

# Your guide to fundraising success

## Thank you for supporting the Forces Employment Charity

Thank you for choosing to fundraise for us and our vital work supporting the Armed Forces community. Your contributions create meaningful change in the lives of all Service leavers, veterans and military families, and every penny you raise counts.

Transitioning from military to civilian life can be challenging and isolating. That's why we provide lifelong, life-changing employment support. Veterans and military families can count on us at any stage of their journey, ensuring they never feel alone when facing career obstacles.

We understand the importance of supporting the whole military family. Our services extend to spouses, partners, and children, fostering an environment where the entire family can thrive.

Our commitment goes beyond individual support; we advocate for the broader military community by raising awareness of veterans' issues and promoting understanding within society.

When people connect with us, they engage with a passionate team experienced in navigating these challenges. We're here to empathise, relate, and empower.

**Our work wouldn't be possible  
without the incredible support from  
fundraisers like you.**





## **Your guide to fundraising success**

Welcome to your fundraising adventure! This guide is brimming with exciting ideas, helpful tips, and valuable insights to kickstart your journey. From establishing your online fundraising page to amplifying your outreach, we are here to assist you every step of the way. You'll also discover inspiring fundraising ideas to ignite your creativity. Should you have any questions or seek additional support, don't hesitate to contact us at [fundraising@forcesemployment.org.uk](mailto:fundraising@forcesemployment.org.uk).

### **You're helping transform lives!**

As the UK's largest charity supporting veterans into employment, we work with people from all walks of life, including veterans like Steven.

*"I convinced myself that transitioning to civilian life would be easy. I had a long and distinguished career and plenty of experience and skills.*

*However, I soon felt a sense of isolation, which was quickly followed by a lack of self-worth as I faced rejection after rejection from employers. That's when I reached out to the Forces Employment Charity.*

*My caseworker was amazing from the very beginning. We worked together on my plan; she helped me craft a CV that civilian employers could understand and showed me how to search for jobs and network effectively. Interviews became easier thanks to all the preparation advice I received.*

*Finally, I landed my dream job! I'm feeling confident, have my finances under control, and am looking forward to the future. Thank you for believing in me."*

**£20** could help us respond to one of over 30,000 calls we receive a year.

**£56** could assist in creating a CV ready for the civilian job market.

**£140** could offer 1-1 counselling for a vulnerable veteran.

**£214** could deliver careers and training support to military children.

**£336** could help us address the challenges of alcohol and substance abuse.

**£514** could assist a military spouse or partner upskill in IT and technology.

**£1,042** could facilitate an employability workshop for veterans in the justice system.



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### Getting started

Fundraising can evoke various reactions. Some find it enjoyable and easy, while others might initially feel uncertain but surprise themselves with their achievements.

The key is to be creative, use the internet to share your message, engage friends and family in your efforts, and stay focused on your goal.

You'll be amazed at what you can accomplish with determination and teamwork.

To make fundraising manageable, start with a big goal, then break it down into smaller, achievable steps. Here's a four-month plan to show how daily targets can make your goal feel attainable.

#### You've got this!

Five month plan	£2,500	£2,000	£1,500	£1,000	£500
Monthly	£500	£400	£300	£200	£100
Weekly	£125	£100	£75	£50	£25
Daily	£17.85	£14.28	£10,71	£7.14	£3.57





## **Your guide to fundraising success**

### **Fundraising - a simple plan**

Mixing things up is crucial for successful fundraising! Some people find online pages very effective, while others prefer different strategies to reach their goals.

#### **Time**

Consider how much time you can dedicate to fundraising to help organise your efforts.

#### **Set up an online fundraising page**

If you want to boost your fundraising efforts, especially for sponsored events, setting up an online fundraising page is a fantastic and straightforward way to help you raise even more! It's quick and easy, making it an excellent choice for everyone involved. More in the next section.

#### **Engage your network**

Consider who can join you on this journey and how to spark their interest. Your friends, colleagues, and extended family may have hidden talents or skills they're willing to share.

#### **Get sponsored**

In addition to the online fundraising, we've provided some paper sponsorship forms for you to share at work, your gym, clubs, or community spaces. Keeping them handy is a great idea because you never know when someone might want to support you.

#### **Get your employer involved**

Lots of companies love to support their employees' charitable efforts! Don't hesitate to chat with your employer about whether they have a matched giving programme – they might be willing to match your fundraising.

#### **Host an event**

Most people are happy to pitch in for activities, especially when they support a wonderful cause! Just think about all the fun charity quiz nights, cake sales, and dress-down days you've enjoyed.

Hosting an event might initially feel overwhelming, but getting others involved is much easier (and more fun!). What charity events have you participated in? Do you have any favourites that stood out as the best?

You can search endless lists of A-Z fundraising ideas. Here are some of the most popular:

- Quiz night
- Car boot sale
- Give it up for a week/month
- Games night
- Karaoke
- Lunch on – bring lunch in for the office
- Head shave
- Raffle
- Cake break – an old favourite, but always a winner
- Christmas or Easter jumper competition
- Dog walking
- Car wash
- Nearly new sale

#### **Top fact!**

**\* Give it up for a week/month \***

**Did you know that the average person spends between £520 and £780 a year on takeaway coffee?**



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### **Think birthdays, anniversaries and special occasions**

How many pairs of cosy socks or delightful boxes of scented hand cream do we really need? While it's lovely when we get gifts from our wish list, gifts are often just given for the joy of gifting.

If you have a celebration coming up, why not consider asking for donations instead? It's a wonderful way to reflect your values and passions, making the gift feel more personal and meaningful than just another physical item. Plus, it's better for the environment since so many gifts end up gathering dust or getting tossed aside. It's a win-win!

### **Tell the world**

Getting support for your fundraising can be an exciting adventure! The more people you have on board, the better! Don't hesitate to share your fundraising journey with your friends and family on social media—whether it's Facebook, LinkedIn, or X.

Reach out to your colleagues, neighbours, and anyone from your clubs or groups too! And keep the good vibes going by posting regular updates on your social media. Remember always to include a link to your online fundraising page so everyone can join the fun!

### **Top fact!**

**The average household spends a staggering £900 on the cost of Christmas, including gifts, decorations and food.**

**26% of gifts are often unwanted, recycled or re-gifted.**

**On Valentine's Day, the average amount spent to say 'I love you' is £68.20.**





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### **Set up your online fundraising page**

Everything is going digital these days, but we still included a handy sponsorship form in your pack just for you.

Setting up an online fundraising page is easy to manage, and it's a must if you're fundraising for one of our events. You have two great options to choose from. Both platforms work similarly, so pick the one that you like best!

# **JustGiving™**

[www.justgiving.com/rfeacharity](http://www.justgiving.com/rfeacharity)

#### **How to create your JustGiving page**



[www.enthuse.com](http://www.enthuse.com)

#### **How to create your Enthuse page**

#### **Set a target**

Having a target is a great way to provide that extra motivation. Did you know a page target can increase your fundraising by 45%? Setting a fundraising target can lead to a 17% increase in the amount you raise as it gives people a target to get behind, so don't be afraid to go big! If you manage to reach your target early on – fantastic! But then make sure to increase it to encourage people to keep donating.

#### **Get the ball rolling**

Kick off your fundraising and commitment to your challenge by being the first to donate to your page. People who donate to their own page to get started raise a whopping 84% more!

#### **Share your story**

Personal stories are powerful, especially when asking for donations. You don't have to write an essay; even a few lines about why you've chosen to support the Forces Employment Charity can make a massive difference in how many donations you get. You can share as little or as much as you feel comfortable with.

#### **Take some pictures**

People love people, so show your supporters who the face behind the fundraising is. Research has shown that pages with pictures raise, on average, 14% more than those that don't!

#### **Top tip!**

**If your sponsors are UK taxpayers, make sure they tick the Gift Aid box when they donate. This will increase their donation by an extra 25% at no extra cost to them!**



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### **Keep everyone updated**

Achieved a personal best time while training? Reached a fundraising milestone? Tell people!

Tell your supporters about your achievements by posting updates on your fundraising page and social media. You could also link your Strava on JustGiving or Enthuse to automatically share updates.

### **Go digital!**

Did you know that as of 2023, about 95% of people in the UK are on social media? That's around 66 million folks out of a total population of about 69 million! It's pretty amazing how popular platforms like Facebook, Instagram, X, and LinkedIn have become.

Updates on Facebook, X, Instagram, and any other social networks should include a link to your online fundraising page.

Make a hashtag for your posts. For example, #DansFundraising or #KatesDonationStory.

It's easy to do; remember to write it at the end of your posts and keep it consistent. People following your hashtag can then easily stay up to date on your progress.

Remember to tag the Forces Employment Charity! We love seeing what you're doing to raise money.

### **Always say thank you**

Say thank you to everyone who gives every time they give. Your fundraising total will result from lots of individual people giving what they feel they can, and every penny helps.

Let people know how thankful you are for their support; make it a personal message to them wherever possible!

Social media usage keeps growing, with more and more people connecting for fun, work, and everything in between.

Using social media is a great way to tell people about your fundraiser. Check out our top tips on how to shine on social!

Follow local groups, businesses, and high-profile people in your community and tell them about your fundraiser.

They could help promote it, donate prizes or gifts, or contribute.

Don't forget to update on your fundraising progress. Whether via a running total or a changing percentage, supporters love seeing that their donations are making a difference.

The higher that percentage rises, the more people will want to donate to help you get over the line!



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### QR code it!

Creating a QR code is super easy, and plenty of free websites can help you out.

Once you've set up your online fundraising page, grab the URL and pop it into the code generator. If you'd like, you can also upload a picture to personalise it.

Don't forget to save and download your code. You can then add it to posters, emails, and your social media accounts. It's a simple and fun way for people to scan with their phones and make a donation.



#### **QRCode Monkey**

A popular online generator with high-resolution QR codes and many design options.

[www.qrcode-monkey.com](http://www.qrcode-monkey.com)

#### **QR Stuff**

A free generator with a generous plan that includes ten dynamic QR codes and unlimited static QR codes.

[www.qrstuff.com](http://www.qrstuff.com)

#### **Canva**

A free, beginner-friendly design tool with a built-in QR code generator.

[www.canva.com](http://www.canva.com)

#### **Adobe Express**

A free online generator that can create high-quality, custom QR codes.

[www.adobe.com/uk/express/](http://www.adobe.com/uk/express/)

*"I can't express how grateful I am for the support I received from the Forces Employment Charity. They not only helped me refine my CV but also gave me the confidence to pursue my aspirations. Thanks to their guidance, I've started a new chapter in my career, and it feels amazing!" - David*

*"The Forces Employment Charity changed my life! My caseworker helped me navigate the challenges of civvy street and provided resources and advice that truly made a difference. I'm so thankful for their support and the belief they instilled in me." - Emma*

*"I was lost and overwhelmed when I reached out to the Forces Employment Charity. Their understanding and dedicated support helped me find my footing in the job market. I can't thank them enough for their help. I'm now on a path to success, all thanks to their commitment to veterans like me!" - Vincent*



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### **Small print and legal stuff**

#### **How do I pay in my donations?**

If you've fundraised for us online through Just Giving or Enthuse, the money will be automatically sent to us so you can sit back and relax. If you have collected any offline donations, you can send them to us in the following ways:

By bank transfer: You can send your donations by Bacs transfer; please email [fundraising@forcesemployment.org.uk](mailto:fundraising@forcesemployment.org.uk), and we can provide the details.

By post: send us a cheque made payable to Forces Employment Charity to the Fundraising Team, Mountbarrow House, 12 Elizabeth Street, London, SW1W 9RB. Please include your name, contact details, some info about the event and the total amount you raised so we can thank you!

Charity fundraising is regulated by law. The guidelines below will help ensure your fundraising is legal and safe. Full guidelines are also available from the [Institute of Fundraising](#).

#### **Lotteries and raffles**

If you're planning a large raffle, it's a good idea to check if you need a small lottery license! Speak to your local authority to get the scoop. You might not need a license for smaller raffles like those you might have at your gym or office. You can find a list of exceptions on the [Gambling Commission](#) website, but if you're in doubt, contact your local council for clarity. Happy raffling!

#### **Handling money**

Be safe; always have two people to count the money and bank it as soon as possible.

#### **Insurance**

If your event involves the public, you must have Public Liability insurance. Please check what public liability insurance the venue has in place before your event. Unfortunately, Forces Employment Charity cannot accept liability for a fundraising activity or event you undertake in support of us.

#### **Public collections**

Collecting money in a public place requires permission from your local council. For more information, visit [www.gov.uk/street-collection-licence](http://www.gov.uk/street-collection-licence) or contact your local council. Similarly, if you're fundraising on private property, ask the owner's permission first.

#### **Food**

If you provide food at your public event, please contact the [Food Standards Agency](#) for guidelines about food hygiene.

#### **First aid**

If you're planning an event, contacting a professional first aid provider like [St John Ambulance](#) is a good idea. They can advise you on what first aid supplies and support you need.

#### **Event licences**

If you are holding an event, you may require a license. Activities that require a licence include: selling or serving alcohol, providing entertainment, such as music, dancing or indoor sporting activities and serving hot food or drink between 11pm and 5am. You can find more information by visiting [www.gov.uk/temporary-events-notice](http://www.gov.uk/temporary-events-notice).