



The countryside charity  
London

Working for a greener city

# Fundraising guide

For a thriving countryside  
that benefits everyone



# First things first

Once you've chosen what you want to do, it's time to get planning. Think carefully about every detail of your event to ensure it's a success.



## Time and location

The first step is choosing when and where your event is going to be. Give yourself plenty of time to plan and promote your event, and make sure you pick a date that will be convenient for everyone invited.



## Budget

Setting a budget is essential, otherwise you could end up spending more money than you raise. Do some research to find out how much it might cost, and shop around for the best prices on goods you'll need to buy. Some suppliers may even give you a charity discount – or better yet, donate things for free – so it's always worth asking, just in case.



## Checklist

Write a comprehensive list of everything you're going to need, from plates to posters. Tick them off as you go, to streamline the whole process and keep track of what still needs to be done. And don't forget to use recyclable items wherever you can!



## Ask for help

Whether finding people with specific skills such as a designer or a florist, or asking for an extra pair of hands to help out on the day, getting others to pitch in is going to make organisation much easier.

## Top tip

Remember, we're here to help you throughout the whole process, so do get in touch with any questions you may have.

Email us:  
[office@cprelondon.org.uk](mailto:office@cprelondon.org.uk)

# JustGiving™

## Set up a JustGiving page

This is the perfect place to write a full description of what you're doing and why. Send the link to as many people as possible, so they can sponsor your challenge or donate to your event through the site.

<https://www.justgiving.com/cprelondon>



## Use the power of posters

A well-placed poster could make all the difference when promoting your event. Don't go overboard – choose a couple of relevant places like the local shop or community hall where the most people are likely to spot them. Don't forget, make sure you have permission to put posters up in your area.



## Post it on social media

Keep your followers updated on your progress by posting regular updates, photos and videos to social media. From the initial planning or training stages, to your thoughts and feelings as the event approaches, it's a great way to get people feeling involved. You can even create a Facebook Event to keep track of who's coming.

**Remember to share your Fundraising page on all social media.**



@CPRELONDON



@cprelondon



@cpreldn



## Send out a

Writing a press release and sending it to your local paper or news website can be a great way to raise awareness. Simply write a short piece about the event, why you're supporting CPRE and what it means to you. Go to our website to find an easy-to-use template.



## Use your voice

It sounds obvious, but word of mouth can be the simplest way to spread the news about your event. Going to the shops? Tell the cashier. Having some friends over? Let them know too. It really is that easy.

# Important information

We hope you've found this guide helpful in planning your fundraising activity. There are just a few more things to bear in mind before you get going.

## Fundraising promotion

When doing any sort of written promotion for your event, whether that's a poster, press release or Facebook post, you'll need to include the words 'In aid of CPRE, the countryside charity' and 'Registered Charity No. 1089685'.

## Insurance

You'll need to make sure that you have the right insurance for whatever activity you're doing. Sometimes the venue you're using will already be covered, but you will need to check this first. We can help with advice about this, so drop us a line with to check.

## Raffle gambling

There are strict laws from the Gambling Commission around running raffles at events, which can be found on their website, [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk).

It's usually alright to run a raffle if you're selling and drawing tickets on the same day, tickets are only sold at the venue, prizes come to a total value of less than £500 and don't include cash – but again, always double-check.

## Alcohol

If you're planning on selling alcohol at the event then you'll need to make sure the venue has an alcohol licence. Check with the venue manager, and find out more at [www.gov.uk/guidance/alcohol-at-charity-meetings-and-events](http://www.gov.uk/guidance/alcohol-at-charity-meetings-and-events).

## Food

You'll need to abide by food hygiene laws if you're selling or giving away food, unless the venue is providing the food for you. Find all the guidance you need at [www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events](http://www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events).

## Sustainability

It's really important to make sure that you watch out for littering. Outdoor events are notorious for leaving the countryside in a mess. Use a must recyclable and sustainable items as you can when planning your event.

# Make your donation

After you've completed your fundraiser and collected the money, there are several ways of sending it in to us.



## ONLINE

Visit our website and go to our 'make a donation' page.

<https://www.cprelondon.org.uk/get-involved/make-a-donation/>

## BANK TRANSFER

Take the money you've raised to your local bank and transfer it to us at:

Campaign To Protect Rural England, London.

S.C: 40-52-40

Acc: 00022369

## CHEQUE

Just like your transfer, you can pay in your money in the bank.

Then write a cheque making it payable to CPRE London and send it to us at 70 Cowcross St London EC1M 6EJ.

## JUST GIVING

You can add all the money you raised to your JustGiving page. When you close the page, the funds will automatically be donated to us.

Make sure you choose CPRE London when setting up your JustGiving page. <https://www.justgiving.com/cprelondon>



Please let us know when you've sent across your fundraising.

## CONTACT US

70 Cowcross St  
London  
EC1M 6EJ  
Tel: 020 7253 0300



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Charity Number: Charity number: 802622



## Checklist for creating a CPRE fundraising event

- Decide what you want to do for your fundraising
- Let us know that you are planning on fundraising
- Set a date, place and budget
- Ask for help, whether that be to help you set up on the day or in the lead up
- Carry out important checks to make sure the place you are doing your fundraising is safe
- Spread the word on social media and to your friends and family
- Make sure you create a checklist so you know you'll have everything done for the day
- Most importantly have fun!



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