BRINGING THE FUN INTO FUNDRAISING: ACTIVITY PACK

in partnership with

RBS
The Royal Bank of Scotland

scouts
be prepared . . .

EXPLORER

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INTRODUCTION

Scouting relies on fundraising to provide its mix of opportunity, fun and adventure for young people across the UK.

From gigs to barbecues, go green days to holding five-a-side football tournaments, fundraising can be a great way to make a difference to your local community and support your Scouting activities.

Does the nearby nursery need to raise money for a new playground? Would the park look better with more trees in it? Do you need new Scouting equipment? All these things need money to pay for them and would make great fundraising causes.

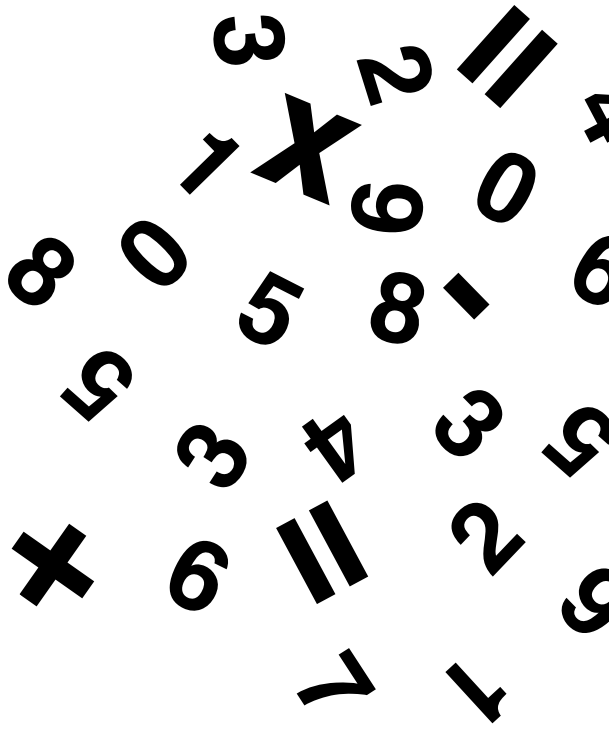
Being good at managing money will help you with organising your own fundraising activities, including everything from collecting the cash to working out where it should be spent.

This activity pack will help you learn more about raising money for the things you care about.

FIVE FUNDRAISING TIPS TO GET YOU STARTED

1. **Shout it loud and proud:** Tell people about your event. If you're being sponsored, always have the form on you. Tell them how much you hope to raise. You can always increase your target as you start approaching it.
2. **Know your facts:** People who give you money will want to know where it's going. So make sure you know about the cause you're raising money for, whether it's Scouting or a local charity.
3. **Aim high:** Try to raise at least three times as much as you spend. Keep expenses to a minimum and do your best to get friends, family or local businesses to donate anything you need.
4. **Keep your receipts:** By keeping a record of the money you spend on your event and where it came from, you will have an idea of how much you make as well as who you need to thank.
5. **Think location, location, location:** Pick a suitable venue for your event. It should be the right size for the number of people coming and have the correct facilities, such as disabled access and parking.

We've worked with RBS MoneySense to help us create this pack. If you want some more information on it, please go to: **www.rbs.co.uk/moneysenseforschools**



ACTIVITY: PLAN A FUNDRAISING EVENT

Fundraising isn't just about standing in the street with collection tins. It can be a brilliant way to get creative and help develop your planning skills whilst having fun.

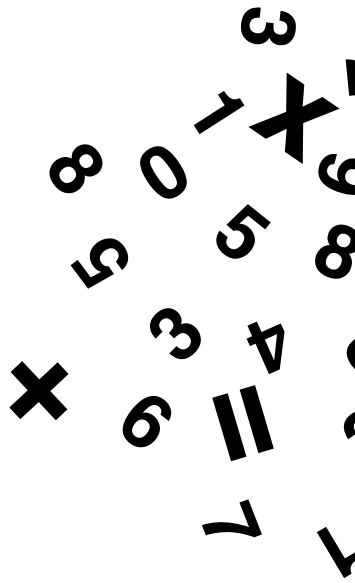
This activity will help you think about how to plan a fundraising event and develop the skills you need to do so.

HOW TO DO THE ACTIVITY

1. Your Explorer Scout Leader will split the Unit into teams of four to six.
2. In your teams, come up with three ideas for events you would like to organise to raise some money. You should aim to come up with real events that you can then go and organise. Use the space below to write down your ideas.
3. Think about the main things that you'd need to cover in planning your event. You might start by thinking of a time and a place, or a venue. What is the aim of your event and how do you expect to achieve it? How will you promote it? What support will you need? Write each as a heading on a piece of paper.
4. Your leader will assign roles to each member of the group. Someone might be in charge of organising the venue and another person could sell tickets. Now, writing under the headings think about who you could approach to help with these different tasks? What equipment would you need? How much would it cost and where would you get equipment from?
5. Present your ideas to the rest of the Unit. Then, as a Unit, discuss and choose which you think would be the best fundraising event from all the ideas suggested. Fill in any gaps in the plan.

You've now planned your next fundraising event.

> "I've helped organise a few fundraising events for a nearby children's centre. My favourite was a karaoke evening. I had to work out how much money we made after taking off the cost to hire the machine and buy refreshments. We raised £214 in the end which is great."
>
> **Anita, 18, an Explorer Scout from Edinburgh**



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ACTIVITY: LIGHTS, CAMERA, ACTION!

To publicise fundraising events you don't need fancy equipment or loads of time, you just need some creative ideas.

HOW TO DO THE ACTIVITY

1. Your Explorer Scout Leader will divide you into groups.
2. Together you're going to write a 2–5 minute script or create a storyboard for an advert promoting your fundraising event. Use the space below to come up with your idea.
3. Practise the script.
4. Film the advert. If you don't have access to camcorders you can perform the advert as a short play instead.
5. Grab some popcorn. Each group will take it in turns to show or perform their commercial to the rest of the Unit.
6. If you've been able to film your advert, make use of it online as a viral advert for the event. You could post it on YouTube and share it on Twitter among your friends. You could even see if you could get it shown on the local newspaper website or community TV channel.
7. At the next meeting discuss how many 'likes' and 'shares' you got for your adverts. Who got the most? Why do they think they got more than the others? Was there anything special they did in promoting the advert? What do you think you could've done differently to make your adverts work even better?
8. Think about other ways in which you could promote the event and use it as the basis for advertising it to the local community.

> "We organised a disco and to help promote it set up an event on Facebook with a film we made showing us dreaming about doing our activities that the money we wanted to raise would pay for."
>
> **John, 16, an Explorer Scout from Carlisle**

FIND OUT MORE

What do people in marketing do? If you would like to find out more, visit this role description for an activity where as teams you can set up your own business: **www.scouts.org.uk/rbs**

ACTIVITY: QUIZ TIME

How much do you know about charities and fundraising in the UK?

Now is the time to test your knowledge with our charity fundraising quiz.

HOW TO DO THE ACTIVITY

1. Your Explorer Scout Leader will split you into teams of four.
2. Come up with a team name and write it on the answer sheet below.
3. Your leader will start reading out a set of questions giving you around two minutes to think about each one before writing down the answer.
4. Once the quiz is complete, swap your final answer sheets with another team. Your leader will read out the answers for you to mark the answer sheet. They will then collect them all in and reveal the results in ascending order.
5. The winning team will get a prize, as will the team with the best name, as decided by the leader's magic clapometer.
6. Once you've completed the quiz hold a Unit discussion on what you thought of the answers and any issues raised by the quiz. Did any answers in particular surprise you and if so, why? Were you shocked by any of the answers?

> "I took part in a bike ride to raise money for Macmillan Cancer Support. I had to get sponsored and reach a target then collect all the money in. Lots of my friends and family sponsored me and it was great fun."
>
> **Kevin, 17, an Explorer Scout from Manchester**

ACTIVITY: QUIZ TIME

How much do you know about charities and fundraising in the UK?

QUIZ QUESTIONS

1) What year was Scouting formed?
a) 1907
b) 2007
c) 1957

2) Which famous Bob was behind the Live Aid concert in 1985 and Live 8 in 2005?
a) Bob Dylan
b) Bob Geldof
c) Bob Kennedy

3) How many children live in poverty in the UK?
a) 2 million
b) 8 million
c) 4 million

4) Who is the UK's largest fundraising charity?
a) Macmillan Cancer Support
b) Comic Relief
c) Cancer Research UK

5) What was the total sum raised for good causes by the 2011 London Marathon?
a) £51.8 million
b) £5.3 million
c) £99.2 million

6) Royal National Lifeboat Institute crew members are all...
a) Fisherman
b) Men
c) Volunteers
d) A minimum of six feet tall

7) What is the main area of the Royal British Legion's work?
a) Youth work
b) Working with the disabled
c) Wildlife preservation
d) Support for serving and ex-servicemen and women and their families

8) In 2009/10 the NSPCC spent how much of every pound donated on activities to end cruelty to children?
a) 35.7%
b) 51.4%
c) 63%
d) 75.3%

9) The official symbol of the International Red Cross is the inverted flag of which country?
a) England
b) Switzerland
c) Turkey
d) Italy

10) How many meals does the Salvation Army serve each year at community and residential centres?
a) 3,000
b) 30,000
c) 300,000
d) 3,000,000

11) How many people are living below the poverty line in the UK?
a) 250,000
b) 500,000
c) 13,500,000
d) 30,000,000

12) How many charities are their in the UK?
a) 4001
b) 562,123
c) 161,978

13) What is the name of the regulatory body of charities in the UK?
a) Charity Commission
b) Charity Trust
c) OfChar

14) What does the average person in the UK give to charity every month?
a) £10
b) £14.50
c) £12

FIND OUT MORE

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