

Fundraising

Special Olympics Ireland - Changing Lives

What we will cover today



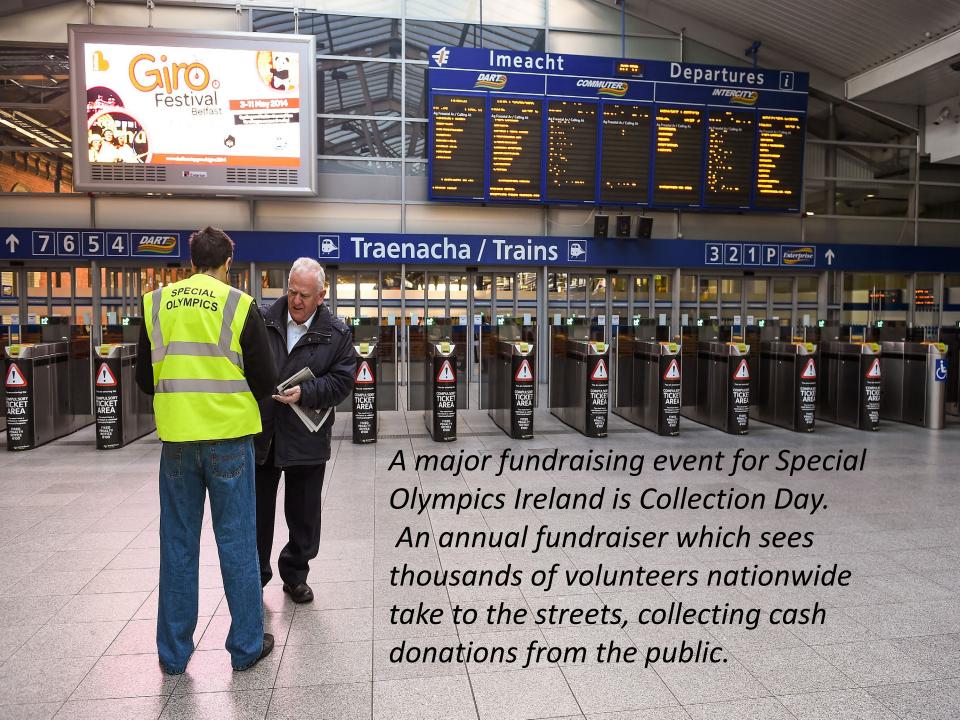
- What is fundraising?
- Why do we fundraise?
- What makes a good fundraiser?
- What are some common mistakes?
- Different ideas to fundraise
- Ethical and responsible fundraising

What is fundraising?

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



CHALLENGEI26 HALLENGEI 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.

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



Special Olympics Inlad



VHI WOMEN'S MINI MARATHON

Special Olympics Ireland



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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 -



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

CIA

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

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