



Supporter fundraising pack

Welcome to Team Plunkett

Firstly, a huge great big thank you for choosing to support Plunkett UK by taking on a fundraising activity.

Plunkett is proud to support, advocate and champion more than 800 community-owned businesses, as well as a further 600 groups who are exploring community ownership or who are in the process of setting up their own community business. Across the UK, Plunkett is working with communities to help save and create much-needed and much-loved community assets, through community ownership.

Whether you're a seasoned fundraiser or you're new to fundraising, this handy guide will help you on your journey to fundraising for Plunkett. Of course, if you have any questions at all, please do get in touch with us. Happy fundraising!

“ Thank you for your support during some pretty dark months. I can honestly say that without it, I'm not sure we would still have a pub. ”

Ogbourne Community Pub Society, Wiltshire





Why support Plunkett

Plunkett is a charity at the heart of rural communities all over the UK. With our support, communities are able to save local assets such as pubs and shops, farms, woodlands and distilleries, which are at risk of permanent closure, and turn them into businesses which they own and run.

So, what makes a community business so special?

Community-owned businesses are at the centre of any community. They bring people together, helping to reduce isolation and loneliness. For many, they're a vital lifeline. They offer much-needed employment and training opportunities for those who struggle to access those opportunities elsewhere. They encourage and initiate environmentally-friendly ways and ideas. But above all, they're inclusive - welcoming everybody into the warmth of a community-owned business.

Like every charity, Plunkett relies on the generous support of individuals, companies and groups to help us continue providing the support and services that hundreds of communities rely upon.

However you choose to support Plunkett - whether you decide to jump out of a plane, walk Hadrian's Wall, run a marathon or hold a cake sale, thank you. It's only with your kindness that we can continue being on hand to help more rural communities that are facing the loss of yet another much-needed local service.

“After my husband died, I had severe depression – I was on the verge of committing suicide. There was nothing left in my life. I came down to Yarpole Community Shop and Café and I can honestly say, that for somebody in my situation, it saved my life. It gave me a focus, it gave me a purpose – you're in the community again. You meet new people. I love it. I absolutely love it.”

Yarpole Community Shop and Café volunteer

Creating inclusive places

Across the UK, community-owned businesses are making life-changing differences to the people and areas they serve. **Westbury Community Shop and Café** in Buckinghamshire is no exception.

After Thomas, a regular shop customer, told his teachers at his school about how much he enjoys visiting the shop each Saturday, his teachers approached the team at Westbury to ask if they would consider providing work experience for some of their students who have a range of special needs including autism and Down syndrome.

Now, every Thursday, Thomas and his friends help out at the shop and café, getting stuck in with the tasks such as taking sandwich orders in the café, operating the till, making up bags of sweets and helping with stock checks.

“As a community-owned business, we are here to serve the needs of the whole community. Yes, it takes a fair amount of planning and work to facilitate these visits, but it’s so worth it.”
Westbury Community Shop & Café Manager




Getting started

By deciding that you'd like to fundraise for Plunkett, you're already doing something truly amazing, so thank you for getting this far.

You've taken the first step by downloading this fundraising pack, but what next? Here are a few steps that will help you get your fundraising off the ground:


1. What are you going to do?

You may already have an idea in mind, but if not take a look at our '**What will you do**' page for some ideas for what activity you could do.



2. Get planning

Once you've decided what to do it's time to get on with the planning – do you need to arrange a venue, how many people can be involved, do you need to train? As part of your planning, take a look at the '**Be prepared...**' section for useful information about keeping safe and compliant with your fundraising.




3. Set a date

Make sure you allow yourself enough time to organise your fundraising activity. Consider other events that might be happening too, so not to clash.


4. Set yourself a target

Not only will having a target motivate you but it will also encourage your supporters to get behind you to help you reach your goal.



5. Get your fundraising online

Set up an online fundraising page to help collect your sponsorship and donations. Search for Plunkett UK on JustGiving to create your page. Alternatively you can use our sponsorship form to record and collect any donations.



6. Shout it from the rooftops

Let your family, friends and colleagues know what you're up to and invite them to get involved by either taking part with you or through making a donation. Remember to share with them why you're supporting Plunkett. You can also use our template press release to share your fundraising endeavours with your local press.

What will you do?

There are hundreds of ways in which you could fundraise for Plunkett, from doing something active to getting arty and selling your creations. We've come up with a few ideas below to help get you started...

Get active

Why not set yourself a challenge - maybe sign up to a local **running** or **cycling** event, or perhaps go even bigger and take on a challenge like **jumping out a plane** or the **Three Peaks Challenge**. Or create your own challenge that incorporates community-owned businesses!

Get creative

Put your baking talents to good use by hosting a **cake sale** to raise money. Or maybe you could get **crafting** to create some bits to sell - cards, gift tags, pet portraits or photography for example.

Get social

Bring family and friends together for an evening of fundraising fun - why not host a **quiz night**, **dinner party**, **football tournament**, **car wash** or a **coffee morning**, as a way of raising money. You could include a **raffle draw** to boost your fundraising even further.

Get challenging

You could set yourself a challenge like **giving something up for a month** - perhaps coffee or chocolate. Or maybe instead of buying a coffee every day, you could make your own and donate the money you save? Or why not, challenge yourself to **learn a new skill**.

However you choose to fundraise, please make sure you following any local guidelines or licences - take a look at our [**Be prepared...**](#) page for things to consider.





How your support will help

Every penny that is donated or raised for Plunkett helps to ensure the future of the support that hundreds of communities all over the UK rely upon.

£10

could go towards helping us to host a networking event for community businesses to gain peer support, ideas and inspiration from other community groups.

£50

could help to answer that first phone call from a new community group looking to start their own journey towards community ownership.

£250

could help fund a Plunkett advisor to work directly with a group to provide guidance on the legalities around creating and maintaining a community business.

£500

could provide a business health check for an existing community business, which will help to ensure that their business remains viable for the long term.

£2,500

the average cost of supporting a new community group in setting up their community-owned business

More than just a pub...

The **Ye Olde Cross in Ryton, Tyne & Wear** is one of more than 180 community-owned pubs in the UK that is providing much more than just a pint of beer. For centuries, pubs have played a vital role in helping to build social connections that help people feel less alone, especially in isolated rural areas.

As part of their ambition of being a '**More than**' pub, the Ye Olde Cross hosts a range of activities, including a monthly Memory Café which welcomes those living with memory loss, a Community Cinema and regular children's activities as well as a Whisky Club and weaving club, all of which bring people together, offering them a chance to meet new people, make new friends and for some, a their only chance to talk to someone.

“ So many people... volunteers, shareholders, customers, supporters... the fantastic Ye Olde Cross Team... are all part of the magic ingredients that make the place a true community pub. ”
Ye Olde Cross customer



Fundraising top tips

Here are some top tips to help you get the most out of your fundraising...

It all adds up

New to fundraising? Feeling daunted by raising money? Don't worry, by breaking down your fundraising into smaller targets, for example £50 for a cake sale, £100 from sponsorship and £50 from a quiz night – you'll be surprised how quickly it adds up and you reach your target.

Gift aid it

Don't forget to encourage all your supporters to add Gift Aid to their donation.

For every £1 they give, if they are a UK tax payer, they could be gifting an extra 25p at NO additional cost to them.

Matched funding

Did you know that many companies offer matched funding for their employees? It could be worth chatting to your supporters to see if their company offer matched funding, and if so, your supporter might be happy to claim matched funding for you – potentially doubling your fundraising!

Thank yous

Don't forget to thank your supporters. Let them know how your event went and your grand total. You could share some photos of your fundraising activity on your social media channels or perhaps pen an email to your supporters with your fundraising news.

And most importantly, have fun!

Fundraising for a good cause can be really good fun. It's a great way to bring together family, friends and work colleagues while doing some good for something you care about.



Be prepared...

Ensuring you and your supporters remain safe and your fundraising activity is considerate of the law is really important. To help, we've put together the following things to consider as part of your planning.

If you have any questions or wish to chat through things at all, please get in touch with us on fundraising@plunkett.co.uk or call us on 01993 630022.

✓ If you wish to host a street collection, you must obtain the relevant permissions and licence from the appropriate council, beforehand.

✓ If you're collecting money on private land, you will need to get the land owner's permission.

✓ If you're planning on selling alcohol in a public venue, you will need to check if your venue has a licence or if you'll need to obtain one yourself.

✓ Plunkett holds a Small Lottery Licence which permits us to host raffles. If you wish to host a raffle draw in aid of Plunkett, let us know and we'll provide you with the necessary permission to do so under our licence.

✓ If you do hold a raffle draw, please complete the Gambling Act 2005 – Returns Form which outlines the outcome of your raffle, and return it to fundraising@plunkett.co.uk.

✓ Consider the health and safety of your activity. Will you need to have first aid facilities on site or if you're providing food at an event, do you have the necessary food hygiene guidelines in place?

✓ For holding a public event, you'll need to obtain Public Liability Insurance and ensure a risk assessment is completed. Consider the following factors when completing an assessment:

- Scale, type and scope of the event
 - Type and size of audience
 - Venue being used
 - Duration of the event
 - Any possible risks and what you can do to prevent any risks
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✓ If you're under 18 you can still fundraise for us, but you'll need to make sure you have permission from a parent or guardian first.

✓ If you're planning on serving food at your event, make sure you go to [food.gov.uk](https://www.food.gov.uk) for guidance.

Get in touch

Need some help or just want to ask a fundraising question? Get in touch with us at:

- **Email:** fundraising@plunkett.co.uk
- **Telephone:** 01993 630022

Follow us    

Join the movement

Become a **Plunkett Supporter Member** and help us to build a stronger and more resilient future for rural communities across the UK.

By joining for just **£20 a year**, you're empowering communities to tackle some of the most important issues in our society, such as isolation and loneliness, wellbeing, employment and training.

Join today at www.plunkett.co.uk



Plunkett Foundation is a registered charity, numbers CC 313743 (England and Wales) and SC 045932 (Scotland). It is a company limited by guarantee, registered number 00213235