



**Plunkett
Foundation**

www.plunkett.co.uk



Supporter Fundraising Pack

Fundraising tips and ideas to help kick-start
your Plunkett fundraising journey



Registered with
**FUNDRAISING
REGULATOR**

Welcome →



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Thank you for choosing to support the Plunkett Foundation

Plunkett supports, advocates and champions community-owned businesses. Across the UK, Plunkett is working with communities to help them tackle the issues they face around isolation, loneliness, wellbeing, work and training, and by deciding to fundraise for our charity, you will be helping to ensure communities can continue to access our support.

We've put this pack together to offer you fundraising tips and ideas to help kick-start your Plunkett fundraising journey, so let's get started...



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There's a misconception that life is idyllic in the countryside – the slower pace of life offers positive wellbeing and opportunities aplenty, but the harsh reality is that for many rural communities employment and training are scarce, isolation and loneliness are rife and access to essential services is becoming harder and harder as more local facilities close permanently.

“Thank you for all the work you do to support communities. We can't imagine our village without the shop, it's become a lifeline this last year - and we wouldn't be here without your support.”
Beckbury Community Shop, Shifnal, Shropshire



For over 100 years Plunkett has been supporting rural communities to tackle the issues they face. By coming together to save a local asset – from pubs and shops to woodlands, farms and libraries, and everything in between, communities are able to address the challenges around employment and training opportunities, and wellbeing.

A community business doesn't just support a community, it's also a lifeline for individuals – a place to volunteer; to be a part of something that encompasses community spirit. A place that brings people together, where no-one is forgotten.

Plunkett's years of experience in the community business sector means we're able to offer the expert advice and guidance that communities need to take their idea and turn it into a thriving business. But we can't do it without your help...


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Cletwr

Situated in a remote rural area just north of Aberystwyth in Wales, the community of Tre'r-ddol were facing the loss of another key service. In ten years they had lost their shop, post office, café, petrol station, school and church. All these closures meant there were no longer local employment opportunities or spaces for the community to come together.

When the Cletwr garage, which had also acted as a 'village shop' closed in 2010, instead of letting another asset go the community decided to take on the challenge of re-opening it as a non-profit community venture. With the support of Plunkett and the backing of the local community, nearly £500,000 was raised through community shares and funding grants, that enabled the community to re-open the site as the Cletwr Community Shop and Café in May 2013.

Today Cletwr is a thriving community business offering a range of activities that together address the many problems facing rural life:

- They take on a young volunteers to gain experience – many of these then become employed with the business
- By stocking essential items, they are reducing the need for people to have to take an expensive 18-mile bus trip to the local supermarket
- Through their café, regular story time sessions for youngsters, guided walks and discussion events, they're enabling social activity that bring people together, reducing the risk of isolation and loneliness.

At the heart of Cletwr is the aim to respond to the community's need. Through community ownership, they've been able to change an un-promising future into a bright one for the local area that represents the people it serves.

Cletwr is just one example of what can happen when a community comes together – their inspiring efforts lead to wonderful, life-changing businesses that help reduce isolation and loneliness and promote positive wellbeing.

If your community is facing the loss of a local pub, shop, farm or even library, Plunkett can help. Visit www.plunkett.co.uk to find out more about the services that are available, free of charge, to support your community save a vital service.

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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 idea off the ground:

GET PLANNING

Once you've set the date, 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, please do take a look at the 'We're here to support you' section for useful information about keeping safe and legal with your fundraising.



WHAT ARE YOU GOING TO DO?

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



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.



SET A DATE

Make sure you allow yourself enough time to organise your fundraising activity. The sooner you can start your fundraising the easier you'll find it to reach your target.



£50

could help fund us to
provide the first stage
of dedicated support
for a new community
business idea


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GET YOUR FUNDRAISING ONLINE

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



LET US KNOW WHAT YOU'RE UP TO

We'd love to hear what you're doing and offer our support so drop us an email at:
fundraising@plunkett.co.uk



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 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.

While you're letting people know about your fundraising plans, have a chat with your employers about matched funding. Many companies now offer matched funding opportunities, meaning the company will match what you raise up to a pre-set amount which means you could immediately double your fundraising total!



AND FINALLY

Don't forget to use your social media platforms to let everyone know your fundraising plans, use the hashtag **#TeamPlunkett** so we can follow along with your journey.


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Different ways to fundraise

The world is your fundraising oyster. Whether you choose to fundraise online, from home or out and about, here are a few ideas of what you could do to raise funds for Plunkett.

From home

- Give something up for a month
- Host a garage sale
- Host a raffle draw
- Host a car wash
- Host a cake sale
- Make and sell your creations
- Collect your loose change for a year
- Host a dinner party

Online

- Host a quiz night
- Make and sell your creations
- Wax your legs
- Host a virtual Taskmaster games night
- Host a coffee morning
- Host a raffle draw
- Shave your head
- Organise a virtual book club



However you choose to fundraise, if it's by getting active or taking on something a little less physical, we can support you with getting your fundraising idea off the ground.

**** Please ensure that whatever fundraising activity you do, you do so in accordance to the appropriate government COVID guidelines ****


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Out and about

- Do a sponsored run
- Give something up for a month
- Host a quiz night
- Host a raffle draw
- Climb a mountain, or two or three!
- Bag packing at your local supermarket
- Do a sponsored walk
- Make and sell
- Jump out of a plane
- Host a football competition
- Get out on your bike
- Challenge yourself to cycle between your local community businesses

** Please ensure that whatever fundraising activity you do, you do so in accordance to the appropriate government COVID guidelines **



£250

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


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The difference your fundraising could make

Every penny that you raise will go towards supporting communities across the UK.

£10

Could go towards helping us to host a networking event for community businesses to gain peer support from other community groups

£50

Could help pay for a training event to support positive wellbeing

“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, it’s improved my math skills and it’s certainly improved my computer skills. I love it. I absolutely love it.”

Yarpole Community Shop and Café volunteer

£20

could help to answer that first phone call from a new community group looking to start their community ownership journey, and find out more about initial support and advice

£250

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



£500

could provide a business health check for existing community businesses to ensure their business remains viable

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We're here to help you throughout your fundraising activity – whether you just need an ear to run your ideas past or you need help with contacting your local press, we'll be on hand to support you.

In addition, we can provide you with fundraising materials to aid your activity, simply get in touch at fundraising@plunkett.co.uk to let us know how we can help.

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

- Please check that your activity follows current government COVID guidelines before proceeding with any fundraising idea
- 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 owners permission

- Plunkett holds a Small Lottery Licence which permits us to host raffle draws. If you wish to host a raffle draw in aid of Plunkett yourself, please let us know and we can provide you with the necessary permission to do so under our licence
- If you 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 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?
- 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
- For holding a public event, you'll need to 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 new to fundraising, the idea of raising money can be a little daunting. But don't worry, we're here to support you. By breaking down your fundraising in to smaller targets, for example £50 from a cake sale, £100 from sponsorship and £50 from a quiz night – you'll be surprised how quickly it all adds up and you reach your target.

Gift Aid – 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.

Remember to keep your supporters in the loop with how plans for your fundraising are coming along – share snippets of your training or if you're making crafts, share insights into how your creations are doing. These little reminders will help prompt people to support you after your initial request.

Don't forget to thank your supporters, letting them know how your event went and how much you raised.

We'd love to know how you got on with your fundraising, so please do get in touch to share photos and stories from your amazing efforts.

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

Find us


facebook.com/plunkettfoundation

linkedin.com/company/plunkett-foundation

[@plunkettfoundat](https://twitter.com/plunkettfoundat)

[@plunkettfoundation](https://instagram.com/plunkettfoundation)

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

