

Have a great idea

Contact PiM for
support

Hold your event

Help people in
need

Help PiM with

Fundraising

Thank you for joining our fundraising team to help raise money for our cause. The money raised for People in motion will be used to provide volunteers and aid to people in need



Your PiM contact is:
Phone Number:

There are so many way you can help raise money for People in Motion. Here are a few tried and tested methods:

Sponsorship

Get sponsored for doing something crazy or tough. Not only do people find it fun but it's a great way to get conversation flowing about our cause. Recently one of our members did a three week fancy dress challenge which was so much fun (for everyone else, not her), also one of our supporters was sponsored to swim in the sea on Christmas day!

Cake Sale

Is there anything better than eating cake? Yes- eating cake in order to raise money for a good cause. Our cake sales are always a huge success and bring in funds as well as bringing people together. Everyone can get involved in a cake sale. Little ones love decorating cakes, taking money and giving change, the whole family can get involved.

Just a few Ideas

Tips for sponsorship

Chose something really zany, no one will sponsor you to eat a sandwich.
Get other people involved, the more the merrier.
Use and adapt our PIM Sponsorship form which has the charities aims on
Publicise your sponsorship way before the event.
Start a Facebook event and use social media to get your audience.
Carry your sponsorship form with you wherever you go.

Tips for running a cake sale

Find somewhere busy to run your stall and make sure you get permission.
Community centres, local craft fairs, churches. Anywhere with lots of people
Ask local community groups to help with baking and running.
Contact local bakeries/ caterers and see if they can help with ingredients.
Advertise your sale on social media and in the events section of the paper.
Have some helpers on the day.
Bring paper plates or napkins.
Prepare a float so you have some change.

Jumble or craft sale

We recently held a jumble sale which brought in loads of cash for our cause. We collected lots of clothing (things that couldn't be donated) and bric-a-brac and sold extra stalls to other people to give a range of items. We held a raffle with donated prizes, had a tombola and a cake sale. It was really fun and we a lovely afternoon out for so many of the local people.

Concert or battle of the bands

A kind musician friend recently organised a concert for us. It was a huge success and it made a ton of money for the charity as well as being a great night out. You probably have to have a few connections for this one, a local musician found us some cracking bands who were happy to play for free and the venue was free. A small, ok large, outlay for booze (on sale or return) and we were well away.

Tips for sales:

Put out requests for items to family, friends and online (Facebook groups, freecycle, gumtree etc).
Contact local crafters and small business to offer stalls (£10 is reasonable).
Advertise your event really well (see advertising tips).
Create a poster using our template.
If holding a cake stall ask local community groups to bake some goodies.

Tips for running a concert:

Know your audience- It will only be successful if people attend.
Secure free or cheap venue hire.
Sell tickets online, there is a small fee but its good to judge attendance
Increase ticket prices for on the door to encourage people to book.
Buy drinks on sale or return (Bookers offer this service).
or negotiate a percentage of sales from the bar.
Get plenty of friends involved
Advertise really, really well (see advertising tips).
Contact local magazines to see if they will do a small piece on the concert

Fundraising Ideas

Give something up

Giving up our vices calls for some sponsorship, especially by those that love us and want to see us healthier. So if you're planning to shed the pounds or give up the smokes grab a sponsor form and make some money from it.

Social events

Anything from bingo to barn dances. Charge for tickets, get support from local businesses and see what you can do.

Quizzes and raffles

Contact your local pub or community group and see if they will help or even run one for you

Swear box

Place a jar in your office or place of work, with permission of course, so your colleagues don't hate you. Decide an amount and every time a naughty word pops out, a coin or two gets popped in.

Coin Collection

Get people involved by asking them to fill a small pot or jar with pennies, or donate all their foreign coins (Euros are always welcome).

Auction of Promises

Visit local businesses and persuade your friends to offer promises that can be auctioned off. Go for services and items that cannot be easily bought to make it super attractive.

Sports Tournament

Get people to pay a small fee to join the competition, ask them to get sponsors for the occasion, have refreshments on sale for spectators. And of course make sure you have a super cool prize or trophy for the winner.

Coffee Morning

Pretty self explanatory- why not use a local community centre, get some toys out and make it child friendly. Us mums love (and need) coffee and cake.

Car Wash

Rope in your friends and get knocking on your doors or set up in a car park (with permission of course).

Advertising is the key to success. If people aren't aware of your efforts, they can't be there to support you

Facebook

Facebook is one of the best marketing tools, and events are a great way to attract people's attention. Invite all your friends to attend, even if your fundraiser isn't a physical event, the page is a great place to post updates and photos and it can be seen by friends of friends as a suggested event. The more people view the more it will pop up in their news feed so make sure you post often and keep it interesting, ask questions and get people involved. Remember to set any posts about the fundraising to public and ask people to share it around. Share it on local sale and event groups and message local businesses to see if they will share your event.

Twitter, Instagram etc

If you have followers on other social media post photos and links there too. Shameless spamming and tweeting everyone involved. If you're having a raffle post photos of prizes as they are donated. If you're running a race post photos of your forms and what trainers you're wearing.

Advertise in the local rag

Most papers have an online 'What's on' guide where you can enter details of your event and even upload a photo of your poster. Make it really descriptive and get people excited. Explain the event and who it's aimed at, is it good for families, are children welcome etc.

Advertising

Your fundraiser

Approach local media

Is your event news worthy? We have found that our work with the refugees has been popular with listeners of our local radio show, we have taken part in many interviews and always managed to find a topic of discussion where we can slip in a bit of shameless advertising for events. Would a local magazine or newspaper be interested in your story and why you're helping us out?

Make Posters

and put them everywhere! Remember to ask permission, it's illegal to just put them on every single lamp post. Most shops, public notices boards etc don't mind displaying posters for a good cause, it's always worth an ask. Approach the local schools (if appropriate) and ask if they can mention it in their newsletter or hand out flyers to children if you arrange the copies, this also works for church groups and other community groups. As long as it relates to the people in that group they don't usually mind, so please don't hand out flyers for your cake sale at the local Slimming world group, that would just be mean and probably counterproductive.

