



FUNDRAISING

Hints & Tips

Fundraising is easy and fun! Using the information that follows you will be able to hold successful fundraisers, make useful contacts, meet new people and, at the same time, you will be raising money that will help the poorest of the poor in the developing world.

Fundraising can be done mainly in two ways; holding an *event* or a *sponsored activity*.

If you have any questions please get back to us. Let us know too if you need materials such as posters, t-shirts, caps, sponsorship cards or GOAL information - we will happily provide them all. Call GOAL Dublin on 01 2809779 or email info@goal.ie or visit www.goal.ie



Blackrock College students launch the annual GOAL St Patrick's Day Badge campaign. This campaign is planned and managed by the students themselves.

FUNDRAISING IDEAS FOR ADULTS

- Coffee Morning
- Raffle
- Disco/Ball
- Theme Night
e.g. Blues Brothers, Salsa
- Table Quiz
- Casual Day
- Fashion Show
- Cake Sale
- Sports Day
- Choir Singing
- Car Boot Sale
- Céile
- Face Painting
- Supermarket Bag Pack
- Fun Run
- Jumble Sale
- Concert
- Sponsored Fast
- Karaoke Night
- Auction
- Cheese & Wine Night
- Art Exhibition
- Sponsored Walk/Run
- Sponsored shave
- Themed Pub Crawl
- Car Boot Sale

QUICK GUIDE TO SUCCESSFUL FUNDRAISING

DO!

- In the very early stages of planning, draw up a rough list to focus your mind on the details. Include a name for your event, date, and time (evening or morning). Think about your audience, contacts, equipment, planning time and publicity. Ask yourself, does the event fit with GOAL's work and aims? Identify what the expected income and the initial finance required might be.
- Good planning is key to success – clarify aims and objectives.

REMEMBER!! Send in your money as soon as you can.



Kingspan staff, Co. Monaghan, participate in GOAL's Jersey Day 2005

- Develop a clear plan of action.
- Ensure all parties involved in are committed.
- Get as much for free as you can – use your own, your family's and your friends' contacts for freebies and to get incentive prizes for raffles and auctions.
- Try to get your event sponsored by a local business.
- Publicise – the more people who know about your event the more support you'll get. GOAL will endeavour to get as much publicity as possible by contacting your local radio station or newspaper.
- Get permission from your local council to hold events in public areas e.g. field, town, square etc.
- Inform your local police station of any events you are holding – if in a public area.
- Record it – Keep details of everyone who has supported you, this is good practice but also helps you keep track of who you need to thank.
- Contact GOAL if you want to run an idea by us.

DON'T!

- GOAL request that fundraisers do not engage in door-to-door collecting on their behalf.
- Underestimate the planning involved in bigger events or commitment required.
- Overestimate income or support for your event, anything above your budget is a bonus.
- Underestimate the success of a small local event.
- Loose sight of your target to think you won't reach it - positive thinking!
- Please respect the right of people not to support fundraising efforts and don't pressurise anyone to support collections or other fundraising efforts.
- Forget to have fun.

PLEASE NOTE!! GOAL does not engage in street collections.



Beth Cassidy, whose Mother, Tara, developed the Birthday Sticker Campaign where parents give GOAL birthday stickers, instead of cards, letting the child know that a donation has been made in their name.

For more information, contact:
GOAL
P.O. Box 19,
Dun Laoghaire,
Co. Dublin

GOAL West of Ireland
091 - 587901

Fundraising Department Dublin
01 - 2809779

ABOVE ALL HAVE FUN AND ENJOY THE DAY!