

Martin Shaw



CHARITY  
APPEALS



How to pay for our  
electricity bill, and  
our gas bill and  
phone bill and so  
on.....

*(PS I do **not** work for the Utility  
companies !)*



# Who am I ?

- Fundraising and Management Consultant !
- Experience of over 38 years in the charity and not for profit sector
- MIDAS Charity Appeals LLP - A consortium of ten fundraisers specialising in smaller charities and less popular causes ...
- Fundraising, Consults, Mentors, Researches.
- Training Courses



# Objective

Some **IDEAS** on how to raise the money for  
all ongoing bills – i.e. how to raise  
**UNRESTRICTED INCOME.**

Not looking at boring old grants, trusts,  
statutory sources, etc... well not today anyway!

**PS YOU MUST JOIN IN TODAY ...**

# *In the good old days !!*

- Push the bed down the High Street
- Collecting Tins
- Pub Crawl
- Club Week



It was enough !!



# Money from local companies



- Use recycling as a tool and bring in money as well



- Who knows Brighton the Best ?

# Money from local companies

- Create a challenge event with a “huge” entry fee !
- Give away some mugs to your local offices and shops



# From the Internet

- Yes – take donations on your web site !

**DONATE NOW**

- Sell items on ebay and earn money



# From the Internet



- Be a reseller for Amazon and others



- Keep a mailing list – sign up to a newsletter online

# Just having FUN !

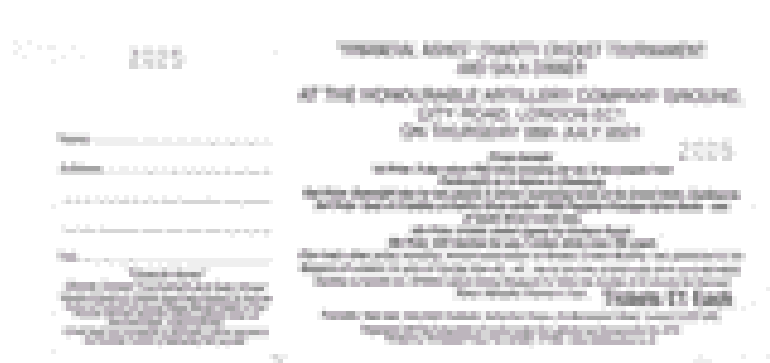
- Create a Gardening Project as did a local Village Community Centre – Open Gardens, etc.



- Create your own Olympics with a decent logo



# Just having FUN !



- When was the last time you ran a raffle ?
- Are cloakroom tickets ok ?
- Buy into something like the Unity Lottery



# Fundraising in the Community

- Quack, quack – we've all gone quackers !
- Remember a Balloon Race ?



# Fundraising in the Community



- Sponsored Silence – particularly good for children



- Sponsored children's bike ride

# Fundraising and Faith

- Sponsored cycle ride between places of worship



- The famous recipe book



# Fundraising and Faith



- Macmillan Coffee Mornings
- Sponsored Egg Hunt

# A couple more ideas....

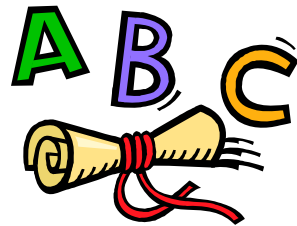
- An example from Talking Newspapers and marketing



- Heritage Quest Centre and a pot of gold



# What next ?



- Create your own A to Z of fundraising ideas



- Sign up the MIDAS newsletter at [info@midasappeals.org.uk](mailto:info@midasappeals.org.uk)

# What next ?

