

# THE GOLDEN RULES OF FUNDRAISING

CAVAN SCOTT TALKS TO SOME OF OUR MOST SUCCESSFUL UNITS AND GETS INVALUABLE TIPS FOR RAISING MONEY

## MEET THE EXPERTS



**Phil Lawes**  
Chairman, Salisbury Unit  
Number of cadets: 84  
Committee members: 12  
Unit staff/volunteers: 18



**Peter Stapleton**  
Former Chairman,  
Camberley Unit  
Number of cadets: 50  
Committee members: 6  
Unit staff/volunteers: 10



**Margaret Plumley**  
Chairlady, Cowes Unit  
Number of cadets: 35  
Committee members: 7  
Unit staff/volunteers: 6

### 1 SET TARGETS

Before you start, focus on exactly what you need: "Break your targets down to bite-size chunks," advises Peter Stapleton, former Chairman of Camberley Unit. "The sheer amount of money will dictate where you go for it."

"If you're looking to raise under a thousand pounds," adds Phil Lawes, Chairman of Salisbury Unit, "then you can run small events to build up the money over a year. If it's anything larger, you need to look at grants and trusts."

### 2 CONSIDER WHO TO ASK

Individuals, particularly wealthy ones, give much more to charities than trusts, foundations and corporations. Try to identify individuals in your community who you could approach for support.

### 3 THE DEVIL IS IN THE DETAIL

When applying for funding and grants, don't be daunted but pay attention to every little detail. "There's definitely an art to those forms," says Peter. "Pay particular attention to any buzzwords they use. We recently applied for a grant and saw the organisation was particularly interested in youth participation and crime prevention. I made sure we got those trigger words into the application."

And it doesn't end when you've received a grant. "There's usually a clause saying that you need to use the money within a specified period," reveals Phil. "Ignore that, and they may ask for the money back."

### 4 BE PERSISTENT

"If you write to five companies and four knock you back, don't be disheartened," says Phil. "If you give up at that stage, you shouldn't be fundraising at all."

### 5 BE ORIGINAL

As well as the usual supermarket bag-packs and barbecues, you need to think outside the box. Chairlady Margaret Plumley's Cowes Unit recently ran a continuous 24-hour bible reading that raised £6,000: "We were virtually dragging people off the street to do 20-minute readings. It was a logistical nightmare, but we pulled it off."

### 6 SET UP REGULAR ANNUAL EVENTS

"If someone has given once, it's likely they will give again so set up regular events," says Phil. "For the last four years we've held an annual Easter duck race on the river at our unit. We sell tickets for each duck and if your number is on one of the winners, you win a prize. People know it's going to happen every year and look forward to it."

### 7 LOOK FOR OTHER OPPORTUNITIES TO MAKE MONEY

It isn't always about events or grants. Sometimes additional funds can be found by using what resources you have. "Think about hiring out your unit on non-cadet nights," suggests Phil. "From keep-fit groups to martial arts, you'll soon have people queuing up to hire the place. See what other people are charging and find a happy medium." "You can also get an income from selling on donations," says Margaret. "We're often given boats and, if we can't use them, we ask if it's OK for us to sell them. We've recently made around £5,000 from such a sale."

### 8 GET INVOLVED

All three chairs believe that it isn't all take, take, take. "You have to give something back and help out with other people's events," says Phil. Margaret agrees: "It's very important. If people see your cadets out in the community doing good things, they'll support you."

### 9 SAY 'THANK YOU'

"Always thank your supporters," says Margaret. "We've had a card printed that has our cadets holding up flags that say 'thank you'. I always send handwritten cards to make them as personal as possible."

Peter agrees: "You always need to show people what you've done with their money. Invite them afterwards to see what the funds have bought. Get them onto your new boat or let them see your wonderful new trailer."

"Such events also give you the chance to invite local dignitaries – your local MP, councillors or even the town mayor," adds Margaret. "They get to see what your unit is doing and may be able to help you in the future."

## FUNDRAISING IN FIGURES

Ships, bursaries and improvements: a year in fundraising

£2.5m

HAS BEEN RAISED TO HELP REPLACE TS ROYALIST

£12k

HAS BEEN RAISED FOR CADET BURSARIES AND WE HOPE TO RAISE ANOTHER £18,000 BY NEXT YEAR

£200k

HAS BEEN RAISED FOR EQUIPMENT, UNITS AND TRAINING CENTRES SINCE APRIL 2011

£250k

HAS BEEN RAISED TO HELP UNITS IMPROVE THEIR BUILDINGS AND FACILITIES



Before you start fundraising, set yourself some targets and focus on exactly what you need

## THE DOs AND DON'Ts OF APPROACHING BUSINESSES

Peter Bibby, Chief Executive of Typhoon International, gives advice on that all-important request letter

**✗ Don't just cut and paste**  
Personalise your letter to suit the company you're approaching. If it looks like a mass mail-out it'll probably end up in the bin. Find out the name and position of the person you're contacting.

**✓ Do make the connection**  
Mention if any of your people are employees. They're more likely to support their own staff.

**✗ Don't waffle**  
Keep it short and to the point – your letter should be no longer than one side of A4.

**✓ Do blow your own trumpet**  
Stress how many people you have volunteering for you and how many hours they put in. The business is more likely to say yes to units that are already putting in a lot of time and effort.

**✓ Do add contacts**  
Include your telephone number and email.

