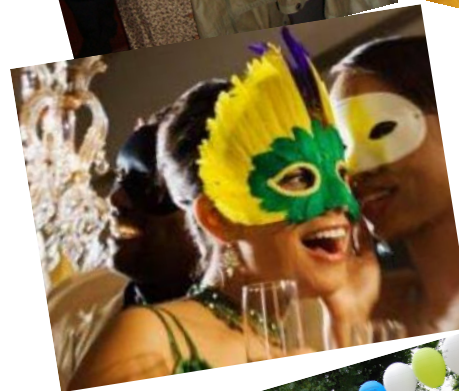


# Civic Fundraising



## Event ideas

Mega Quiz Nights  
Charity Duck race  
Bob a Job Auction  
Oriental extravaganza  
Cultural evening  
Dog races/dog show  
Barn dance  
Tombola/jumble stall  
Fashion show  
Lifestyle evening  
Comedy evening  
Gala/Masked balls  
Face Painting  
Tenpin bowling  
Poetry competition  
Karaoke Evening





# Civic Fundraising



## Last but not least

- Fundraising can be stressful and time consuming especially when fitting it round the 'day job' – share the load
- Take note of the skills you have learnt for transferable use in the future.
- Don't forget to congratulate yourself and all those involved after a successful event!



**THANK YOU FOR  
LISTENING AND SHARING**

# Civic Fundraising



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