

Action Plan for MAP fundraisers

Thank you for choosing MAP to benefit from your fundraising activity!

Your fundraising enables us to support young people in Norfolk by providing free and professional advice and guidance, counselling, and youth work activities.

We really value and appreciate what you are doing, and can help you achieve your fundraising target. We can support you before, during and after your event, whether you need practical things such as sponsorship forms and leaflets, or help with promotion and publicity.

You may also find the following helpful when you are planning your fundraising activities.

Right at the beginning!

Decide what you are going to do. How would you like to fundraise for MAP?

You may have an event in mind or you might like some advice or ideas.

- You may wish to **join an event** that has already been organised by someone else, such as the London Marathon or the Norwich 10K.
In most cases you can choose your own charity, but sometimes the organisers specify the charities you can fundraise for, so just check you are free to fundraise for MAP.
- Not sure what to do? **Sponsored activities** are always popular so think about what you enjoy doing or a challenge you could take part in, and ask people to sponsor you.
You could **organise an event** such as a concert or a gig, and sell tickets with proceeds going to MAP...
Perhaps you have a special skill or talent that you could offer in return for donations...
Maybe you are happy to do tasks or odd jobs (such as washing cars or mowing lawns) and could collect donations for MAP in return...
If you are stuck for ideas, talk to us; we can help you come up with something.
We can also help you if you need special permissions or licences for certain fundraising activities, eg for a raffle or an event selling alcohol.

About 3 months before your event:

The Planning Stage!

- Set your fundraising target, one that's achievable and motivating for you. Think about how many people you know, socially and professionally, and what they might be willing to give.
- Decide how you're going to collect money:
 - Set up an online fundraising page.
MAP is set up to receive donations through CAF Donate and Just Giving, so please use one of these platforms if possible.
CAF Donate <https://cafdonate.cafonline.org/4759#!/DonationDetails#%2FDonationDetails>

Just Giving <https://www.justgiving.com/mancroft-adviceproject>

Setting up fundraising pages on these donation platforms is fairly straightforward but let us know if you need any help. We can help you through the set-up process and provide text and images.

If you wish to use a different online donation platform, please speak with us.

- Carry **sponsorship or donation forms** with you so you are prepared for impulsive donations! We can give you MAP sponsorship forms. If your donors are UK taxpayers we can claim Gift Aid on their donation, worth an extra 25% at no extra cost to them, so encourage them to tick the Gift Aid box on the sponsorship form if they are eligible.
- Decide how you will **promote your fundraising activity**. Will you use Social Media? Website? Press release? Posters at your place of work or local shops? We can also promote your event on MAP social media channels, and we can help you to approach local media if you want to send out a press release.

2 months before your event

- We typically find that there is an initial flurry of donations when people announce their fundraising activity; it then goes quiet for a bit and then there is another surge before the event itself, so don't worry if you see a drop in the frequency of donations at this stage.

2 weeks before your event.

- Keep promoting your event as much as possible, and remember photos and images help grab attention – so make your promotions visual if you can. If you want to send out a press release, this is the time to do it.

During the event

- Arrange for someone to take photos (or take a few selfies). If you are raising money through sponsorship, your sponsors may enjoy looking at these. If you pass photos onto us we can help to announce your success on MAP social media.

After the event

- Come in and see us and tell us about your event. Bring in any sponsorship money or donations you have collected and most of all - be proud of yourself! Your efforts will make a real positive difference to the lives of young people in Norfolk.

Thank you and good luck!

Any questions? Just get in touch.

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