

Advocacy Matters



A to Z of COMMUNITY FUNDRAISING IDEAS

Community Fundraising

Here are over 100 suggestions to get your fundraising under way although your suggestion will always be welcome too.

You decide whether you would prefer to take part in a small cluster of volunteers or raise money on your own. Remember we are always here to help.

A to Z of COMMUNITY FUNDRAISING IDEAS

Afternoon Tea	Try a Great British Bake Off recipe; this can be cakes, biscuits, bake your own bread for your cucumber sandwiches. Vary the theme depending upon the time of year.
Arts and Crafts	Hold an arts and crafts stall at a local event or one organised by Advocacy Matters. Make a range of crafts for sale or host a training session to pass on your skills.
Abseil	This is not for the feint hearted but if it is something you have been curious to try; what better reason than to do it for Advocacy Matters. Use an established venue or abseil with an experienced team.
Auction	When holding an auction, do not forget that you can do this in person or through eBay. Auction items can be promises, such as gardening, painting and car washing.
All Apple Day	Celebrate the English Apple by taking orders to bake apple turnover, apple crumble, apple cake, apple casserole, apple doughnuts, apple chutney and any other recipe you know and enjoy.
Aerobics	You will need to set a weekend aside for this one. Run a 24 hour aerobicathon. Teams or individuals are sponsored to exercise in up to 4 hour long –sessions throughout the time period.

Bag Packing	Arrange with your local supermarket to pack bags for customers who ask for assistance. You will need to plan well in advance as most shops will restrict this event to one a year.
Bake	Anything you like baking but cakes, biscuits and pies are always a winner. Whether it is sold by the slice or in its entirety, food is high on the list when it comes to making money for the charity.
Bingo	This is a time tested game that never ceases to be popular with any age group. Charge per card or per entry and for refreshments. Play indoors or outside if the weather permits.
Bands	Everyone loves music; is there someone you know talented or in a band? Make an afternoon or an evening a festival of music for Advocacy Matters. Offer a variety of music styles or theme it to Blues, Folk or Jazz.
Bring and Buy	Unless it is on a very large scale, run a Bring and Buy table to supplement another activity. It is a good way of scaling up a small event and a good way of recycling a surplus of anything you have at home.
Beat the Goalie	For all those spectators who think it looks easy! Organise a beat the goalie competition as part of a footballing tournament. Include teams for women, men and children and invite the goalie from your local team to come along.
Competitions	These can be board games, a spelling bee, races based on an old fashioned sports day, crosswords, swimming, dancing, treasure hunt, knit / crochet squares for blankets and anything else you can pitch against the clock.
Carol Service	Talk to your local church about having an exit collection or naming Advocacy Matters as their chosen charity to support at their Carol Service. Other services may also be appropriate in their calendar.
	We would not expecting Mick Jagger to turn up as a spectator but do

Cricket Match	not let that put you off holding one benefit match for Advocacy Matters. Include a prize giving for those who come to watch in fancy dress.
Cycling	This is one for all the family. Hold the event in a zoo, country park, reservoir, country house or cycling pathway which is contained and does not include any roads. If the venue has two or three routes so much the better.
Comedy Night	This is the time for all budding comedians and comediennes to come forward and share their talent. Make it a ticketed event and in-between each act show a clip from favourite shows, and hold a best cracker joke competition.
Coffee	Coffee in the morning, coffee in the afternoon, coffee in the evening. Coffee cake, coffee muffins, coffee ice cream. Offer a range of coffee recipes to sell on the day to top up the flat rate or entry fee.
Clothing Collection	Ask for donations of ball gowns, cocktail dresses and put a collection together for your retro fashion show. Not only is this recycling; but a lot of fun for those who model the dresses. Auction any costume jewellery.
Copper Collection	Ask friends, neighbours and family to give you their loose change. Decide upon a target such as half a mile when they are placed edge-to-edge on the floor. Always provide a receipt to the person for the amount given.
Dancing	This event could be in the style of Strictly Come Dancing, a Tea Dance, Salsa or Samba classes or a Zumba group. This lends itself to ticketed and sponsored fundraising and a really great time.
Dress Down	Have a dress down day in the extreme. With the permission of your manager; go to work in your cleaning or gardening clothes. Dress for comfort and wear your pyjamas.
Dress Up	Another extreme dress day. With the permission of your manager; go to

	work in your ball gown and tuxedo or black suit, bow tie and cummerbund. Make it a red carpet event and share a millionaire' s lunch.
Dinner (and Dance)	Host a themed dinner at home or hire your village hall whereby everyone brings a part of the meal on the day. Make a fruit punch and non-alcoholic cocktails and let the dancing begin.
Darts Match	This is a quick and easy fundraiser to organise either in your local pub or between one or more pubs. They might be all in your vicinity or neighbouring inns. It can take place on one evening, a weekend or longer period of time.
Eco Day(s)	Contact your local authority to find out which projects you can tap into to support the environment and Advocacy Matters at the same time. This could be a litter pick in a place that is causing danger to wildlife.
Easter Egg Hunt	Using lots of donated eggs, and a volunteer with a large garden who does not mind lots of feet pressing the ground; hide the eggs across a pre-determined trail. If you want to make it personal, give each hunter a clue to solve.
£5 Enterprise	How much can you make from £5? Buy vegetable seeds and bulbs and grow and sell vegetables. Buy ingredients and make jam or chutney? Perhaps furniture for a dolls house or toy. Put your skills and imagination to best use.
Fancy Dress	Wearing fancy dress can put people in such a happy frame of mind. In the workplace you might choose a theme, but make it something where you do not have expensive hire costs.
Fashion Show	A fashion show can be as lavish or as simple as you wish to make it. Team up with a local dress shop or department store, but if not – ask students from your nearest university to model and their designs.
	Children like to get involved in fundraising too. When your local school

Face Painting	holds a fete, ask if you can run a face painting competition where the children do the designing and the painting.
Football	Anything to do with football is a favourite. You may be well connected to your favourite team who will help you in some way. Signing a shirt or the match ball, offering a master training session or auctioning a box on match day.
Fruit Day	Take fruit to work day, which is a healthier version of doughnut day. Arrange with your local fruit and vegetable shop to sell/donate you a wide range of produce to sell to your colleagues.
Fun Run	Fun Runs are for everyone, because no one has to run – not even a fast walk. The enjoyment is in taking part, so you will see parents and carers pushing a pram or a toddler riding a bicycle. The event takes place in a zoo or a park.
Give-it-Up	Giving up smoking, alcohol, gambling, bread, chocolate or anything else we know that too much of is not good for us is something worth supporting. At the same time; sponsored support benefits the charity.
Games Tournament	Over an afternoon, weekend or a series of evenings, organise a series of games. They may be Scrabble, Taboo, Pictionary or a discrete tournament such as chess, Bridge or Canasta.
Golf Day	We know you love playing, so why not hold a Golf Day for Advocacy Matters. There are so many ways of offering a morning or full day on the green. We will help secure prizes and promote your event.
Hair Day	Are you willing to go green, pink or blue? Colour your hair. People start asking questions which gives you the opportunity to tell them about Advocacy Matters.
Halloween	We do not suggest going door to door Trick or Treating but we do ask you to have a good time. Host a party for your friends, village, work

	colleagues or street. Ticket sales create the revenue for Advocacy Matters.
Hogmanay	Not everyone likes expensive New Year events and prefers to be with people they know. Host a party for your friends, family and colleagues. Ask for donations and consider making us their charity of the year.
Hula Hoop-athon	Anyone can have a go at the hula hoop although it has been considered a predominantly female exercise. To widen the appeal, turn it into a marathon of sorts and include skipping and similar games.
James Bond Night	Get out the Red Carpet and host a glamorous evening of food, music, roulette and knowledge of Bond films. Black tie essential. This evening can be adapted to take place at home, village hall or lavish hotel.
Jewellery Making	This popular activity can be turned to raise funds in a variety of ways. Firstly by running a regular group to make items for stall sales. Secondly, to run a skills workshop and also to make items for sale in local boutiques.
Jazz-it-Up	Jazz has a strong following in the West Midlands. Ride on this tide of popularity to increase support for Advocacy Matters. Ask the organisers to support the charity or host a jazz evening of your own.
Karaoke	Singing is good for us which is why karaoke is so popular. Arrange an evening where this type of singing takes place weekly. Other singing opportunities for fundraising is to turn to gospel choirs and singing groups.
Lent Challenge	If people miss or need a second start to achieve their New Year' s Resolution, Lent could be the next surge of inspiration. Alternatively, the sponsorship could be time-limited to 40 days.
Ladies Day	Run a clothing swap, pamper time, girlie film and snacks, share an interest or something you know your female friends will enjoy or find

	unusual. Ask your local delicatessen to provide a cake – it is all in a good cause!
Mile High Money	This is the longer version of collecting loose change. The money is counted in piles rather than end to end, but this time; it could be silver as well as copper so the value is already higher.
Name the Teddy	Unless it is on a very large scale, run a name the teddy game to supplement another activity. It is a good way of scaling up a small event and a good way of involving new people in providing prizes.
Netball Tournament	Anyone can have a go at playing netball although it has been considered a predominantly female sport. To widen the appeal, turn it into a marathon of sorts and include volleyball.
Green Week	Children may like to do something green every day. Wear green, eat green vegetables and fruits, drink green juices, make green biscuits, recycle green waste and promote the ecological message for Advocacy Matters.
Open Gardens	People love visiting the gardens of neighbours and enjoying as well as learning from their hard work and ideas. In addition to an entry fee, gardeners refreshments, plants and seeds.
Odd Job Day	Some might offer themselves as the odd job person and become sponsored just to do the jobs they have been putting off for months. Others will offer their skills for which the donation will be given to Advocacy Matters.
Pantomime	Ask a drama group to present a pantomime whereby a percentage of the proceeds is donated to Advocacy Matters. Alternatively, ask a theatre to make us their chosen charity and permit an exit collection after some performances.
Pet Care	Earn funds for Advocacy Matters by dog walking, or looking after friends

	and neighbours rabbits, cats, hamsters, chickens or any other animals you know you can care for responsibly when they are on holiday.
Poetry Evening	Poetry may appeal to small groups but they can open up opportunities to people who are passionate about personal expression and the ethos behind Advocacy Matters mission.
Quiz Night	Quiz nights can be organised in their own right or supplement a programme of activities. Alternatively, ask your local quiz venue to make a special collection for Advocacy Matters.
Quiet Days	Sponsored quiet days are just that. No television, no radio or computers, no mobile phones; no X Boxes or electronic devices, just sheer peace. This for some may be a massive challenge, so every penny will have been earned!
Raffles	Unless it is on a very large scale, run a raffle to supplement another activity. It is a good way of scaling up a small event and a good way of involving new people in providing prizes.
Relays	Relays can be races, or meals where you start out at one house for aperitifs, the next for a starter, a third for the main meal, the fourth for desert and the fifth for coffee and petit fours.
Read-athon	If you belong to a Book Club, ask them if they will run a sponsored read-athon for Advocacy Matters or organise one of your own. Additionally, ask if your local schools who run a book week if they will have a collection for us.
Recycling	Ask your employer if they will donate any batteries, old mobile phones, toner cartridges, cameras, computers, screens or peripherals which we can recycle for money. Colleagues may have books or mobile phones to donate too.
Running	Ask your local running club if any of them might be willing to run the

	South, North or London Marathon for us. If we know we have athletes willing to support us; we will apply for their Bond.
Rounders Match	Everyone can have a go at Rounders although it has been considered a predominantly female sport. To widen the appeal, turn it into a marathon of sorts and include cricket and golf.
Stalls	Look out for fetes, fairs and carnivals and book a stall. We are asking volunteers to make items all year round to stock items for sale. At the same time, ask local shops to make donations.
Swim-athon	Swimming pools seem to provide a ready-made energy for any competition. You can organise a charity swim through a club or decide how many lengths you want to swim and get sponsored.
Sweepstake	Running a sweepstakes is a popular game and can be run each month or bi-monthly. Use popular, naturally occurring events so that the outcome is well publicised such as Eurovision, Formula 1, the European Cup etc.
Sky-diving	We will never ask someone to sky dive for us but we are enormously grateful to those who choose to do something so extreme to pledge their support to Advocacy Matters. Please let us know if this is something you are considering.
Skiing	Fundraising activities can be developed around skiing with venues such as Ackers and the Snow Dome nearby. Take photographs of your experience and how much you raised for Advocacy Matters to encourage others.
Tombola	Unless it is on a very large scale, run a Tombola to supplement another activity. It is a good way of scaling up a small event and a good way of involving new people in providing prizes.
Treasure Hunt	This can either be a driving or walking hunt from clue to clue. Use your local historical and botanical knowledge to create a route, taking in

	some pleasant scenery. End with tales of victory, woe, refreshments and prizes.
£10 Enterprise	How much can you make from £10? Use raw materials, cook something, grow something, paint or restore something? Put your skills and imagination to their creative best.
Tea Time	Arrange a traditional high tea for your guests or something a little different. Invite them to sample a similar spread from a different part of the world or be inspired by the menus in the best international hotels.
University Challenge	Round up all your old university friends (make it a reunion) or new acquaintances through the University of the Third Age and hold a University Challenge. That should test the grey matter for a good cause!
Vintage Voyage	Ask for donations of clothing that have been bought on holiday, impulse buys that have never been worn or items in the wardrobe that were bought decades ago. Sell them at a Vintage Coffee Morning.
Valentine's Day	With or without a partner, everyone can enjoy the love on the 14 th February. Host a party for animal lovers, chocolate lovers, steam engine lovers or a theme that best represents your circle of friends.
Walking	Walking is good for us! Use an existing, well published route where you know you will be able to use toilets along the way. Use country parks, but take tips from your local Ramblers Group for more challenging efforts.
Word Search	Make word searches for children and young people who are a range of ages and some for adults. They can be themed depending upon the time of year or with a local connection. To be inclusive, use Verdana or Ariel fonts.
Wellie Wanging	A simple idea, and still popular. Wellies of all sizes welcome but make sure that the adults with a size 6 do not slip into the child 6 category.

	Make it a community event and add in a pram race or other theme of your choosing.
X-Factor Night	We hear that supporters of Advocacy Matters are exceptionally creative people. Invite a local singer, musician and dancer to sit on the panel of judges and bring on the talent.
X-Box Night	To include everyone, have a beginners, improvers and expert classes in this tournament. Invite people from your street, school, work or club to join in. Many hotels and pubs are happy to arrange a room with a large screen.
X-Ray Test	Make this quiz about parts of the body. Level 1 might be the names of bones, Level 2 organs of the body and what they do, Level 3 could become really difficult and ask participants to draw parts of the body!
Year to Remember	With your friend or group, think about a year or date that your city, town or village has celebrated something really special in the past. Revisit the day in stories, poetry, music and food.
Yoga	Your fundraising event can be traditional or laughing yoga. It may be a New Year pledge to get fit, or simply to try something different. Set the target such as attending 4, 6, 10 or more sessions @ £1 per session as an example.
Zoo Quiz	Most of us like animals but how much do we really know about them? Organise a quiz at your local zoo, village or school hall or at home. Combine it with a compassionate picnic using lots of veggie ingredients!
Zip-wire Challenge	This challenge can take place at a home-based activity park or on holiday, but remember to take lots of photographs for our web page (with your permission). Good luck!!
Zumba	If a Zumba-thon is a bit too strenuous; make it a New Year Resolution pledge to join a class. Commit to a minimum number of sessions and ask friends to sponsor you.

Get in touch

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