



***Special Olympics***  
***Ireland***

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# ***Fundraising***



**Special Olympics**  
Ireland

## *What we will cover today*

- What is fundraising?
- Why do we fundraise?
- What makes a good fundraiser?
- What are some common mistakes?
- Different ideas to fundraise
- Ethical and responsible fundraising



*What is  
fundraising?*



Fundraising is the process of gathering **voluntary contributions** of money or other resources by requesting **donations** from individuals, businesses, charitable foundations, or governmental agencies.





*A major fundraising event for Special Olympics Ireland is Collection Day. An annual fundraiser which sees thousands of volunteers nationwide take to the streets, collecting cash donations from the public.*





*Why do people donate?*



- **Supporting a particular charity**

*They know what the money is being raised for and they are motivated to engage because of this.*

- **Inspired by people or a story**

*Personal connection drives people to fundraise.*

- **To support a cause**

*People may want to support their own passions, or may know someone affiliated with the organisation that is fundraising.*

- **To feel good**

*Helping others and donating to a good cause is a motivating factor.*

- **To take part in an event**

*Running a marathon, sky diving, a sponsored walk, all great personal challenges.*



*What makes a good fundraising event?*



- **Having a Purpose**

*Is the event for fundraising money, raising awareness, networking etc..*



- **Deciding a Fundraising Goal**

*Everything in the event plan must be geared towards raising a specific amount of money.*

- **Leadership**

*There should be a good sense of who is in charge of running the event and orchestrating the volunteers involved.*

- **Target audience**

*Is it a ticketed event? An event should be tailored to a specific audience/ donor.*





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- **Set up**

*Should be done well in advance. A better organised event exudes professionalism, which yields better results.*

- **Marketing**

*The promotion of an event can make or break a fundraiser.*

- **Sales**

*There must be a system in place that allows people to donate easily/ buy tickets etc.*

Freezin' For A Reason



**POLAR  
PLUNGE.**



# ***VHI WOMEN'S MINI MARATHON***

***Special  
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Join our team



# Fundraising ideas



Auctions

Fun Run

Sports day

Head Shave

Golf tournament

Book sale

Coffee Morning

Group Breakfast

Sponsored walks

Quiz Night

Raffles

Sponsored Breakfast

Supermarket Bag Pack

90's Disco

Fantasy Football

**Get Creative**

*Everything begins with*

*an idea ~*

*Earl Nightingale*



NOT TO BE



*Some common mistakes*

- Insufficient planning
- Waiting until the last minute
- Poor communication
- Lack of team work
- No target audience/ direction
- Changing the goal
- Thinking everyone wants to donate





***Ethical and  
responsible  
fundraising***





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# What it means to fundraise ethically

Make sure you follow best practice, always being **legal, open, honest** and **respectful**. Take care to:

- **Avoid conflicts of interest** with regard to acceptance/refusal of donations
- Ensure that all charity **funds are used appropriately**
- Always be clear about **fundraising costs**
- Treat **donor data** responsibly
- Have an agreement for all **working with third parties**
- Include relevant information about fundraising in your **annual return**

# What it means to fundraise responsibly



There may be an urgent need for funds, but never lose sight of the need for a responsible, ethical approach.

- Look at your fundraising activities from your **supporters' perspective** – how will it make them feel, how are they likely to react?
- Treat all supporters **fairly and with respect**.
- Ensure that your fundraisers **act appropriately** when dealing with potentially vulnerable people.
- **Review and adapt** – consider changes to the broader social / economic / political landscape, as well as fundraising regulations and updates to best practice, reflecting this in your ongoing fundraising planning.

*THANK YOU*