



Prisoners'
Education
TRUST

Dear Supporter,

Welcome to the team! Thank you so much for fundraising on behalf of Prisoners Education Trust. Your fundraising efforts, however small or large, will directly and immediately impact our work in turning prisoners' lives around through education, building their self-esteem and enabling them to contribute in a positive way to their community.

Since 1989, Prisoners Education Trust has been providing access to broader learning opportunities for prisoners, to enhance their chances of building a better life after release. We do this through a grants programme which assists over 2,000 prisoners each year to study distance learning courses in subjects and levels not available in prison. We also provide advice and support, and we make the case for improving policy and practice.

We hope you find our A-Z of Fundraising Ideas useful. If you need any more ideas or would like any additional help please get in touch! We can be contacted on 0208 648 7760 or events@prisonerseducation.org.uk.

We are here to help you every step of the way!

Happy Fundraising,

The PET Events Team

A-Z of Fundraising Ideas

A - B

Abseiling

Push yourself to the edge! Invite some friends along and do a sponsored abseil to get the adrenaline pumping.

Auction of Kindness

Motivate friends, family, and colleagues to come together to offer their services (e.g cooking, driving, beauty treatments). Auction off each pledge to the highest bidder!

Bucket Collections

Contact the fundraising team for collection tins and advice about how to set up a fundraising collection in your town or city. You'll be rolling in the coins in no time!

Bingo

Playing bingo is a really fun, simple way of bringing people together to raise money. Just ask everyone for a donation to join in and get somebody to donate a prize to give to the winner.

Baked Beans

Baked beans are a well-known fundraising accessory. So, why not get sponsored to bathe in a tub of them or hold an office bean eating contest!

C - D

Clothes Swap

Invite friends over and ask them to bring a few items of clothes or jewellery that they don't use. Ask a local bar or restaurant to donate some refreshments so you can charge your guests a ticket fee.

Comedy Night

Find out who your funniest friend or colleague is by holding a comedy night. Why not hold it on 1st July for International Jokes Day?

Curry Night

Ask your local curry house to donate a meal for two and raffle it to raise money. Or test your taste buds by blindfolding workmates and seeing who can tell their tikka from their korma!

Darts Evening

Encourage a local pub to allow you hold a darts tournament and ask them to donate a prize to the winner. Spice up the evening by introducing a variety of darts games such as Cricket, x01, Around the clock, Baseball, Golf, Mulligan etc.

E - G

Easter Egg Hunt

Have some traditional Easter-time fun with your family on an egg hunt. Alternatively, get colleagues to guess the number of mini-eggs in a jar!

Face Painting

Good with a paintbrush? Charge a fee to paint your friends before they head off to a summer festival or a fancy dress party.

Games and Puzzles

Go back in the day and have some retro fun by hosting a vintage-themed games evening. Round up as many old favourites as you can - Scrabble, Monopoly, Sorry, Cluedo and anything else you can think of. Then suggest a donation to play.

H - K

House Cleaning

It's time for some spring cleaning - so why not get out your marigolds and help a friend in need for a donation!

Inspire a Friend

Inspire a friend to join you on your fundraising mission and teach them about the charity! If you would like some fact sheets or any other additional information then please get in touch and we will be happy to help.

Jumble Sale

Organise a jumble sale in a local town hall and charge a small entrance fee.

Kite Flying Competition

What better way to make use of this windy weather? Inspire work colleagues to join in and hold a competition at lunch time!

L - M

Lent

Ever tried to give up something you love? Why not impress your peers and get sponsored to go without your naughty pleasure?

Mufti Day or Dress Down Day

Do you go to a big school or work in a large organisation? If so, this is an ideal way to make quick and easy money! Ask your head teacher or boss for permission and charge those taking part.

N - P

National Wine Day (25th May)

Enjoy a tippie while raising money for PET by holding a cheese and wine evening. Or have a tasting competition, with blindfolded contestants trying to match a wine to a bottle.

Outward Bound Weekend

Organise a challenging outward bound weekend for you and your colleagues and charge an additional fee for each place. Please make sure that individuals are insured for all activities and that risk assessments are carried out where necessary.

Pumpkin Carving Competition

Simply get people to pay an entrance fee, bring their own pumpkin and let the creativity begin. See if you can hold it at a local pub and have the landlord and bartenders judge.

Q - U

Quiz

Test your friends' knowledge with a quiz. Hold your battle of the brains contest at lunchtime, or after work in a favourite venue.

Rugby Match

Ask spectators for a small donation and inform the teams in advance that the losing team will have to pay a small donation. This should encourage some friendly competition!

Sponsored event

This could be anything from a sponsored swim to a sponsored head shave! If you need more ideas then give us a call on [02086487760](tel:02086487760).

Time for Tea

Dig out your best china and silverware and enjoy a classic British pastime - hold your very own tea party. Just ask your friends, family and colleagues to bake cakes and prepare lots of finger sandwiches.

University Challenge

Hold an event based on the academic quiz show and round up friends from different universities to take part.

V - Z

Video Game Day

Turn your work meeting room or family living room into a games room for a day! Why not hold it on 12th September for National Video Game Day? Get your workmates or friends to vote for their favourite video game and then hold a round robin, with everyone making a donation to compete.

World Food Lunch/Dinner

Celebrate different cultures and foods by getting together with friends and selling dishes from all over the world.

X- Factor singing Competition

How many good singers do you know? This event can be held in the comfort of your own home or in the local pub.

You've Been Framed

Organise an evening with old friends and ask them to bring embarrassing photos or videos of everybody! Award the person in the funniest video or picture with a prize.

Zodiac Reading

What does the future have in store for you? Invite an astrology reader to a gathering of friends and charge them to get their reading.

Dos and Don'ts of Fundraising

- X **DON'T** ask young children to help with your fundraising. Fundraisers must be 16 or older.
- ✓ **DO** remind everybody that if the event is cancelled or you are unable to take part then PET will refund their donation if they wish.
- X **DON'T** go door to door fundraising, or fundraise on the street. This kind of fundraising requires a license from your local authority.
- X **DON'T** set up a collection box in a public place without checking if you need a licence from the local council. Similarly, don't do a collection in a private property without permission from the owner.
- ✓ **DO** get permission if you're using someone else's property or belongings.
- X **Don't** reclaim Gift Aid on auctioned items.
- ✓ **DO** make it clear when running a sweepstake that no donation is necessary, but there is a **SUGGESTED** donation. This is a legal requirement!
- X **Don't** do anything dangerous without the appropriate insurance.

- ✓ **DO** check if you need a licence to sell alcohol or play loud music late at night if you have organised an event in a public place.
- ✓ **DO** get in touch if you plan on organising a raffle. There are strict legal guidelines on how and where this can be done and we will need to supply you with more information. Call us on **0208 648 7760**.
- ✓ **DO** think about health and safety when organising your own event. Please conduct a risk assessment prior to the event if you think it is necessary. Email us at events@prisonerseducation.org.uk for a template risk assessment.

Remember: Prisoners Education Trust cannot accept liability for an event you organise so please follow these guidelines, or get in touch if you are unsure about anything.



Top Tips

Don't forget to use PR and Social Media to help spread the word.

PR/Media - getting your story in the news can help raise funds. Local newspaper, radio, or even magazines will be interested in your story. We can help you with ideas!

Social Media is a great way of letting friends know about your challenge - but try to post something fun to get your voice heard over everyone else's.

Connect with PET on social media sites so that we can encourage you and direct others to your donation page!

Twitter [PrisonersEducation@PrisonersEd](https://twitter.com/PrisonersEducation)

Facebook <https://www.facebook.com/PrisonersEd>

Just Giving <http://www.justgiving.com/petrust>

Website www.prisonerseducation.org.uk

Start fundraising as soon as you sign up for a challenge and try different ideas to keep your fundraising interesting and enjoyable - for you as well as everyone else!

A generous first sponsor will encourage others to follow suit.

Be persistent - keep asking and politely reminding people.

Use Gift Aid to maximise the impact of your donations. Ask sponsors to read the declaration on the top of your sponsorship form and tick the Gift Aid box if it applies to them.

Break your target down into measureable chunks and celebrate when you get a third or halfway through. Encourage people to help you meet your next margin rather than the total target - it all adds up!

Keep your supporters updated on your progress and think about ways to make your updates more interesting.

Make a video diary of your training, write a blog, or just share a funny photo or story from your training.

Ask your employer if you can add a link to your fundraising page on your **email signature** (and make sure to add it to your personal one). Many companies also offer '**matched giving**' for employees taking part in a fundraising challenge. Also enquire if you can put posters or flyers up in your canteen.

Please email the events team with any question at events@prisonerseducation.org.uk or call us on **0208 648 7760**.

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