



PURPLE TEARDROP CAMPAIGN

Stop the trafficking ~ Stop the tears

Fund-raising Ideas

May 2013

There are lots of ways to get involved in fund-raising for the Purple Teardrop Campaign. Here is an A to Z of ideas. Meanwhile if you have any ideas of your own then please email them to enquiries@purpleteardrop.org.uk so we can add them to this list.

Do bear in mind that once you have your event in mind, you may well be able to do a bit of 'value-add' to it, for example to run a raffle as part of the evening or event. Make sure that you charge an entrance fee, however small. As it will be for charity, then people will expect this. If people are paying an entrance fee on the door, this gives you the opportunity to:-

- o capture their email address to inform them of future fund-raising events
- o get them to sign a gift aid declaration from our website to increase the value of any donations
- o ask them if they would be interested in running a fund-raising event or helping you to do so
- o thank them individually for their support
- o email them after the event to thank them again and let them know how much you raised

As it is for the Purple Teardrop Campaign, you may find it helpful to you to use purple as a colour theme, e.g. a coffee morning could have cakes with purple icing and purple serviettes. You and your helpers could wear purple, a pudding evening could feature one pudding that is purple, or at any rate decorated with something purple! Or a dinner could have purple candles.

A

All day event

Ask your local pub or sports club if you can arrange a 24-hour sponsored event such as darts, squash or bridge.

Auction of Promises

Try to get people to donate a gift, the promise of their time or use of their belongings. You can even ask people to donate themselves as 'slaves for the day!' Make an entrance charge to the auction and try to get someone well known locally to act as auctioneer

B

Bad hair day

Hold a bad hair day and collect a donation from everyone who takes part.

Bag it up

Ask your local supermarket if you can bag customers' shopping and ask for a donation for your service. This often seems to generate more money if you choose a supermarket in a less affluent part of town. Supermarkets only allow a certain amount of this, maybe once a month, so be prepared to wait for a date. As a follow-up, you could ask if the shop staff would like to run a fund-raising event for you or to dress up in purple hats or purple make-up and invite donations.

Bingo Night

Organise a bingo night event. Charge an entrance and get friends and businesses to donate prizes.



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Bad taste day

Ask friends and colleagues to go to work in their worst tie or most bizarre clothes and collect donations. If they refuse, then get them to make a donation themselves.

Bake-off competition

Very popular at the moment, following the Great British Bake-off TV series. Do a poster announcing a bake-off and list the categories such as children, adult, cupcakes and large cakes. Publicise the bake-off very well and put posters and fliers (the poster but in a smaller size) up everywhere. Charge people to enter their cake e.g. £5 per entry. You could have a theme such as 'X-town in bloom', '1950s or 1960s', 'our town/school/workplace/church'. Charge people to come and see the cakes after the judging,. If you can sell them refreshments too, that would be good. At the end you can sell off the cakes but auction the prizewinning ones. You will need to make it clear on the poster that cakes will be sold off at the end to raise more funds.

You could ask people to write out their recipe, make copies and sell them.

Barbecue Party

Hold a charity barbecue party and charge people to come.

Book Sale

Dig out all those old books and have a book sale at home or at work.

C

Cupcake Sale

Get baking and sell cupcakes at your school, workplace or church.

Car Boot Sale

Get together with friends and family and clear out unwanted items from your garage, cupboards or loft, then sell them at a car boot sale.

Coffee Morning

Get your friends and your friends' friends together and have a coffee morning. What works well is to charge for example £4 to include unlimited tea/coffee and their first cake or scone. Then charge for any extra cakes that people buy. Have serviettes and cling film at the ready as people are likely to want to buy cakes to take home. You could also have some whole cakes for sale for people to take home. A raffle is a good extra. Sell the raffle tickets on the door as people come in. You could also have a plant stall, a second hand book table and bring and buy table for small unwanted items.

Cheese and Wine

Hold a cheese and wine party and charge people to come. You could decorate the cheese board with purple grapes and use purple or mauve napkins.

Caption Competition

Run a caption competition on pictures taken from your last party and collect donations from your entrants. Or go and take photos yourself that might lend themselves to captions.

Car treasure hunt

Ask someone with local knowledge to set questions so that people have to explore their local area. It's a great way of finding out more about where you live.

Culture evening

Get together with friends, family & neighbours for an evening of singing songs, playing an instrument, reciting poems or telling jokes.



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Car Cleaning

Get together with your friends to clean the cars in your neighbourhood for a fee. Or clean the cars in the school or workplace car park during lunch hour.

D

Double the money

If your company matches fund-raising donations, ask them to match whatever you raise.

Organise a dance

It could be a 60's, 70's or 80's evening, or modern jive. If you choose modern jive then as that is so popular at the moment, often under such names as ceroc and mojive, you will most likely get people coming purely because it is another opportunity for them to dance, rather than because they necessarily want to support charity. Try and get a venue with a good sprung floor and see if the musicians/band/disco will offer their services for free or at a charity rate.. Do advertise it well locally and on any websites that list dance evenings in your area. You could also run a tombola or raffle during the evening.

Donate day's wage

Donate a day's wage and encourage others to follow your example. You could choose a specific date of national or local importance, for example 18th October which is designated every year as Anti-Slavery Day in the UK.

Dress down day

Organise a dress down day and collect a donation from all those who take part, and double that amount from those who don't participate.

E

Eating competition

Set up a line of people and bet who will finish a bowl of food first - baked beans are a favourite. Or you could go with a purple theme and have a bowl of beetroot chunks, or purple grapes! If its grapes then they ought to be a seedless variety! Have small prizes for those who bet correctly and for the winning contestant. Collect donations from everyone who comes to watch.

F

Fashion show and sale

Ask your family, friends and colleagues to donate their unwanted clothes and hold a 'pre-loved' fashion show. Charge an entrance fee but maybe include a cup of tea or glass of wine. The entrance fee should cover this cost. Try and get a room free at a local hotel or other venue. A purple theme would work well, not for the clothes but for tablecloths or maybe purple curtains or material for the changing room area. So people will pay to come along and then pay for any clothes they wish to buy. Do extend to include handbags, scarves, jewellery, hats etc.

Fun run

Organise a sponsored fun run. Be aware of local regulations and any liability implications.



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Facebook

Promote your event via Facebook, Bebo or any other social networking site. Invite friends, family and colleagues to your fund-raising event and invite others to make a donation online via a Justgiving page.

Fast for 24 hours

Want to lose weight? Then hold a sponsored 24-hour fast.

Give up chocolate / wine / coffee and cake for a week and donate the money saved

Give yourselves a treat – chocolate, wine, coffee+cake and donate an equal sum – everyone wins!

G

Gift Aid

Download the Gift Aid form from our website www.purpleteardrop.org.uk or click [here](#) and get everyone to Gift Aid their donations to the Purple Teardrop Campaign. This will increase the value of their donations by 25%, providing they pay more in UK income tax than the amount of the donation. Each individual will need to fill in a Gift Aid form. Please note people can only Gift Aid their voluntary donations, not ticket/entry price or anything that they benefit from. You will need to tell us how much of the money you have raised is a Gift Aid donation and send us the completed forms.

Golf Match

Organise a charity golf day.

Grow your Own

Buy a packet of seeds, plant them and let them grow. Then sell off the plants, flowers, vegetables or fruit for a profit.

H

Halloween Ball

Organise a fancy dress ball or party. Charge people to come along. Try and get the venue and musicians/disco to do it for free or for a reduced amount. Have a raffle or tombola. Have prizes for the best costumes.

I

Ice Skating

Get people to sponsor you for how many times you can go around the ice skating ring without falling over or needing support.

J

Jumble Sale

Organise a jumble sale.

Justgiving

Set up a Justgiving page. Email everyone you know to publicise your event and ask them to support you by donating via your fund-raising page.



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K

Karaoke Night

Ask a local pub to host a Karaoke night for you then charge people to take part. You might like to get everyone to vote for their winner by donating money into 'their' tin. The one that raises the most money is the winner and should get a small prize. And you raise money from all the 'votes' too.

L

Lunch Money

Ask all your colleagues to bring in sandwiches for lunch and donate the money they have saved.

Lunchtime Quiz

Stimulate the mind before heading back for the afternoon slog. Get teams together and charge to take part. Email enquiries@purpleteardrop.org.uk if you would like a set of questions and answers. Our questions are for a whole quiz night but you could just use two or three rounds. There are enough rounds in the set for you to run three different lunchtime quizzes – teams love the opportunity to get their revenge on their colleagues

M

Match pet to owner competition

Ask your colleagues to bring in one photo of themselves and one of their pet. Charge a fee to try and match up the photographs. If not at your workplace then it could be for any group/club/society that you meet with who do not know your pets.

N

Night in

Stay in on a Saturday night and donate the money you save. You could invite friends round to your 'staying in' evening and get them to donate the money they would have spent too.

O

Open Garden

If you have a colourful garden, let all those garden lovers come and admire, for a charge. You might also have plants for sale and offer tea and cakes. Do check out any local legislation or restrictions and your house insurance if you are going to make the event open to anyone. Do consider the safety of visitors and the security of your home.

Office Olympics

Organise a competition to become an Office Olympic champion. Think up events such as speed typing, synchronised chair swivelling, bin basketball, longest paper-clip chain in a minute, punching the most holes in a sheet of A4 or chair-racing. You could send a write-up and photos to the local paper afterwards to get some anti sex-trafficking publicity.



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P

Purple hair day

Get people to agree to colour their hair purple for a day. They can then get other people to sponsor them. Have some sort of get-together during the day or evening for all the people who have taken part. Maybe get people at the event to vote for their favourite by putting donations in a tin held by that person. This would be a wonderful photo opportunity for a local newspaper if you told them in advance. They would probably also do a write-up on it beforehand to encourage people to come forward and take part.

Publicity

Get as much publicity for your event as you possibly can – local newspapers, local 'link' or community magazines, local radio stations, posters on noticeboards, in libraries, in shop windows, email all your contacts and ask them to forward the email to their contacts. Tell people in all the groups, clubs and societies that you belong to.

Three to four weeks before the event, send a press release to all your local papers describing your event and what the Purple Teardrop Campaign is. Make it sound as lively and interesting as you can – much more likely to get published. Please put everything in the email, not in attachments as many newspapers do not permit the opening of attachments from members of the public in case viruses are introduced. Send it again 10 days before the event. After the event send a write-up and photos to your local papers.

Photography competition

Invite your friends to get their baby photos out and charge to 'guess the baby'. If you do this at work/church/school then you potentially have a much bigger competition and can make more. Have prizes for those who get all or most of the names correct.

Pudding evening

Invite your friends round for an evening of puddings. Maybe get each guest to bring their favourite pudding. Charge a fee for the evening and also get people to donate for each pudding that they manage to sample. Suggest your guests get sponsored before the evening on the number of puddings they will try, or run a sweepstake on what the number will be. Each portion should be maybe third or half the size of a normal portion. Your guests could also bring the recipe for their pudding and sell copies.

Q

Quiz Night

Organise a quiz night at home at work, in a club or in your local pub or bar. £5 per person including cheese and biscuits is a suggestion. On each table put choice of 3 cheeses (amount to suit the number in that team), enough for 6 crackers and 3 cherry tomatoes per persons, enough butter, chutney, serviettes and knives. Keep it simple and no need to spend more than £1 per head on this.

Suggest you have an interval for the supper. If there is no bar available then people could be told in advance to bring their own drink. That is much simpler than you buying in a lot of drink, but you



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might want to sell tea/coffee during the interval. Suggest 10 rounds of 10 questions. It is good to have a picture round and a music round. You can do all 10 rounds or if time is getting on, then you can just stop when you choose, providing you haven't told people that there will be 10 rounds.

Email enquiries@purpleteardrop.org.uk if you would like a set of questions and answers. Have an individual prize for each member of the winning team e.g. a box of chocolates or bottle of wine.

Quit it

Are you a smoker? Or do you have any other bad habits? Quit for a month and get everyone to sponsor your efforts.

R

Race night

Hold a race night event. This could be in your home with a DVD of horse races. Get people to sponsor a race, the sponsorship money going to Purple Teardrop Campaign. Individuals can then place bets on the horses, bet money to Purple Teardrop Campaign again, but do have some prizes for those who have bet on the winning horses. Another idea is to have snail races, where a commercial company provides everything you need at a given cost. You could then hire a hall and invite local people to it with the potential of making more money. Just google 'snail race night' for more information. You would need to check out any local regulations.

Ransom and release

All you need are some willing VIPs (very important prisoners) and somewhere to hold them captive. Then it's up to the VIPs to get friends/family/colleagues to pay for their ransom and release.

S

Swear box

Put a swear box in your office, home or local social club to raise money for charity. Get them to pay each time they curse.

School dinners

Organise a party with the theme of school dinners. Get people to dress up in school uniforms and serve up bangers and mash or shepherd's pie followed by spotted dick and custard ... or whatever you remember from your school dinners!

Sponsored silence

Hold a sponsored silence. A good one for children. Ask your parents and neighbours to sponsor you to keep quiet. You could ask them to sponsor you for the whole day or per hour.

Shave it

Get sponsored to shave your head, your chest, your armpits or any other hairy bits.

Sweepstake

Run a sweepstake on how many times your boss gets a cup a tea or how many times your colleague leaves their desk during the day. Charge a fee to have a go.

Sponsored stair climb

If you work in a high-rise building, get sponsored to take the stairs for a month.



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T

Treasure Hunt

A challenge event for people, and a fun way to raise big money.

Theme days/nights

Jazz up the winter months and hold a themed event, or make it a spring/summer event that can be held out of doors.

Tombola

Get some raffle tickets and persuade your friends and colleagues to donate prizes.

Theatre charity night

Many amateur dramatic societies struggle to fill their theatres every night of their play run. Suggest your local one uses its quietest evenings as a charity night. If they normally sell tickets at £7.50 for example, suggest that the charity night tickets be £8.50 and that they give you half of this for each ticket sold. Or maybe £9.50 and include a drink or programme or the opportunity to meet the cast after the curtain falls. You gain an event that is already organised and all you have to do is sell the tickets. The theatre gets a much fuller house, the possibility that they will gain new theatregoers, and probably still as much money as they would have got at full price but with a small audience. . Suggest you keep the cost below £10 to maximise ticket sales, unless you are in a very affluent area.

U

University Challenge

Organise teams who attend the same or nearby universities and hold a challenge to see which university or team comes top. This could equally well apply to schools and colleges.

V

Vampire Party

Vampire TV shows, films etc are very popular at the moment. Host a Vampire Party, have vampire-themed food if you dare! Have everyone vote for the best dressed Vampire by putting money in front of that person. The one with the most money is the winner. You could also have voting for the best vampire impression or vampire dance etc. Remember to charge people for admission too.

W

Wine Tasting

Invite an 'expert' or local wine dealer to run a wine tasting. Charge people to attend. Suggest the wine dealer brings along a few cases of wine to sell and that they donate some of the proceeds to charity. Or invite colleagues to taste some 'home made' cocktails and charge an entry fee per person.



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X

X-Factor party

Hold a party and get some people to show off their talents. Then everyone votes for their winner by putting money in the tin with the name of their favourite. The person who raises the most money in their tin for the Purple Teardrop Campaign is the winner. Charge an entry fee. You could make it a party or a more formal evening. You might want to call it 'London's got Talent' or 'St Johns has got Talent' or 'XYZ Ltd's got Talent', depending on where you run it and for whom. A workplace-based event would mean you could invite everyone there whether you actually knew them or not.

Y

Yorkshire pudding eating

See how many you can eat. Get your friends to run a sweepstake.

Z

Zombie party

Organise a zombie party and charge an entrance fee. For more ideas see Vampire Party.