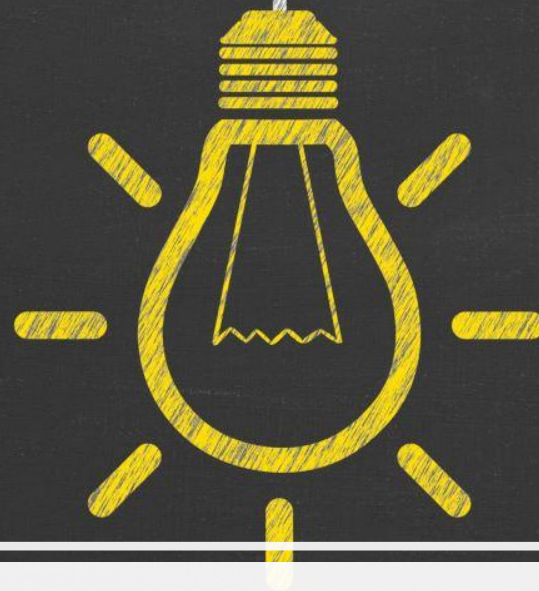


**BROWN DOG**

Helping people with cancer

[www.cancerbrowndog.co.uk](http://www.cancerbrowndog.co.uk)



**FUNDRAISING IDEAS**



## **FUNDRAISING ISN'T JUST ABOUT ASKING FOR MONEY**

**With a little bit of thought and effort there are so many bright ideas that you can apply to raise money.**

**This document shares just a few examples that people have used to raise money for the Brown Dog Charity, but the list is not exhaustive.**

**With many of these ideas, you don't just raise money, you also give people an enjoyable and fun experience.**



## SET UP A “JUST GIVING” FUNDRAISING PAGE

Ask Family, Friends & Colleagues to make a donation to support your involvement in a Brown Dog event.

Go to “[www.justgiving.com](http://www.justgiving.com)”

Click “start fundraising”

Click “A Charity”

**Log In** (if you have an account) **or Create an Account**

Type “**Brown Dog**” in search for cause

Click “**Brown Dog**”

Click “**I’m doing my own activity**”

Set up your page i.e. tell people what you are doing

**Choose your Fundraising e-mail address**

**Click the appropriate Gift Aid box**

**Click “Create your page”**

Once your page is created

**You can edit to personalise it**

**You will be given a link** that you can send to family, friends and colleagues

**e.g. [www.justgiving.com/F-Bloggs](http://www.justgiving.com/F-Bloggs)**

Once you have set your own page up, you will be given a link.

Share the link on social media or email it to family, friends and colleagues.

You won’t often get an immediate response, so be prepared to re-share the link several times.

Remember to tell people what you are doing to raise money and, what the money will be used for – sell the cause!!





## **ASK PEOPLE TO DONATE A REGULAR AMOUNT TO BROWN DOG**

**By starting a monthly  
standing order to  
Brown Dog**

One easy way of raising funds is to ask people if they would be prepared to pay a small, but regular donation to Brown Dog.

For example, if you could persuade 5 people to pay just £5 a month you would raise

To achieve this you will need to promote some of the key aims of Brown Dog:

- Every single pound raised goes to the cause
- Money is used to best in class cancer equipment
- This equipment extends and saves lives, by improving early diagnosis and improved surgery

If somebody would like to do this, then please contact Brown Dog (through the web site contact button or by contacting a Brown Dog member who you know) and ask for the bank account details to enable them to set up a standing order.





## ORGANISE A CAKE & COFFEE DAY

Make some cakes with family and friends, then invite everyone you know to a cake and coffee day at your house or in your garden

- Decide on a location to hold the event: at your home; in the garden; church/village hall; etc.
- Make a flyer and send to people
- Just before the event prepare a selection of cakes
- Ask you family and friends to make some cakes too
- On the day, those attending to make an appropriate donation for what they have had received

**Charity**  
**CAKE SALE**

 **BROWN DOG**  
Helping people with cancer



**NON SCHOOL UNIFORM DAY**

**Friday 14th June**  
Donations most welcome!

Thank you for your support



## ORGANISE A PARTY

This could be a themed or fancy-dress event in your house, in the garden or at a local village/church hall

- Organise a party and charge guests, say, £10 each
- You just need somewhere to hold the event. This could be at your home, in the garden, church/village hall etc.
- Make a flyer and send the invitation to family, friends, colleagues and neighbours
- Prepare plenty of music or perhaps get a local Disco to do it for free
- Organise some fun games to add to the fun
- Organise a raffle and sell tickets on the night





## ORGANISE A CAR TREASURE HUNT

Where teams of 4 or 5 people in each car compete against each other to collect clues and reach the end treasure

To prepare you will need to:

- Plan a route that will last about 2 hours, allowing time for stops
- Find a suitable end point, like a pub where everyone can finish and all fit into one room/area
- Drive around the route yourself and create clues
- Also decide what scavenger items you want people to pick up on the way round e.g. a lollipop stick, a buttercup etc.
- Produce/photocopy instructions ready to hand out on the day

Once you have prepared:

- Produce a flyer, invite or ticket
- Sell the tickets e.g. £25 a car
- Aim for a minimum of 10 cars = £250 raised



As an alternative you could always arrange a “Town Based Treasure Hunt” where people walk around town collecting clues and end up in a pub





## ARRANGE A CHARITY FOOTBALL MATCH

You and a friend both get together a team of 11 people (plus subs) and play each other for charity and pride and raise at least £300 based on £10 per person

This is such an easy way to raise money.

Just pick a suitable date, book a local football pitch, get the players lined up and play!!

Maybe get someone to referee too.

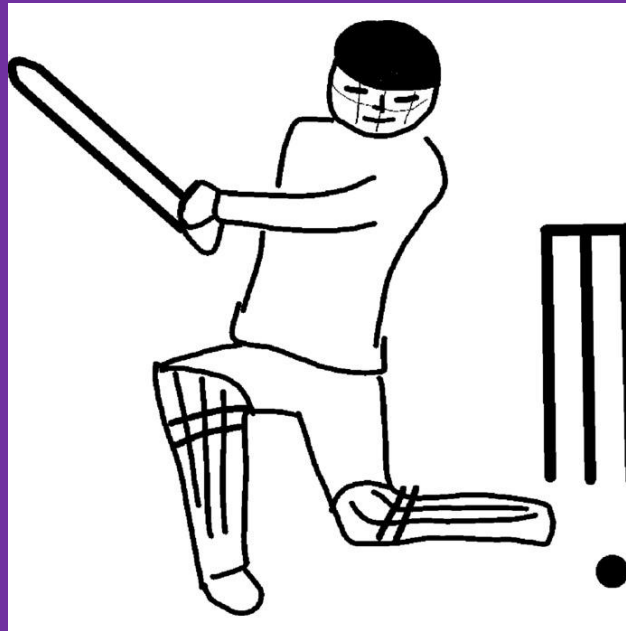
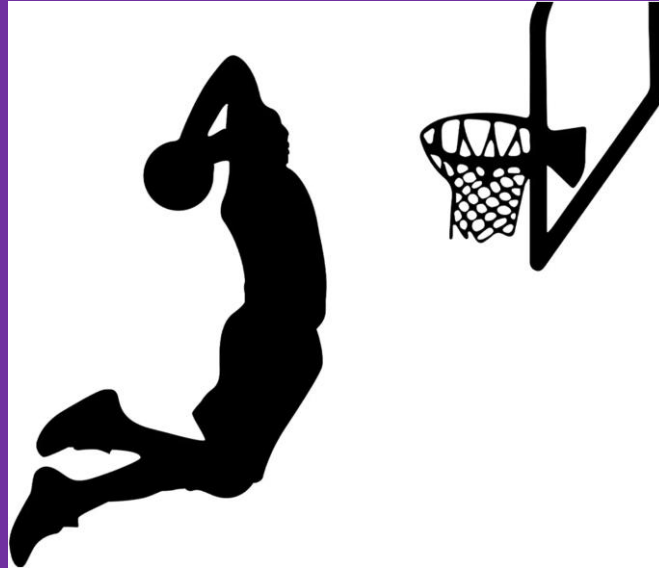
In the pictures below this was a “Lads v Dads” game that raised £500 in just 90 minutes





## ORGANISE A SPORTING EVENT

There is nothing stopping you organising any sporting event, charging people to take part and raising money





## RAISE MONEY AT SCHOOL

Ask your local school to support you

Ideas the school may consider:

- School Disco
- Dress Down Day
- Fancy Dress Day
- Bring & Buy Sale
- Sponsored walk at school





## **ORGANISE A DINNER PARTY OR FOOD EVENING**

**Ask friends or family to join  
you for a fundraising dinner  
at your home.**

**A donation from each of say  
£20 each.**





## ORGANISE A CHARITY MUSIC EVENT

Book a local hall, ask  
local musicians to  
play (many will do this  
free of charge) and  
charge people an  
entry fee





## **CONTACT LOCAL BUSINESSES**

Ask if they can support you.

Many have a budget to support community/charity work.





## ORGANISE A PUB QUIZ

Or if your local pub already runs a charity pub quiz, ask them to do it for you/Brown Dog.

Or run one at home!





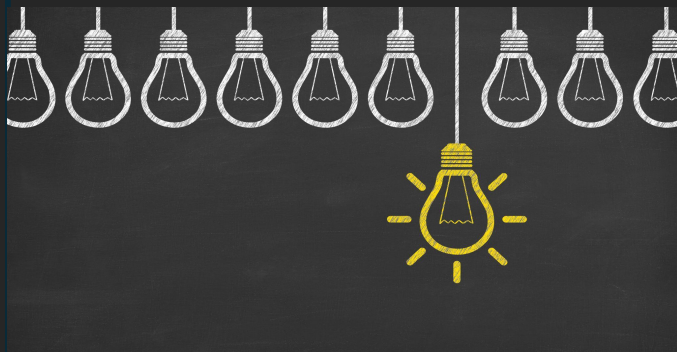




## CHARITY CAR WASH

Advertise locally and  
clean cars for a Brown  
Dog donation.





## **BROWN DOG IS RUN ENTIRELY BY VOLUNTEERS**

*(it has no employees or overheads to pay)*

**which means that every pound that is raised for Brown Dog will go directly towards the purchase of vital equipment that will extend or save the lives of people fighting cancer in the UK.**

**Brown Dog can provide details of where funds have been used since 2000, when it was formed**

**THANK YOU FOR YOUR SUPPORT**