

Fundraising Guide



**Thank you for committing to
raise funds for MyBnk!**

**We hope this guide will provide some
ideas and useful tips to help you
smash your fundraising targets.**

In this Guide:

1. What we do and why we need your help
2. Getting started
3. A – Z of funding ideas
4. Tips to get the most out of your fundraising
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1. What we do and why we need your help

Who we are

MyBnk is a charity that delivers financial and enterprise education programmes directly to 7-25 year olds in schools and youth organisations. We are on a mission to empower young people to take charge of their futures with a vision of creating a financially capable and enterprising generation.

Why we do it

UK personal debt is over £1.6 trillion and 90% of the UK population have never received any form of money management lessons. Nearly half of 16-25 year olds name debt as their biggest fear. In an ever tightening job market, this generation will have to make smarter financial decisions and create their own opportunities.



Chloe, a 21-year-old single parent from Tower Hamlets, took out a £665 pay day loan as a drastic measure to buy nappies. A year later and she was still paying off the loan at £10 a week due to its heavy interest rate, and was now taking out more loans to cope with every day costs. Our session helped her to seek out responsible lenders and taught her how to maximise her income from benefits and part-time work. This intervention helped close off the debt that was depriving her child of basic necessities. Chloe, 21, Tower Hamlets Leaving Care. Money Works. Supported by City Bridge Trust.

Case Study

How your donation will help

So far, MyBnk has reached over 190,000 young people in over 1000 schools and youth organisations, but we are just scratching the surface.

With your support:

£18 will pay for a young person to receive a money workshop in school, building their knowledge around basic finance and equipping them with real life money skills.

£37 will support a young person in their first enterprise experience and equip them with the key employability skills that will empower them to reach their full potential.

£130 will give a young person leaving care the chance to learn survival money management skills so that they can a live successful, debt-free life.



2. Getting started

Make a fundraising plan – Prepare! Begin by setting a fundraising target and brainstorm some ideas of events. Make sure you give yourself enough time to achieve your target. If your target is quite high, break them down into multiple events.



Spread the word – Let your friends and family know what you have let yourself in for! Social media, standing up and shouting out in an office or assembly at school, all will help spread the word and bag those donations.



Network mapping – You know more people than you realise....Write out all the different people you have connections with that can help you reach your goal. The shopkeeper, milkman, the boss, you name it. Extend your network further by asking a colleague if you could hold the event at their work place or to invite their friends.

Nail the details – When and where is the event? What is your target? Who is your target audience?

You got this, now enjoy yourself!

Tell us about it!

We love hearing about what you're doing and seeing photos so be sure to get in touch!

www.facebook.com/MyBnk

www.twitter.com/mybnk

www.instagram.com/mybnk

www.youtube.com/user/MyBnkChannel

3. A – Z of fundraising ideas

- A Auction** - Auction off any unwanted items or tout your skills for the day!
- Arts and Crafts** - Make and sell your very own creations, from paintings to knitted scarves.
- B Bake Sale** - Bake some tasty treats and sell them at school or to family and friends.
- Bike Ride** - Do a sponsored ride and ask friends and family to sponsor you for every mile you ride or get on the exercise bike at home or ask friends to sponsor you for every minute you ride. You could even knock on some of your neighbours doors and ask them to sponsor you too!
- C Coffee morning (or caffeine free morning)** - Invite friends and family around your house for a 'coffee n chat.' You could set an 'entrance' fee or ask for a snack donation.
- Curry Evening** - Make a big curry and ask friends and family join you. They could donate the amount they would have paid if they had gone to a restaurant.
- D Doughnut sale** - Everyone at work or school loves a tasty treat at lunchtime / anytime.
- Dog Walk** - Offer to walk dogs and ask for a small fee per dog for each walk.
- E Entertainment Evening** - Get the karaoke machine out and put on a talent show. You could ask friends and family to dance/sing/provide a comedy act and charge people to come and watch!
- Eighties Night** – Get out the leg warmers and strut your stuff! Ask for a drinks/snacks/entry fee.
- F Film Club** – Screen your favourite films and provide popcorn/snacks. Ask for a drinks/snacks/entry fee.
- Football Match** – Get some volunteers to put on a football match. At half time you could provide a raffle/drinks and snacks to raise some money.
- G Give Up** – Give something up, from chocolate, drinking alcohol or playing the PlayStation and ask people to sponsor you for a set period of time!
- Guess How Many** – e.g. sweets in the jar. Friends and family can pay to enter the competition. The person closest to the correct number wins the sweets!
- H Hair Cut** – Get people to sponsor you to cut your hair or if you are feeling brave, go for the full shave!
- Halloween Party** –Season permitted. Host a scary party and a charge entrance fee.
- I International Evening** – Have an evening celebrating different cultures through games such as guess the cuisine or guess the flag.
- J Jewellery making/selling** – Sell unwanted jewellery or get an art and craft session going where you charge a fee for people to make and take home their own bracelets.

- K Karaoke Competition** -Charge people to come and watch and vote for the winner. Provide drinks/snacks for a small fee.
- L Lunch** – Make a batch of soup or something simple and sell to colleagues at lunch.
- Ladies Day/Evening** – Get the girls together and do some manicures/massages/make-up to raise some money.
- M Murder Mystery Night** – Plan your very own murder and get the family/friends involved for a night of mystery!
- N Non-School Uniform Day** – Well-tested, but effective way of raising money! Could adapt it to the office by running a dress down day.
- O Office Olympics** – Get everyone involved in some activities at the office. You could even turn it into a competition and have different teams fighting for gold
- P Pancake Day** – Make and sell pancakes.
- Q Quiz night** – Ask a local pub if you could host a quiz night for charity, and if not, you could always host it at home.
- R Raffle** – Ask a local business to donate some prizes and sell tickets. Winner gets to take the prize home. Everyone’s a winner!
- S Sponsored Silence** – People will definitely pay for this! Get sponsored to stay quiet. May be a good idea for any younger ones...
- Shopper Packer** – Ask your local supermarket if you can run a charity packing day. Pack those shopping bags in return for a donation.
- T Tuck Shop** – Open your own tuck shop and sell sweeties.
- Tea Party** – Get the teapots out and some cucumber sandwiches and charge friends/family to attend afternoon tea.
- U University Challenge** – Get friends or family who went to different universities to compete against each other. Ask for a drinks/snacks/entry fee.
- V Valentines Fun** – Play matchmaker and deliver messages to loved ones for a fee.
- W Walk** – Ask people to sponsor you on a long-distance walk.
- Wax** – Get a friend to wax their legs and arms for money. Wax off!
- X Xmas fun** – Find a willing Santa and charge kids to give their letters to him!
- Y Yoga** – Host a yoga session and teach friends/family some of your best poses.
- Z Zumba** - You could hold a Zumba marathon!

4. Tips to help your fundraising go a long way

- Check with your employer to see if your company has a **matched funding** scheme. You may find that you can double what you raise!
- Set up a **Virgin Money Giving** page and let people wide and far know about what you are doing. Make sure to tell them why you are raising money and why the cause of the charity is so important. This will allow them to understand why giving up some money is a good idea.
- **Delegate** - Ask your parents or friends to help you out by doing something on your behalf. Whether this involves holding their own event, helping out at your event or just spreading the word of what you're up to with a link to your **Virgin Money Giving** page on social media. You'll be surprised with how generous people can be!!
- If you're holding an event, **post a count-down** to it and details/pictures of your preparation for the big day! This will allow people to follow your journey and feel part of it.
- **Images** – A picture says a thousand words. Use emotive pictures when endorsing your event.
- **When you've finished**– Publish pictures and details of how much was raised. Sharing your success story is just as important, and may help people get involved in any future fundraising activities you do.
- **Do not stress!** If you didn't reach your target, do not despair! You will learn do's and don'ts for next time!

5. Paying in your donations

If you've set up a Virgin Money Page, the money you've raised online will come straight to MyBnk.

By post

Cheques should be made payable to MyBnk to:

Fundraising Team

5 – 15 Cromer Street

London

WC1H 8LS

Online

Put the funds into your bank account and pay with your credit or debit card.

Simply visit our website at www.mybnk.org and donate online.

Whatever you do... Please do not send cash in the post. If you have received any cash donations, please either send a cheque for the equivalent amount or make a card payment.

A massive thank you for raising money for us. Your donations will help us to create a financially capable and enterprising generation!

