

# Fundraising Guide



We've put together this fundraising guide to give you ideas about how to raise money for the Yorkshire Dales Millennium Trust (YDMT for short!) and practical advice on how to go about it. If you've got any questions we're here to help. Please email us: [info@ydmtrust.org](mailto:info@ydmtrust.org) or call us: 015242 51002

**Thank you for fundraising for YDMT. Every single penny you raise makes a difference to our work in the Yorkshire Dales.**

## Step 1 What's the big idea?

Deciding how to raise money for YDMT is the exciting bit. You could raise funds at an existing event, like a pub quiz or village fete. You could take part in an organised event. Or why not organise your own event?

- A sponsored 'something' - do something you love, or have always wanted to do. Persuade work colleagues to bike ride to work for a week, walk across the Dales with friends, skydive, swim...be as original as you like!
- Hold a cake sale, or sell breakfast butties at work
- Run a Yorkshire themed event - a pub quiz or dinner party
- Get competitive - challenge work colleagues or your local sports group to a competition and charge people to take part

## Step 2 Planning

If you're organising your own event, and you're new to fundraising, we'd suggest starting with something simple and small.

When planning your event it helps to think about **when** would be the best time to do it. Make sure it doesn't clash with other big events and it's at a time when everyone can get involved. Decide **where** you're going to hold the event, at work, at your local community centre or church? Make sure you get permission and your venue is safe (more about that below). Then decide **who** you want to take part...work colleagues, neighbours...and get them involved from the start.

## Step 3 Promotion

Here are a few examples of how you can encourage people to get involved in an event or to support you.

- Make posters to put up at work or in local shops
- Create your own Just Giving fundraising page & email your friends [www.justgiving.com/ydmtrust/Raisemoney](http://www.justgiving.com/ydmtrust/Raisemoney)
- Promote it on your Facebook page or Twitter
- Send a press release to your local paper (ask us, we can help)
- Tell people what inspired you to get involved

# Fundraising Guide



When you're fundraising for the Yorkshire Dales Millennium Trust remember to use the following wording on your posters and other fundraising materials:

In aid of the Yorkshire Dales Millennium Trust Registered Charity: 1061687

You can find resources like sponsorship forms on our website [www.ydmt.org](http://www.ydmt.org)

## Step 4 Keep it safe and legal

We can't take responsibility for what you do when you're fundraising in aid of the Yorkshire Dales Millennium Trust. So please follow these basic guidelines to make sure your fundraising event runs smoothly, safely and legally.

- Collections - to carry out a street or house-to-house collections you must obtain a licence from your local authority. Anyone under the age of 16 must be accompanied by an adult when collecting money from the public
- Raffles - some raffles may require a licence and have legal requirements, its best to check with your local authority
- You will need to get permission from the owner or manager for events or collections taking place on private property
- Health & Safety - Whatever you do, please make sure it's safe. If you're in any doubt visit the Health and Safety Executive website [www.hse.gov.uk](http://www.hse.gov.uk)

## Step 5 What to do with the money

You can pay in the money you have raised in one of the following ways:

- **Online** Donate via the YDMT website [www.ydmt.org/donations](http://www.ydmt.org/donations)  
Just Giving - make a donation or set up your own Just Giving page  
[www.justgiving.com/ydmtrust/Raisemoney](http://www.justgiving.com/ydmtrust/Raisemoney)
- **By cheque** Made payable to 'Yorkshire Dales Millennium Trust' and post to us at Yorkshire Dales Millennium Trust, Old Post Office, Main Street, Clapham LA2 8DP

**Gift Aid** Gift Aid allows us to claim back the tax on every eligible donation from the Inland Revenue. This means for every £1 you raise, we'll be able to claim at least an extra 25p. On sponsorship forms, make sure every sponsor gives their name and address - including postcode - and ticks the Gift Aid box.

## Step 6 Tell us all about it

Please get in touch with us to let us know what you've been doing. We're very grateful to everyone who raises money for YDMT, and we'd also love to feature your fundraising stories on our website or blog (if you're happy for us to). That way your hard work can inspire more people to get involved.

Please email us: [info@ydmt.org](mailto:info@ydmt.org) or call us: 015242 51002