



Fundraising Toolkit

Hints and tips to get you started



Thank you for choosing to fundraise for LandAid!

Whatever event or activity you organise, you can be sure it will make a big difference in the lives of young people facing homelessness across the UK.

Every year, thousands of young people in the UK find themselves homeless. Many are forced into overcrowded hostels, budget B&Bs, or, tragically, onto the streets. It's a pressing issue that we're determined to tackle.

At LandAid, we unite the property industry to support charities that deliver life-changing services to young people who are homeless, have experienced homelessness, or are at risk of becoming homeless.

Through our unique network of corporate partners, we channel funding and expertise to create a lasting impact where it's needed most.

TAKE ON A CHALLENGE

Aim high by organising a skydive or a mountain climb, bring the team together for a group cycle challenge even a world record attempt. Try a Jailbreak challenge and see and see how far you can get from the office in 24 hours – without any money! If you're feeling sporty, why not coordinate a golf, football or cricket tournament, a boat race, or even a swimathon?

WANT TO TRY SOMETHING NEW?

Get creative with a salsa class or a wine-tasting event and ask colleagues to donate for the experience. Or, set yourself a project: create and sell a cookbook featuring everyone's favourite recipes, or host a "Dragon's Den" to uncover any budding entrepreneurs in the office. Want to put your colleagues' business savvy to the test? Give each team £500 and challenge them to turn it into more. Teams can have a set number of weeks to make their millions. Let the games begin!



OFFICE-BASED FUNDRAISING IDEAS

Fun Dress-Up and Participation Challenges

- Dress Down Day
- Loud Tie Day
- Pay to Clock Off Early
- Job switch

Friendly Competitions

- Office Olympics
- Great Office Bake Off
- Guess the Baby Photo
- Ping Pong Tournament

Sponsored Challenges

- Charge to Use the Lift
- Sponsored Office Silence

Creative Engagements and Games

- Sell Your Twitter Account for the Day
- Spelling Bee
- Office Quiz, Raffle, Sweepstake or Bingo
- Treasure Hunt

Steps for Planning an Event



IN PERSON EVENTS

1. What policies and procedures does your company have in place regarding events?
2. How can we ensure everyone feels comfortable attending?
3. What venue or location is needed for the event, and do we need their permission before organising?
4. What potential costs are involved, and how will I cover them?
5. What is my plan for raising funds for LandAid through this event?

SIX STEPS TO PLANNING A VIRTUAL EVENT

1. Plan
Choose the event type and create a project plan, assigning tasks to team members involved.
2. Marketing
Promote the event early using internal communications, email marketing, and social media channels.
3. Sign up list
Use an online form or similar tool to collect participants' names and email addresses (and home addresses if you'll be sending materials for the event).
4. Prepare the Tech
Since this is a virtual event, you'll likely need tech support, whether it's just Zoom or a more complex setup. Remember: test, test, and test again!
5. Keep in Touch
Send participants all necessary information ahead of time, and follow up with a reminder on the day of the event.
6. Host the event!



The Money Stuff



If you are taking on a challenge or event to collect sponsorship, one of the best places to start is by setting up an online fundraising page. You can set up a JustGiving page at <https://www.justgiving.com/landaid>.

Pay in cash or transfer via BACS

Please make sure you reference your company and event on your payments. Cash can be paid directly into the LandAid bank account or bank transfer can be made using the details below.

Company Name	LandAid Charitable Trust
Bank	TSB
Account No.	00792706
Sort Code	30-90-69

Send us a cheque

Cheques may be made payable to LandAid Charitable Trust and sent to:
LandAid
St Albans House
5th Floor
57 - 59 Haymarket
London SW1Y 4QX

Please include a note letting us know how you raised the money.

GiftAid your donation

Remember to GiftAid any donations and your gift to us could be worth almost 25% more! This can be done through your JustGiving page, or by contacting the LandAid team for a sponsorship form.