



A-T

Guide to:

FUNDRAISING

The A-T Society is a small charity with limited means which makes a big impact. Your fundraising means the world to us and to children like Daisy and her family.



A is for ... ASK!

Whatever event you are planning don't feel shy about asking people to support you. Tell them about the A-T Society and how the money you raise will benefit the children and families we support.

Also ask for volunteers to help fundraise and raise awareness of your event.

B is for ... Budget

Budget your event so the out-goings are kept to a minimum. The more resources provided free of charge, the better.

B is also for Branding. Think about branding your event, put the A-T Society out there!

C is for ... Charity Number

By LAW you must display your charity number on all literature, websites and sponsor forms. If in doubt put your charity number on it. The A-T Society charity number is 1105528

D is for ... Donations

Set up an online donation page or we can supply sponsorship forms. Think about who you know that can take a sponsorship form to work or elsewhere to give your fundraising a boost.

www.mydonate.bt.com/charities/a-tsociety

E is for ... Evaluate

After your event, get the main players together and ask them for feedback. This could be invaluable for the next time.

F is for ... Fun

Make sure everyone has fun...
It's not called FUN-draising for nothing.

G is for ... GIFT AID

Gift Aid is the system whereby the government will give our charity 25p for every £1 that is raised. But you need to ask for it.

(There is a Gift Aid form at the back of this guide for you to.)

H is for ... Health & Safety

When planning an event think of ALL eventualities and factor in any necessary precautions when organising and preparing the budget. You cannot be TOO careful. You should also have Public Liability Insurance. If you are uncertain about any aspects of your event regarding H&S contact the charity immediately.

I is for ... Imagination

The more imaginative your event is, the more likely people will attend.

J is for ... Job

As one of our fabulous fundraisers you are also an ambassador for the A-T Society. That's a really important job and one you can be proud of.

K is for Keep It Simple

Don't over complicate things, but use your knowledge to entice people and tell attendees about why the A-T Society matters to you.

L is for ... Law

Make sure that your event is completely lawful and you obtain any necessary licenses to sell alcohol, hold a raffle, collect or sell in a public space. Cover all your bases and make sure nothing is left to chance

M is for ... Media / Marketing

A range of downloadable fundraising resources including a press release template are available on our website to help you.

www.atsociety.org.uk/free-downloads

Get all the facts about your event sorted before you approach the press. Use social media to publicise your event. Friend the A-T Society, create an event page and invite us and your friends to spread the word and enlist their support.



N is for ... Negotiate

Try a little 'haggling' when negotiating or asking for resources to help with your event, but remember to be respectful.

Notes are extremely advisable to keep a list of all the people that have helped you, where you got things from, and who has given you money, in order to network for future events and send out appreciations for their help.

O is for ... Organisation

Organise your event properly. Make files and keep all relevant documents and records in one place.

P is for ... Permission

You must get permission from the person or company who owns the land or venue before you can fundraise there. To organise a Bucket Collection in the streets of your town, you **MUST** seek permission from the local council first. To collect outside a supermarket or inside a shopping centre you must have their permission. Check with your local council to ensure whose permission you need as you may need both.

Q is for ... Questions

You may be asked questions about our charity or about elements of your event. You should be able to answer them both. If you can't, find someone who can. Try and familiarise yourself with all aspects of your event, but remember...this does not mean 'do everything yourself'. Delegate tasks!

R is for ... Raising Awareness

Your event can be easily used to help raise awareness of the work of the A-T Society. Take this opportunity to publicise the charity's impact as this could increase your fundraising income. The best advertising element is the work your charity does!!!

S is for ... Sponsorship

You can seek sponsorship for anything, the more original and creative your idea is the more likely people will be to sponsor you. For Sponsorship Forms contact the A-T Society fundraiser. The easiest way to collect sponsorship is to set up an online fundraising page at

www.mydonate.bt.com/charities/a-tsociety

T is for ... Thank You

Thank YOU for choosing to support us. A little thanks goes a long way, remember to thank your volunteers and supporters for their help and donations.

Once you have decided on your fundraising activity, we would love to hear about your plans and support you in return.

If you need any further advice and information contact us by email: info@atsociety.org.uk
or call: 01582 760733



facebook.com/ATsociety



[@atsociety](https://twitter.com/atsociety)



A-T Society Gift Aid Declaration



Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year.
Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to The A-T Society.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

My Details

Title _____ First name or initial(s) _____

Surname _____

Full Home address _____

Postcode _____ Date _____

Please notify the charity if you:

- want to cancel this declaration
- change your name or home address
- no longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

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Making donations go further

Send this form to: **A-T Society**
Rothamsted
Harpenden
ALS 2JQ

Or email to: **info@atsociety.org.uk**



Charity Number: 110528