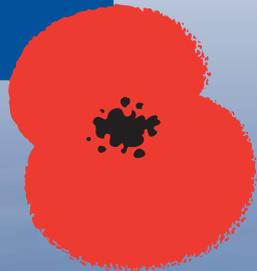


THE ROYAL BRITISH
LEGION



Poppy Challenge Pack

100 fundraising ideas to support
The Royal British Legion



**Shoulder to shoulder
with all who Serve**



Why?

Why should you **raise money** for us?

The Royal British Legion helps the whole Armed Forces community.

We give practical, emotional and financial support to serving members of the Armed Forces, veterans of all ages and their families. We also campaign to improve their lives, organise the Poppy Appeal, run one of the UK's largest membership organisations and remember the fallen.

Our help is needed now more than ever.

So, how about taking a look through the booklet; it contains lots of ideas on how you can have some fun and raise a bit of cash for us in the process.



Sound Good? Then start turning those pages!

What's **this** all about?

Here is a booklet crammed full of **Great Fundraising Tips & Ideas**. Some of these ideas could work really well for you or they may **Inspire you to Raise Money** for us in some other way.

Have a read through and write down any ideas that sound like fun and you think are great ways for you to raise money. If our ideas inspire you to do something completely different let us know - we would love to hear your thoughts.

If an idea does catch your eye have a think about any other ideas that might work well along side it. A race day at your BBQ? Maybe even a raffle! It's starting to sound like a plan!

After the idea pages, keep reading. At the back of the booklet there are lots of ideas to help you make your event stand out from the crowd and stay safe and legal. With this guide, we hope to help make your fundraising as easy as possible. Fundraising doesn't have to be daunting, and with our advice, tips and support, we know you'll have lots of fun.

Enjoy reading our Challenge Pack and we hope it inspires you to start raising some money for The Royal British Legion. If you do, we'd love to hear from you: tell us all about your event, how it's going, and we'd love to see any photos you have!

You can email us at:
challengepack@britishlegion.org.uk
or get in contact on our
Poppy Legion Facebook
& Twitter pages.



These are also good places to go if you have some tips or advice that really helped you, or have a fundraising idea that isn't in this book - we always want to hear your thoughts.



**Thank you for getting involved in fundraising for us.
Your support means so much.**

Just one last thing before you look at the ideas: please remember, however much you raise it will make a difference to people's lives.

Small amounts x Lots of events
= Lots more support for those
most in need



**And now what
you've been waiting for.....
The Ideas!**

1

Britain's Got Talent

Lots of people have a party piece they would love to show off for a good cause. Learning a new skill is a great motivator—ever wanted to learn how to juggle? Now's your chance. Just don't try it with collection tins to start with - they're really tricky!

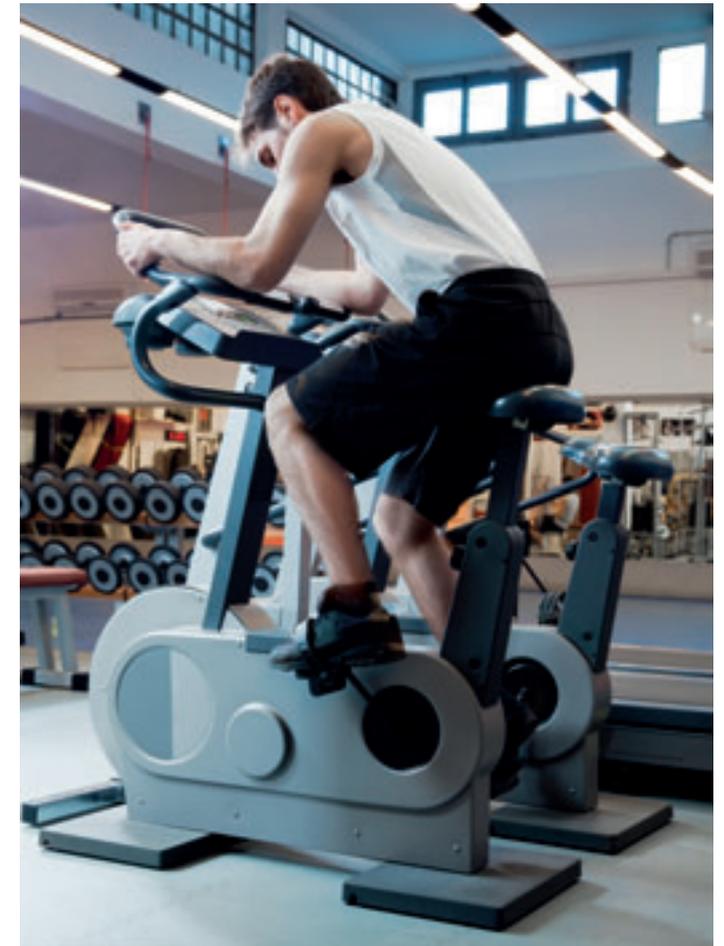
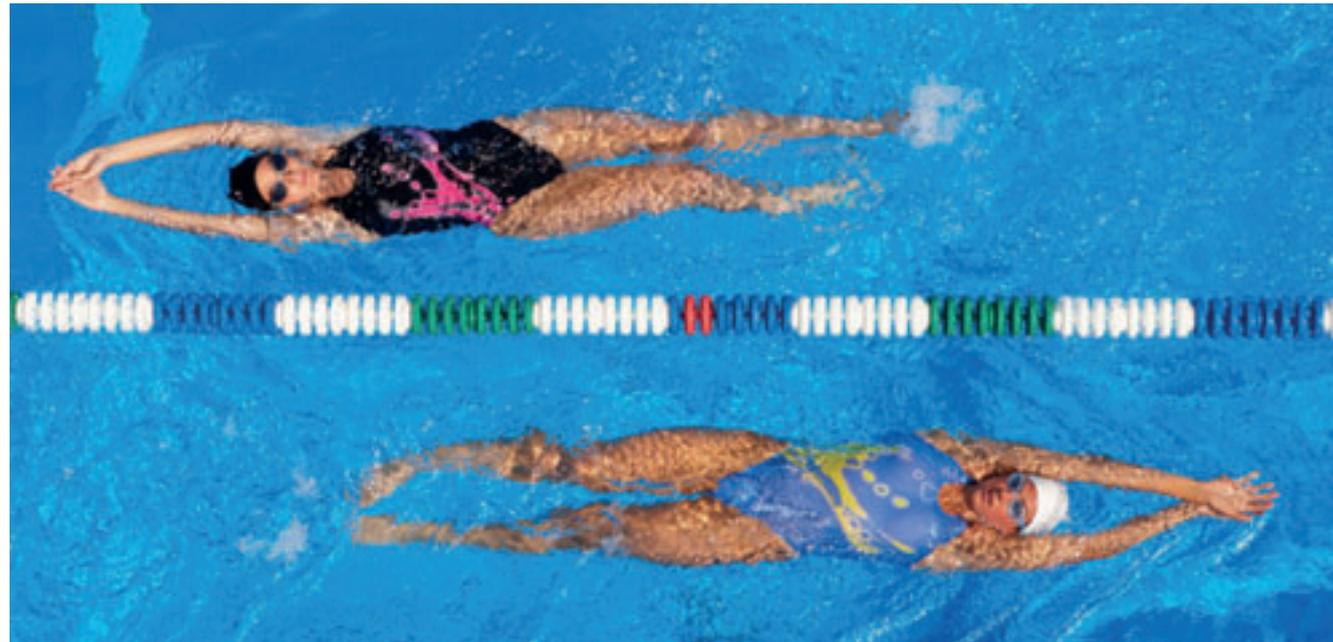
The person with the biggest round of applause is the winner, or you could even have a Simon Cowell lookalike to judge!



2

Virtual Challenge

Want to cycle the Tour de France in the gym or swim the English Channel in your local pool? It's a great way to set a target with your sponsorship and add a bit of interest. You can even have landmarks to get to on your way to the finish line!



3

Give It Up for Us!

Is there something you would like to give up?
We have a great incentive to do just that.

It's the perfect excuse to give up smoking or
perhaps chocolate - your friends are sure to
want to sponsor your progress.

What's your weakness? That drink after
work? TV? Cakes? Computer Games?

Great! Give it up for a week or a month - the
choice is yours!





5 The 60 Second Cracker Challenge

4

Caption Competition

Such a simple idea and great fun too. Use a funny photo and charge people a small fee to enter.

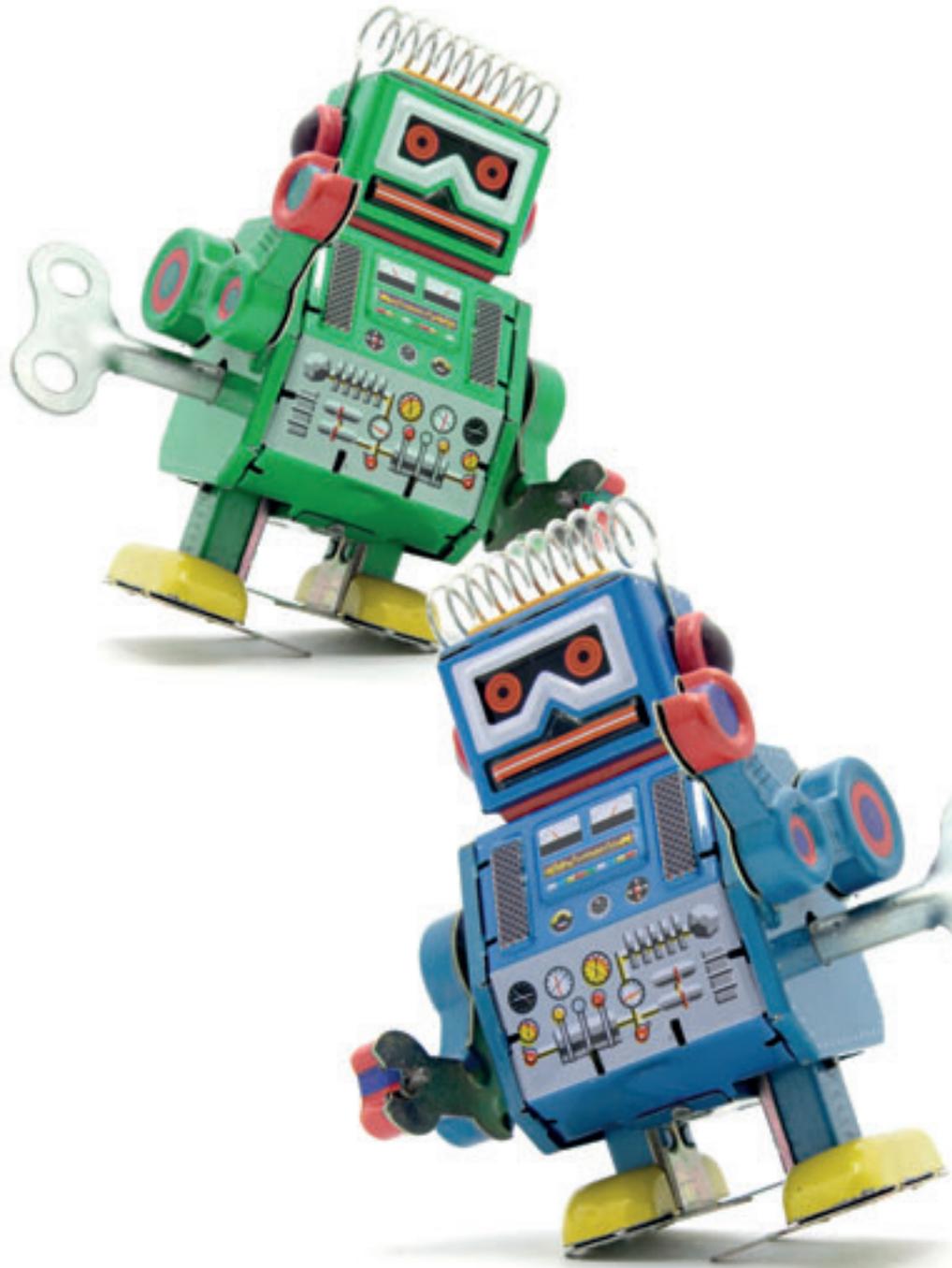
The winner gets a prize and the bragging rights of being the funniest person in town.

How many cream crackers can you **eat in 60 seconds** without taking a drink?

All you need are cream crackers and a drink for when you're finished.

Read through the **Be Safe, Stay Legal and have Fun** pages for this event





6

Race Day! And they're off!!

Have an alternative race day.

Wind up toys, rubber ducks, Scalextric or snails. The only limit is your imagination.

Just set up a course for them to run and see who the lucky winner is.

Check out idea 10. You may want to combine these two together.



7



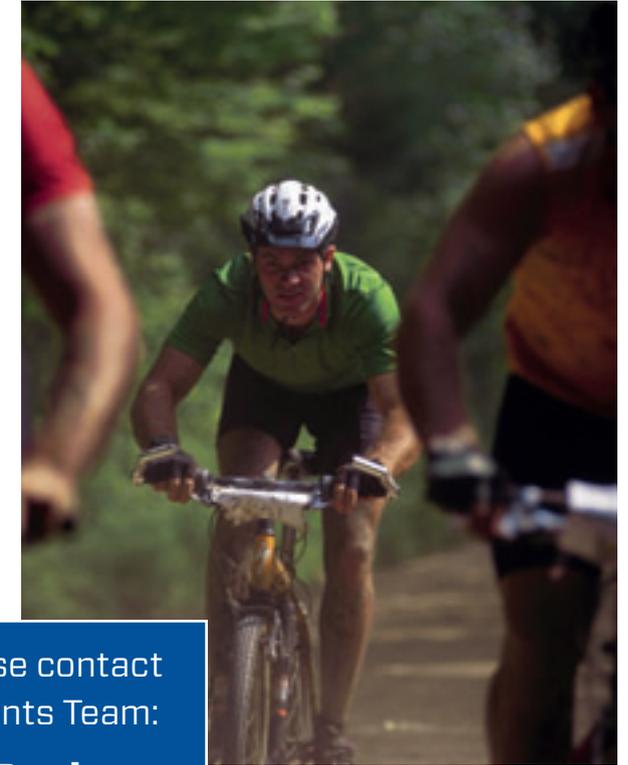
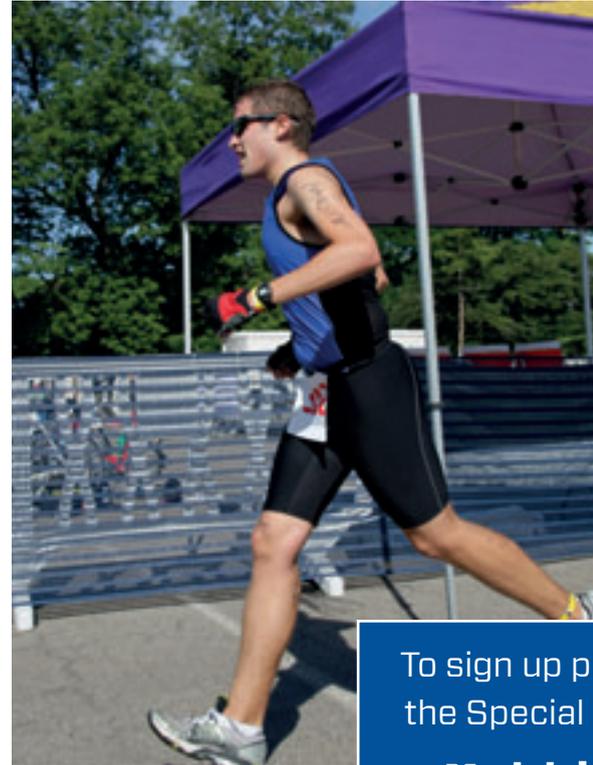
**VIRGIN ACTIVE
HEALTH CLUBS**

**LONDON
TRIATHLON**

The London Triathlon is the biggest triathlon event in Europe and we are giving 50 energetic athletes the chance to be a part of this amazing event and support The Royal British Legion. Whether you go it alone, or join forces with friends to make a team, make this your challenge for the year.

Choose from:

	SWIM	BIKE	RUN
Individual Super Sprint	400m	10km	2.5km
Individual Sprint	750m	20km	5km
Individual Open Age Olympic	1500m	40km	10km
Individual Age Group Olympic	1500m	40km	10km
Individual Mixed Group Olympic	500m	40km	10km
Individual Olympic Plus	1500m	80km	10km
Sprint Team Relay	750m	20km	5km
Olympic Team Relay	1500m	40km	10km



To sign up please contact
the Special Events Team:

Madeleine Bowler

020 3465 9169

mbowler@britishlegion.org.uk



8 Tug of War

Get ready! To test your strength! It could be a battle of the sexes, rival departments at work, young vs old or pop against rock. Whichever division you choose, a tug of war will decide the winners.



9 Apple Bobbing

Number underneath the apples and you can bob for prizes! This could be a fun alternative to a raffle or you could give a prize for the fastest bobber in the west!



10 Egg & Spoon Race

If you like a little bit of competition but nothing too serious, how about egg & spoon, three legged, space hopper or sack races? There are lots of other silly races you can organise: high on fun, laughter and money raising potential!

11 Musical Chairs

Chairs?... Check! Music?... Check!

Ok: you're all ready to relive your childhood and raise money! Pay to enter and the winner gets a prize.

12

Trade Up!



Martin Macdonald started with one red paperclip and traded it for a pen shaped like a fish: after 14 trades he had a TV.

Start with a Poppy pin and you could end up with a fantastic prize to auction for The Royal British Legion.

Have a competition with a group of friends. Who can end up with the best Trade Up??

13 Are YOU a High Flyer?

Ever wanted to feel the thrill of jumping out of a plane? Well now you can! We are looking for adventurous volunteers to make a fundraising parachute jump and if you raise enough in sponsorship you will get to jump for free!



Contact: **08457 725 725**

Email: **challengepack@britishlegion.org.uk**

14

Big Night In

Get your friends round for a Big Night In and donate the money you saved from not having a big night out to The Royal British Legion.



15 Who's the Baby?

It's so strange to see the people that you work or study alongside looking all sweet and innocent... well small, anyway.

This is a fun way to raise money. Charge people for taking part and the person that guesses the most 'Who's the Babies' right wins!

Get the whole office involved and upload the scanned photos to your intranet or shared website!

And here are many more Fab, Fun Fundraising ideas....



16 Pub Games Evening

Traditional pub games are great old favourites like darts, pool or dominoes. How about some board games like Mousetrap or Cluedo? You could even bring it right up to date with Wii games.

17 Pampering Pets Could you set up your own doggy grooming parlour? There are lots of pet owners that would be happy to donate money to get their pets spruced, so it's a great fundraising idea for animal lovers.

18 Sponsored Spell It's a classic fundraising idea whatever age you are. Learn some new words and raise money for The Royal British Legion.

19 Judging a Book By its Cover Raise cash for The Royal British Legion by having a book sale. It's a great way to pass on the books you love for a good cause and it also works for CDs & DVDs!

20 Poppy Run Held annually on the last Sunday in October it's open for everyone to enter and run, jog or even walk the 5km routes. Each Poppy Run will be organised by a local organiser, co-ordinated and supported centrally by Cowan Global Events. see www.poppy-run.com for more information.

21 Auction of Promises People can donate a promise of their time, expertise or services. Whether music lessons or home made cakes - all of us have something to offer. Try getting a local restaurant to donate a dinner for two.

22 Eat, Drink & Raise Money! Love Curry, Greek or Chinese food? Ask your local restaurant to have a night in support of the Legion on one of their quiet nights. Then all you have to do is invite all your friends to come along for a gourmet evening.

23 Poppy BBQ Throw another shrimp on the barbie and tell all of your family and friends. Get some burgers, sausages and don't forget something for the veggies. You could make a tasty bit of cash for the Legion from donations.

24 Happy Holiday How much would you pay for an extra day of precious holiday? It must be worth the price of a raffle ticket. Get your boss to donate a day's holiday to your raffle and you're sure to get lots of interest. Top Tip: sell the tickets on a sunny day.

25 A @#!&?\$\$% Swear Box!

Put out a swear box in the office and see the money come rolling in. It may not be swearing that's your office's weakness so how about a biscuit box? £1 donation every time you reach for the chocolate digestives!

26 Poppy Pins Encourage family, friends and colleagues to give £2 for one of our stylish Poppy lapel pins. It's a great way to show support for The Royal British Legion all year round. You can order pins from your Local Community Fundraiser - contact Legion Line on 08457 725 725.

27 Pub Quiz You don't need a pub to have a quiz, just some good questions and teams that want to test their brain cells (but a few drinks can help). Charge for teams entering and have a prize for the winning eggheads.

28 Tasty Cookbook Do you have a recipe that everyone raves over? Maybe you and your friends could get together all your mouth-watering recipes and make a cookbook. Or how about a recipe sharing night where everyone can pick out the recipe they would love to try out.

29 A Close Shave: Fancy Being Bald? Or maybe it's time to say goodbye to your beard? Try losing your hair to raise a lot of money for The Royal British Legion.

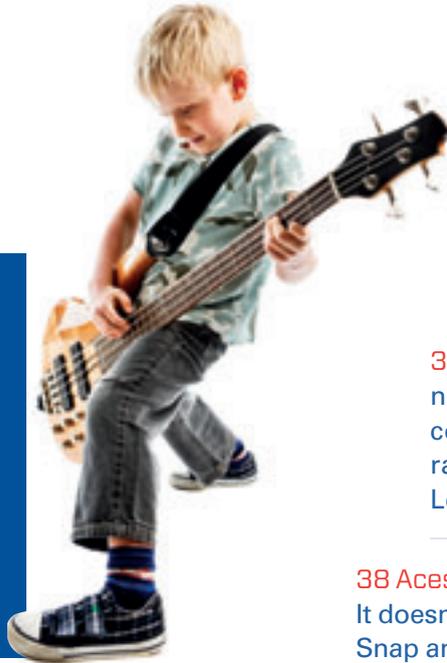


30 Jailbreak 24 hours to get as far away from the starting point as possible, without spending a penny in doing so. Fancy dress is always good to attract people's attention and help you go that extra mile!

31 Baked Bean Bath The fundraising classic! Are you up to taking a bath in baked beans? Get sponsorship, plus people can pay £1 to pour a can of beans over your head!

32 Challenge Yourself

What would be your challenge? Running a marathon, learning to play the guitar, or talking in front of a crowd? Not only will you raise money for charity, but you'll have that sense of achievement. Try getting your friends to face their challenges for the charity.



33 Tickets, Anyone? Remember when organising a raffle that the better the prize the more money you can make. If you can get a shop to donate that big screen T.V. in the window or a hotel to donate a romantic weekend for two, you're in with a chance to raise some serious cash. See pages 25 - 26 for guidelines.

34 Work Day Collection Collect for The Royal British Legion around your workplace. If a couple of you dress up in fancy dress it's much more fun getting money out of people.

35 Smarties have the Answer Giving away tubes of Smarties to family and friends doesn't sound like a great way to raise money but it is. Once they've eaten the chocolate ask them to fill the tube up with spare £1 coins. Every tube makes £27 for the charity.

36 Pupils vs Teachers Hold a competition with pupils against teachers. A tennis tournament, quiz or even a singing competition. Donations for taking part and sponsorship will have this event bringing in the cash.

37 Coffee Anyone? People love a nice cup of coffee, so holding a coffee morning is a great way to raise money for The Royal British Legion.

38 Aces High Card games are always fun. It doesn't matter if your game is Bridge or Snap and you could learn some card tricks to amaze your friends. Go on and pick a card!

39 Office Olympics Are you a whiz at speed typing, or are you an expert marksman into the rubbish bin? To really capture the spirit you could even start the event with your own procession of the torch (the battery-powered variety will work fine).

40 Poppy Walk Know London? Find out how much by joining us for a gentle 10 kilometre walk around London Town. Starting from the Legion HQ in Southwark, increase your knowledge of London as you go with our quiz. Come solo or with your family and friends.



41 Honour Walk Walking in Honour of those who Serve. Hold a sponsored walk with a difference: each person walks in honour of someone who has served or who is serving in the armed forces. Check out our Honour Walk pack at www.britishlegion.org.uk/honourwalk

42 What Can a Day Do? Donating a day's wage can make a huge difference to the work that we do. If your employer is willing to match your donation that's even better!! £158 would buy a fridge for someone in crisis.

43 Karaoke Night

And tonight you will be.... Karaoke nights are great fun and Singstar can give the evening a competitive edge.



44 Bonfire Night It used to be a penny for the Guy but there's lots of other ways to raise money at a bonfire night. Sell baked potatoes, burgers and bangers. How about selling some warming drinks too?

45 Bring & Buy Sale Remember that jumper that you've never worn which is sitting at the back of your wardrobe? Or the painting that you got as a Christmas present? Everyone has something that they don't want but that others would pay good money for.

46 Christmas Party In the season of good will to all men, have your Christmas party in aid of the Legion. Raffles & party games are all good ways to raise money.

47 Easter Egg Hunt Charge friends, family and colleagues to hunt for Easter eggs. If chocolate is not your thing you can always hunt for cakes!



50 Exmoor 30:30 A truly hefty challenge formulated by some of the toughest members of the British Armed Forces - 30 miles across Exmoor, carrying 30lbs on your back in teams of 5.



Visit: www.exmoor3030.org.uk for more details.

48 Darts Night Darts is a popular game for the whole family. As their last arrow sinks in everyone wants to hear the cry of "One-hundred-and-eighty!"

49 Dates for the Diary We all know St Patrick's day, May Day and Pancake Tuesday but how about dressing up for "National Zombie" day or perhaps a meal out on "Curry day"?

51 Through the Keyhole Who lives in a house like this? You don't have to have people looking through your drawers, photos will do. Get your friends to do the same and you can see who can match the most houses to their owners.

52 Gift of Support Christmas, birthdays or weddings; in fact any occasion that would involve gifts is great. How about suggesting to your family and friends that instead of giving you presents they make a donation to The Royal British Legion.

53 Barn Dance Get ready to do-si-do for a barn dance. Put your cowboy hat on, take your partner by the hand and organise yourself the best barn dance this side of Louisiana.



55 Say Cheese Photo competitions are a great way to get people involved in raising money. No matter what age, people love snapping pictures. Be inventive with your themes and you'll really get people's creative juices flowing.

54 Knitting up a Storm Whether you're an expert with knitting needles or a keen beginner, you can start a woolly masterpiece to raise money.

56 Treasure Hunt Ahoy, me Hearties! This is a great way to get some booty for the charity. Create some crafty clues to sort the Buccaneers from the Scurvy Dogs and see who finds the treasure first!

57 Cinema Screening Could your local cinema be persuaded to do a preview for the charity? Increase the price ticket by £1 - £2. Have a display in the foyer.

58 Craft Fair Fun Organise a craft fair. Cakes, jam, paintings and embroidery are all popular stalls - but any handmade products work well.

59 Pedal to Paris Join us on the journey from Greenwich to the Arc de Triomphe - 4 exciting days in the saddle. Contact the events team on 020 3207 2275 or events@britishlegion.org.uk.



60 Come Dine with Me If you love the TV show, why not have your own version? Get some friends together and each evening you rate the host's food and overall performance. Who will win bragging rights as the best host?

61 Bingo! Bingo is having a resurgence. It's estimated that 50,000 people are playing bingo online alone, with many more playing at sites across the country. Get in on the action and hold a bingo night. You'll be sure to be popular when you call "Legs Eleven"!

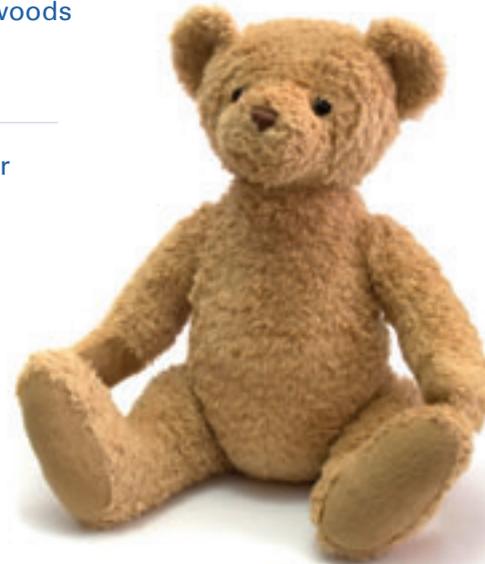
62 Wine & Cheese Evening Wine and cheese are a delicious combination for a night with friends. Part of the fun is finding out what goes together, but there are also some really good websites with all the information you could need if you really want to impress.

63 Fire-Walking Not one for a DIY effort, you will need to contact the professionals for this. Fire-walking instructors can teach you to walk barefoot over red-hot embers without feeling the burn! How much would your friends sponsor you to do that?

64 It's in the Bag Ask your local supermarket if you can bag up customer's shopping in return for a donation. It's a sure-fire way to raise money.

65 Teddy Bears' Picnic Charge for entry and organise a clown, face painters or perhaps a raffle. When you go down to the woods today you're sure of a great fundraiser!

66 Pub Crawl Go round your local pubs. Check with the manager first but if you get the go ahead you'll be able to collect from the punters in the pub.



67 Freedom Trail In World War II the allied prisoners escaping to neutral Spain trekked for miles across the country with the enemy in pursuit. The final obstacle to freedom was a hike across the Pyrenées. We are offering 15 determined trekkers the opportunity to relive that hike. It's a four-day trek which covers 50 miles and reaches heights of 2,600 metres.

68 Framed Talk to local artists and ask them to donate their artwork. Hold an exhibition with an entry fee where people can buy the works.

69 Don't Take the Lift Why spend hours and money working out in the gym? Don't take the lift and take the stairs instead. Get sponsored per step and give the money you save in gym membership to The Royal British Legion. You'll make pounds while shedding the pounds. If you work in a high-rise office, you'll raise loads of cash and be super-fit.

70 Fancy Dress Party The choice for fancy dress is endless. Celebrities, Country & Western, 60s or Sci-Fi. Dressing up is always a great way for people to have fun.

71 Halloween Party Have a spooky party. Dastardly decorations, frightening food and diabolical drinks! Bloody Mary anyone?

72 Bop 'Till You Drop Dance until the early hours and the last man standing wins. Make it a little more interesting with a theme: country and western or 60's. The choice is yours.

73 Sweepstake Most of us have taken part in a Grand National or World Cup sweepstake. There's more where that came from. How about the Lottery bonus ball? Or even reality TV show contestants?

74 Arm Wrestling Have a competition to find out who is the king of the biceps. Entry donation and a sweepstake means you won't have to strong-arm people in to give money to the charity.

75 Go the Extra Mile Could your company or club cover a distance using pound coins? From the length of your board room table to the local swimming pool: if everyone gets involved you'll go the distance.

76 How many XXX in XXX?

Jellybeans in a jar is a popular choice but you can let your imagination run wild with this. How many socks in a drawer? How many people can fit in a car? You can even get people to guess the weight so they get two bites of the cherry!

77 Getting Fit and Fundraising Try walking to work. Donate the money saved to The Royal British Legion you can even add a few pounds for the pounds you'll lose.



78 All the Fun of the Fair

Have you got a fair or farmers market near you? Perhaps they could support the Legion by donating a percentage of their sales, holding collections, a raffle or having a fundraising stall.

79 Dress Down Day

It doesn't matter if you wear a uniform or a suit to work: people love an excuse not to wear their usual work outfit. Give them a price list; £2 dress down; £5 for fancy dress or £10 for a bad taste outfit.



80 Car Wash People love a clean car but hate to wash them. Get each driver to pay for their sparkling car and you're well on your way to cleaning up with this soapy fun fundraising idea.

81 Small Change, Big Difference Empty your pockets for one week and put the change into one of our money boxes. If you can get your family and friends to do the same you'll be looking at a big difference. Money boxes are available from our regional offices.

82 A Fruity Little Number Whether you like a full bodied red or a cheeky little white, a wine tasting night could be right up your street. Ask a local wine expert to give you some top tips for your taste buds. A donation from the tasters will make the night go down a treat.

83 Guess the Weight Competition A massive cake, a giant pumpkin or a car. Find something tricky for people to guess the weight. Even better if they win the object as first prize. Top tip: you'll need a big set of scales if it is a car!

84 Belle of the Ball Whether it's old school glamour or cutting edge style, everyone likes getting dressed up. Organise an event that will really stand out from the crowd.

85 Wax on, Wax off

Have you got a hairy chest or legs? The idea of waxing may bring tears to your eyes but your courage will raise lots of money for charity.

86 Sponsored Silence Who wouldn't give money to get some lovely peace and quiet! Perfect for a group of noisy kids or even noisy adults!

87 Let's Put on a Show Is there a local amateur dramatics society, orchestra or glee club in your area? Putting on a show in aid of The Royal British Legion is a great way for them to get publicity for the club. Raise money through ticket sales, programmes and refreshments and everyone's a winner.

88 Beautiful Blooms Have you or your friends got green fingers? If that's a yes, how about setting up a flower stall? Selling cuttings from your prized roses is sure to attract attention. This could work well with idea number 95!

89 Face Painting This is a great one for the kids. Whether they want Spiderman or a butterfly, it's sure to brighten up their day.



90 Date Night Why not be a matchmaker and organise a speed dating night. It's all the rage and a great way to raise money for The Royal British Legion. You never know, it could even get you invited to a future wedding.

91 Golf Days We ask Golf Clubs around the country to support us by holding a special Poppy Golf Day – this raises in the region of £25k annually for our work. Get involved and organise your own event. Souvenirs and medals are available to help you with your event.

92 Bake Sale They'll sell like hot cakes! They don't need to be hot but if you have a stall of tasty cakes you'll be very popular with people wanting a treat!

93 Fashion Show Look fabulous in your very own fashion show! Give your show a theme; perhaps glitz and glamour is your style. Then ask your friends to hit the catwalk.

94 Essential or Luxury? Could you do without some of the luxury items in your weekly shop? Is your basket full of named brands? For one week try sacrificing your luxuries and donate the money saved to The Royal British Legion. Ask your friends and family to try it too.

95 Open Garden How about organising an open garden weekend? With the support of keen gardeners in the area you can ask visitors to donate an entry fee and pay for refreshments. You can even hold a raffle with some prize cuttings or gardening lessons as a prize!



96 Zumba How about you and your friends doing a sponsored Zumba class for The Royal British Legion? You'll have a fantastic time while raising money for us! If you don't feel Zumba is your thing there are many other classes to try: dance, exercise or even flower arranging!

97 Trek Somewhere Amazing!

In 2010, we had people who, climbed Kilimanjaro; ran across the Sahara; walked from Brighton to Canterbury; and cycled from Alaska to Argentina. Go to www.charitychallenge.co.uk for ideas and to sign up for The Royal British Legion.

98 Pamper Party What does having a relaxing evening with your friends mean to you? Is it facemasks and foot spas? Champagne and chocolates? Why not all of them? That's got to be worth raising money for charity.

99 Trading Places Organise a sponsored job swap where you work. People would pay good money to see the boss working on reception.

100

Do Your Own Thing!

After looking through all of our ideas you may have lots of your own ideas buzzing around your head. We've left this page blank so that you can write down any thoughts and inspirations you've had.

So whether it's extreme sports you're into or you are a natural in the kitchen why not pull out all the stops and do it for The Royal British Legion?



More bang for your buck!

Once you've decided on the fundraising idea and are planning how you want to do it, ask yourself:

- Do enough people know about the event?
- Have you checked it doesn't clash with anything that will stop a lot of people attending?
- Are your friends willing to help you raise money?

Are the answers all **“yes?”**
Congratulations - it sounds like you are well on your way to organising a successful fundraising event.

Even if you have all the things above sorted we can still help make things even better!

With our publicity materials and branded merchandise we can really help your event stand out from the crowd.

Give us a call. Contact Legion Line on **08457 725 725** for details of your Local Community Fundraiser. We're there for you to talk ideas over and help make the event that little bit more special.



Shout about it!

Make the most of the internet and email

Social networking sites are a great way to get the message out. With Facebook, Twitter and YouTube becoming more and more popular they're excellent for spreading the word to your friends and family and to their friends and families. An idea that people want to get involved with can take the internet by storm.

Sending a mass email out to family, friends and work colleagues about your event is a great way to get support. It's even better if you can send out personal emails to people you know and ask them to sponsor you or attend your event. If you have a Facebook group and Virgin Money Giving site (details later in the booklet) all they need to do is click on the link and they're all set to support you. Fantastic!

Remember:
Personal touches go a long long way to success!



Media can help spread the word!

Tell your community about the **fantastic fundraiser** you have planned by asking local newspapers, radio and TV to help spread the word. Whether you want to drive people to your event, boost donations or have a great reason for supporting the Legion, get some positive coverage by telling your story.

MAKE THE CALL - You will be able to find the contact details of your local media online or in your local directory. Ask to speak to a reporter on the newsdesk and fire away with your fun and exciting plans. Remember you're trying to promote yourself or your event so be enthusiastic!

NEWS HOOK - Grab the reporter's attention by finding your news hook: what's different about your fundraiser? Will you be marking a special day? Why have you chosen to support The Royal British Legion? Does anyone taking part have an Armed Forces connection? Remember, you're trying to get your fundraiser to stand out from a mountain of other news they get each day.

PRESS RELEASE - Follow up the same day by sending through a press release (we've included a template version at the end of this pack) which gives the reporter all the essential information they need to write the story. Don't forget to include your contact details.

PHOTO - A picture can go a long way in helping you into pole position on a news page! Think creatively about a picture that illustrates your fundraiser, and don't forget to include the Poppy! For best results, email through a high resolution image no bigger than 1MB.



Remember persistence pays off,
so if you don't hear back, get in touch again!

See the **money** come **rolling** in!

To help you get the money coming in there is a copy of our snazzy sponsorship form at the back of this book. If you need any more forms just contact your Local Community Fundraiser, details available from Legion Line on **08457 725 725** and we'll email them over or pop some in the post for you.

Setting up online sponsorship could not be easier. You can have your own personalised sponsorship page at www.justgiving.com or uk.virginmoneygiving.com. The money comes direct to the charity so it's easy for you and it's fantastic for letting those family and friends that you don't see regularly know what's going on. It's also great because it automatically adds Gift Aid to their sponsorship. And talking about Gift Aid...

Gift Aid is awesome!
But why is it so great?

Because with a tick of a box for every £1 people sponsor you, we can claim an extra 25p back from the Government.

giftaid it

It's really worth encouraging everyone to fill in the Gift Aid information, as it increases the donation at no extra cost to the sponsor.

Getting the money to make a difference

Once you've raised the money, how do you get the cash to us?

If you have raised all of your money through one of the fundraising sites above, you can sit back knowing that all the money raised has come directly to us and is there ready to help Service and ex-Service personnel in need.

If you have got some cash that needs to be banked, don't worry; you can simply contact one of our local fundraising offices. They'll talk over the best way for you to get the money to us, contact **Legion Line on 08457 725 725 for details of your nearest office.**



Be safe, **stay legal** and have fun

We want you to have fun when you're raising money for us but we also want you and others taking part to be safe and keep within the law.

When you're looking through our ideas, consider any health and safety or legal requirements that could be involved when carrying out any fundraising activities. This booklet gives you a few tips but please get in contact if you would like more advice on your event.

Just remember to **STOP, THINK & ASK** us for advice on these activities.

HEALTH AND SAFETY

It's all about common sense. Follow manufacturers' guidelines when using any equipment and think about whether you need people supervising any aspects of your event. Will you need marshals or first aiders for a fun run? You should conduct a risk assessment to ensure you have proper plans in place for the safety of your participants. For more information check out the Health and Safety Executive website (see useful websites). You will also need to check whether you need any special licence for your activity e.g. public entertainment licence or licence to sell alcohol.

IMPORTANT INFORMATION

The fundraising activity you carry out will be at your own risk. People organising their own events to support us, and any of their event participants, are not covered by our insurance. Event organisers should make their own insurance arrangements where needed.

FOOD HYGIENE

If your activity deals with food please make sure you follow basic food hygiene standards when storing, handling, preparing, cooking and displaying food. To find out more about this please check out the Food Standards Agency website (see useful websites).

FUNDRAISING BY BUSINESSES

If a business, such as a restaurant or cinema, would like to run a fundraising promotion with the public, they will need written consent from The Royal British Legion first. Please contact The Royal British Legion to arrange this.



PROMOTIONAL MATERIALS

By law, The Royal British Legion's charity registration number (219279) must appear on all posters and advertisements for your fundraising activity. Please contact The Royal British Legion for guidelines and permission to use The Royal British Legion logo.

TRANSFER OF FUNDS

All funds raised in our name should be sent to The Royal British Legion within two weeks of collection. Expenses must not be deducted from the sums unless you have approved this with The Royal British Legion and provided a receipt.

RAFFLES AND LOTTERIES

Raffles are an easy way to raise money. This is true but there are strict laws that deal with raffles and lotteries. These include things that you may not think of as raffles or lotteries such as lucky-dips, snail or balloon race.

Some raffles & lotteries are exempt from the regulations but to qualify for this they must meet ALL of these criteria.

- It must be promoted for a purpose other than private gain.
- Tickets must only be sold during the event, on the premises where the event is taking place.
- Tickets, must all be sold at the same price (so they cannot be sold five for the price of four).
- The draw must take place during the event.
- The amount deducted from ticket sales must be no more than: £100 for costs / £500 for prizes. The

remaining sum must be going to a good cause. These amounts may change so an organisation planning to run a raffle as part of an event should check the figures with the Gambling Commission.

- There are no specific ticket requirements. So, for example: cloakroom tickets can be used.
- No rollovers are allowed.

Even if your raffle meets all of these criteria it's worth giving us a call to talk over your plans before you start.

If your raffle or lottery does not meet all of the points above (e.g. if you are selling tickets in advance of the day) we can help you with that and talk you through all the regulations.

Whatever type of raffle or lottery you're planning to do, it's a good idea to have a read through all the regulations to see if there is anything you need to keep in mind. You can see these on the Institute of Fundraising's website (see useful websites) or if you get in contact with us we'll happily send you a copy.

DATA PROTECTION

Any information you keep about people must comply with the Data Protection Act. In a nutshell this means you can't give personal information out without people's permission and you can't keep their information any longer than is necessary. This applies to both computer & paper records.

You can see full details about Data Protection at: www.institute-of-fundraising.org.uk or talk to one of our team.

USEFUL WEBSITES

Institute of Fundraising
www.institute-of-fundraising.org.uk

Features information on the best ways to fundraise and legislation affecting fundraising such as raffles & lotteries or data protection.

Food Standards Agency
www.food.gov.uk

Lots of useful information on how to prepare food safely and hygienically.

Health and Safety Executive
www.hse.gov.uk

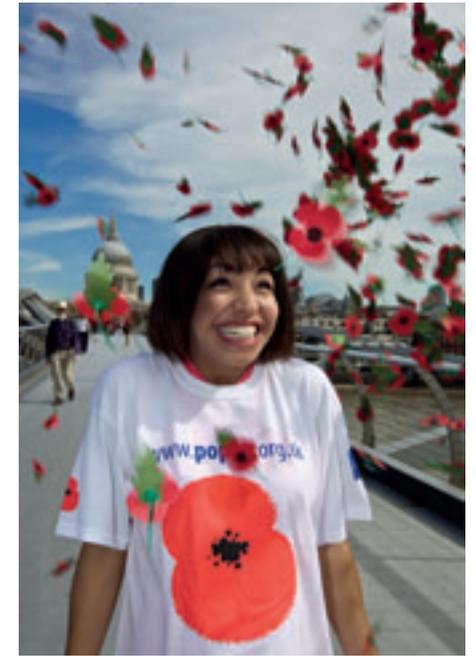
Provides advice on keeping safe and legal.

The Royal British Legion
www.britishlegion.org.uk/support-us/fundraising-events/organising-an-event

Our own page is dedicated to providing fundraising ideas where you'll be able to get useful downloads such as sponsorship forms, a fundraising checklist and legal advice.

And don't forget... We're Here to Help!

The Royal British Legion has people across the country that would love to hear your ideas and help you with any advice & support you may need. **Contact us on 08457 725 725 and ask to speak to your Local Community Fundraiser.** Further contact details are on the back page. We can put you in contact with one of our Regional Fundraising Managers in your area.



One last thing...

Another suggestion for those who wish to donate but don't want to arrange an event: **Non attendance event;**

Pay a fiver and don't turn up! Simple.

You can even create a badge for participants to show that they didn't turn up.

For example – Book the dining room on the SS Titanic - (with kind permission of the Titanic Heritage Trust)

- Visit www.poppy.org.uk and make an on-line donation; or
- Call **0845 8451945** to speak to someone who will be able to take your donation over the phone.

For more details speak to one of our
Local Community Fundraisers

News Release

For immediate release
[Insert date]

[Catchy headline here!]

[Your full name e.g. John Smith] of [village/town/area] will take part in [your event/challenge] to raise money for The Royal British Legion in support of the Armed Forces and their families.

[Briefly explain what the event/challenge is, who is involved and when it is taking place]

[Your first name] is hoping to raise at least £[amount] towards the Legion's vital welfare work. Nearly 9.5 million serving and ex-Service people and their dependants are eligible for the Legion's support which covers a range of services including grants to those in need, benefits and money advice, employment and retraining support, home adaptations and recovery support for the wounded, injured and sick from current conflicts.

[Quote – your thoughts on the event/challenge]

The Legion spends £1.7 million a week on vital welfare work providing social, emotional and financial support to the Armed Forces family.

Now, more than ever before, the Legion needs your support. If you wish to sponsor [your full name] please contact [your phone number/email address/on-line fundraising link]

ENDS

For more information contact:

[Your full name, address, email and daytime and weekend phone number]

Notes to Editors:

The Royal British Legion stands shoulder to shoulder with all who serve. It is the nation's leading Armed Forces charity providing care and support to all members of the British Armed Forces past and present and their families. It is also the national Custodian of Remembrance and safeguards the Military Covenant between the nation and its Armed Forces. It is best known for the annual Poppy Appeal and its emblem, the red poppy.

For further information about the Legion's work please visit www.britishlegion.org.uk

The Royal British Legion

Sponsorship Form



Thank you so much for your support!

We would be grateful if you could return all sponsorship money (preferably as cheques), within three months of the event taking place, to: Events Office, The Royal British Legion, Haig House, 199 Borough High Street, London, SE1 1AA.

Fundraiser's name

Fundraiser's full address

Postcode

Event name

Event date

GIFTAID IT! I declare all gifts of money that I've made to The Royal British Legion in the past six years and all future gifts of money that I make from the date of this declaration are Giftaid donations. I qualify for Giftaid because what I pay in income tax or capital gains tax is equal or greater than the amount the Legion will claim in the tax year. I will notify the Legion if I want to cancel this declaration, change my name or home address or no longer pay sufficient tax on income and/or capital gains. *Don't forget to GIFTAID it!*

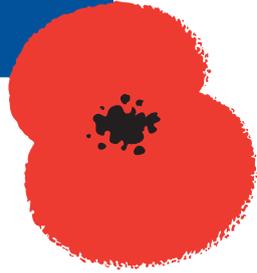
Data Protection We value your support and would like to keep you and those who sponsor you up-to-date about our campaigns and achievements in the future. If you do not want us to keep in touch via fundraising and campaign mailings, please tick this box.

Tick if you don't want to hear more about us

Full name of sponsor (in CAPS)	Full home address (in CAPS)	Postcode	Amount paid	GIFTAID*
eg. JOE BLOGGS	10 POPPY STREET	SE1 1AA	£ 20.00	<input checked="" type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
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*By ticking the GIFTAID box, your sponsor is declaring that they are a UK tax payer.

THE ROYAL BRITISH
LEGION



More information on The Royal British Legion

If you're going to fundraise for The Royal British Legion you'll want to know more about how we'll make use of any donations to help improve people's lives, and perhaps more about the organisation in general. Take a look at: www.britishlegion.org.uk for everything you'll need to know about the vital work we do.

**Shoulder to shoulder
with all who Serve**

The Royal British Legion
Haig House
199 Borough High Street
London SE1 1AA
Telephone 08457 725 725

Registered charity number 219279

www.britishlegion.org.uk

