



Better Brighter Future

For all of us

Fundraising Pack

Help support our NHS heroes and make a positive difference to all who use our hospital's services, offering them the best experience possible

We need your support



Before you begin your fundraising – ask for support

Never be afraid to ask for help; colleagues and friends can be surprisingly supportive and may have some good ideas of their own.

Once you inform us of your event we can give you a Letter of Endorsement which can help you obtain some of outside help; for example local businesses can donate raffle prizes, offer reduced room hire, etc.

Seek official advice if you are planning a big event; local councils, the police and St John Ambulance. Make sure you are not breaking any laws and comply with any regulations regarding your venue.

Don't forget to ask for our help too.



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Contact the Fundraising Team on 01384 456111 ext 3349

Email: dgft.fundraising@nhs.net | www.dgft.nhs.uk/our-charity



DGNHSCharity



DudlevGroupNHSCariv



Helping you to help us



Whether you are new to fundraising or an experienced regular we can offer you support. This fundraising pack is full of ideas and useful information to help with an event of any size.

Resources to help you

We are happy to support your fundraising and can supply any of the following items if required:

- Sponsor forms
- Letter of endorsement
- Cardboard collection boxes
- Paper bucket wraps
- Leaflets and information

Charity of the Year

Do you know of a company or organisation who would nominate our appeal as their chosen charity of the year?

Some companies run a scheme where they match fundraising carried out by their staff. Ask if your employer offers match funding; you could double your donation!

Social Media Marketing

We would be delighted to advertise your events and post pictures and videos on to our social media if appropriate.

Show your support for our charity and be the first to hear news and updates:



[DGNHSCharity](#)



[DudleyGroupNHSCharity](#)

Gift Aid

Gift aid is great – it means that we can get an extra 25% from the taxman when a UK taxpayer donates to us. If you are doing a sponsored challenge, make sure that people fill in their details and tick the gift aid box on the sponsor form. We can provide you with gift aid envelopes if you're doing any sort of collection.

Start Fundraising



Online fundraising

Creating your own online fundraising page is a great way to raise sponsorship, boost donations for an event, take donations in lieu of presents or collect in memory donations.

Our Better Brighter Futures Appeal has its own page on JustGiving where you can create your fundraising page to share with your friends and family; simply scan the QR code on the left or go to:

www.justgiving.com/campaign/LoveDudleyNHS



Top tips for organising an event



Think carefully about the event before you start and put an action plan together. Work out how long it will take you to organise, who could help you, how much it might raise in relation to the effort involved. Try to find something that you will enjoy doing.

Planning

- Is the date suitable or does it clash with any major events in your area?
- Who can help you?
- Do you need a committee?
- How much are you aiming to raise?
- Do you have time to organise everything?

Work out a budget

Costs include postage, printing, photocopying, equipment, catering and hire charges. Try to get individuals or local businesses to donate the things you need.

Venue information

- Is the venue free? If not how much does it cost?
- Is it big enough? Are there enough seats / tables etc?
- Does it have disabled access?
- Is a deposit required? Would you lose it if you had to cancel?
- Do they provide catering? How much, what choice is there? Is there a vegetarian option?
- Can they meet other dietary requirements?

Equipment

- Do you need a TV, video, CD player or microphone?
- How much would this cost? Can you get the equipment for free?
- Do you need to put down a deposit? Would you lose it if you had to cancel the event?

Licence/permission

- You may need an entertainment licence or to inform the local police or the council – check with the venue where the event is being held.

Helpers

- How many people do you need to help you run the event?
- Do they know what to do? Make sure you brief everyone thoroughly before the event.
- Remember to thank them after the event.

Health and safety

- Do you need to complete a risk assessment?
- Do you need first aid cover?
- Do you need to make alternative arrangements if it is an outside event and the weather is bad?
- Do you need insurance?

Top tips for organising an event



Promoting your event

- Do you know who you are trying to attract to support the event?
- Do you need any flyers, posters or invitations? How many? Who will design and print them?
- Have you decided where to distribute them?
- Do you need to send a press release to local papers or local radio?

Finance

- Will you receive money before, during or after the event?
- Do you have somewhere safe to keep the money?
- Keep careful records of the accounts so that you can show exactly how any money has been handled.

Get in contact with us

Let us know what you are planning and when it will take place. We will be happy to discuss your ideas and advise you on any legal aspects.

We are happy to support you and we appreciate your hard work.

We would also be delighted to receive pictures and videos relating to the event and may use them on our social media.

Our contact details are:
dqft.fundraising@nhs.net
01384 456111 ext 3349

Some legal information

There are a number of laws and regulations governing how people can collect or fundraise for a charity. Different laws and regulations apply depending on where and how you decide to raise funds. They are designed to protect you and ensure best practice.

When you are fundraising for our charity you are representing us, so we ask you to comply with our fundraising rules, the relevant laws and regulations.

It is essential that any fundraising activity or event should be run legally and safely. We are here to help, so please don't hesitate to contact us and we'll be happy to discuss your ideas/event with you.

Promotional Materials

On all printed materials you use, including letters, tickets and posters, you must state that the DGNHS Charity is a Registered Charity, Number 1056979.

If you would like an electronic copy of our logo (jpeg) for use on materials, please email your request to karen.phillips5@nhs.net

Publicity



Publicity is the lifeblood of fundraising. And now you can reach the people you need to through the right media, free of charge. To achieve this, you need to be creative. This guide is designed to assist you in gaining publicity to help your fundraising effort.

Writing a good press release

Editors are interested in how newsworthy a story is, rather than how worthy it is.

Your press release needs to be well written to catch their eye.

The best press releases have:

- a gripping first paragraph
- a local link or a good human interest angle
- a quote from a named person
- a contact name and number

Ask yourself: 'Is there something unusual or unique about it?'

Your press release should answer all the following questions:

- who is doing it?
- why is it being done?
- what is it?
- where is it?
- when is it?

Try to put yourself in the position of the person reading your press release who will be judging whether your story is newsworthy.

Please share your press release with us before you circulate it. We will be happy to help you with your marketing or with ideas on how to get publicity.

Photographs

A picture paints a thousand words and increases your column inches coverage. Consider emailing a high-quality jpeg. Please check that you have permission to use the image.

Remember to send us any pictures or videos you have before, during or after the event so that these can be posted on our social media.

A press interview

If the press wants an interview then the most important thing to remember is to be prepared – know what you are fundraising for and how you are going to do it. Have a couple of points ready that you want to get across – feel free to ask the reporter what questions they are likely to ask before the interview.

And finally, remember the following five key messages:

- be clear
- be upbeat
- give examples to illustrate
- avoid jargon
- concentrate on your key message

Running a small raffle



Most people run raffles as part of their events, such as dinner dances and parties. These types of lotteries are referred to as 'incidental non-commercial lotteries'; in other words, the lottery is not the main event.

When running an incidental, non-commercial lottery, you will be exempt from many of the rules and regulations governing other types of lotteries. However, although the rules are less strict, the Gambling Act 2005 still applies.

When organising an incidental lottery, you should consider the following rules:

- All lottery tickets must be sold at the event, with all participants present.
- You cannot offer more than £250 in prizes, even if prizes have been donated.
- You cannot offer cash prizes.
- You cannot conduct a 'roll-over' lottery of any type.

By adhering to these rules, the process of running an incidental non-commercial lottery is actually made a lot simpler. You will need to print or buy ticket books, collect prizes and choose your ticket price ahead of time. Then, on the day of your event, you can sell tickets to interested parties.

Always supervise anyone **under 16** collecting sponsorship or raffle money.

The best way to conduct a lottery as part of another fundraising activity is to leave the prize draw until the end of the event. This way, not only will you have more time to sell tickets, but people will also stay to see if they've won, giving you more time to fundraise with other activities too!

Four steps to a successful raffle

Once you have decided to conduct a lottery and have reviewed the relevant legal requirements, it's one of the easier fundraising events to plan. Running a lottery requires four simple steps:

- [Buying ticket book](#)
- [Obtaining prizes](#)
- [Promoting the raffle and selling tickets](#)
- [Drawing the winners](#)

By making yourself aware of current legislation and keeping your plans organised, you are well on your way to a successful raffle. However, if you're ever in doubt about your plans or need assistance, you should contact your local authority, the Institute of Fundraising, the Gambling Commission, or check the Gambling Act 2005.

How to do a risk assessment



You need to determine whether you have taken enough precautions, or should do more to prevent harm or damage. The aim is to ensure that no one gets hurt or becomes ill and that no property gets damaged or lost.

It is important to decide whether a hazard is significant, for instance, electricity can kill, but the likelihood of it doing so at an event is remote, provide that 'live' components are insulated and there is no damage or defects present.

- Identify the **significant hazards** to persons or property. Such as untidy or damaged power cables, wet floors, fire escape routes.
- Determine **who or what might be harmed** and how. Could be visitors, children, the elderly, equipment, property and parked cars.
- **Evaluate the risks** and decide whether the existing precautions are adequate, or whether more should be done.

Consider how likely it is that the hazard could cause harm and think about the severity and consequence of the harm.

- **Record your findings**

A set of letters and a set of numbers are generally used, i.e. A to C for the severity and consequence of the harm, and 1 to 3 for the likelihood that the hazard will occur.

A = death, major injury, major damage or loss to property,

B = injury lasting over 3 days, damage to property/equipment,

C = minor injury, minor damage to property/equipment.

1 = extremely likely to occur,

2 = likely to occur,

3 = slight chance of occurring.

A1 = being the most severe and in need of immediate attention, E5 = being the least severe and a last priority to reduce the risk.

e.g. A bare electricity cable running along a window sill is extremely likely to cause death, having a rating of A1, and a plant pot on a window sill is less likely to fall off and hit someone, but if it did it would be a minor injury, so would have a rating of C3.

- **Review your assessment** and revisit if necessary. The assessment will have to be reviewed and revised whenever something major in the event changes, i.e. location or weather.

Checklist



This checklist is a guide to what you need to do (and when). Every fundraising event is different so not everything will apply to you.

8 - 10 Weeks before your event

- Plan/decide on your event and set a date. The timescale can reduce for smaller events, for example a dress down day.
- Set budget, confirm venue and any equipment or special licence.
- Contact us to let us know what is planned. If you would like to request someone from the Hospital to attend your event please let us know as soon as possible.
- Arrange your materials to promote the event (ie posters, tickets).
- Carry out a risk assessment.
- Set up a Just Giving site if gaining sponsorship is appropriate.

6 - 8 Weeks before your event

- Begin publicity – send out posters, emails and invites.
- Send copies of the publicity material to us; we may be able to promote your event online.
- Use your Facebook and Twitter to let everyone know what you're doing and how they can get involved.
- Ensure you have enough helpers. Write a plan of what you need them to do. For a larger event hold a meeting in advance to assign tasks, it may be that they can help with some of the planning.

4 - 6 Weeks before your event

- Double check health and safety, is everything covered?

3 - 4 Weeks before your event

- Arrange media publicity with local press and radio.

2 - 3 Weeks before your event

- Let us know of anything you need us to send out for your event, including bucket wraps or leaflets.
- Invite the local press to the event (ask for a photographer). If they are unable to attend ensure someone is there who can take some pictures.

One week before your event

- Get tweeting details of your event on a daily basis and update Facebook.
- Contact your helpers to confirm their attendance.
- Arrange to collect any equipment or prizes; don't leave it until the day.
- Run through how the event will go and identify if you need to make any alterations. Check through your risk assessment.

On the day

- Ensure you delegate tasks to your helpers, don't try to do it all yourself.
- Once set up, walk around and check to ensure there are no obvious trip hazards or other safety concerns. Double check through your risk assessment.
- Arrange for someone to take pictures of the event.



Event Registration Form



Please send in this form as soon as you have decided to hold an event.

Contact Details

Person/group organising the event

Address:

Contact:

E-mail:

Event Details

Name of event: Date:

Location: How much do you hope to raise?

Please give a brief description of your event

Do you have an online sponsorship page (ie JustGiving)?

Would you like help with any of the following:

- Sponsor Forms
- Letter of Endorsement
- Collecting Boxes
- Bucket Wraps
- Merchandise (badges and toys)
- Posters / Leaflets

I agree to take full responsibility for the above event, to adhere to any relevant health and safety rules and regulations and to respect the Dudley Group NHS Charity at all times. I agree to keep the DGNHS Charity informed of what I am doing and to donate any funds raised within two months of the event. I also agree to inform the press and/or relevant authorities (i.e. local town or district council) should this be necessary.

Signed:

Name:

Date:



How to make your donation



To ensure that your donation goes where you want it to go please complete the form below to accompany your donation.

Making a donation in person

You can visit the General Office anytime between 9.00am-12.00noon and 2.00pm-4.00pm Monday-Friday (located on the ground floor, near the main entrance of Russells Hall Hospital) and give your donation to the cashier, who will issue you with a receipt.

Send a cheque

Payable to Dudley Group NHS; to the Fundraising Manager, General Office, The Dudley Group NHS Trust, Russells Hall Hospital, Dudley, DY1 2HQ

Donation by debit, credit card or BACS

Contact the Cashier, General Office on 01384 456111 ext. 2872

Donate through JustGiving

www.justgiving.com/campaign/LoveDudleyNHS

Make a one-off donation or use this link to create your own page.

Donation Form

Name	<input type="text"/>
Address	<input type="text"/>
Email	<input type="text"/>
Contact	<input type="text"/>
Event	<input type="text"/>
Donation	<input type="text"/>

Contact the Fundraising Team on 01384 456111 ext 3349

Email: dgft.fundraising@nhs.net | www.dgft.nhs.uk/our-charity

Dudley Group NHS Charity, Russells Hall Hospital, Dudley DY1 2HQ



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