

BRINGING THE FUN INTO FUNDRAISING: LEADER'S NOTES

in partnership with



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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 for Explorer Scouts to make a difference to their local community and support their own activities.

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

THE SCOUT ASSOCIATION WORKING WITH RBS

The Scout Association have teamed up with RBS to produce this resource for Explorer Scouts to give them a taste of what it's like to run a fundraising event.

It will help you deliver a balanced programme of activities. There is also an activity pack which should be provided to each Explorer Scout as further support. The activities in the activity pack relate to those outlined here, but parts of them can also be done at home.

These resources should help Explorer Scouts develop confidence in themselves and their own ideas, explore ways of managing their finances, and be great fun.

This pack will help Explorer Scouts learn more about:

- Planning a fundraising event
- Marketing an event
- Fundraising and charities in the UK

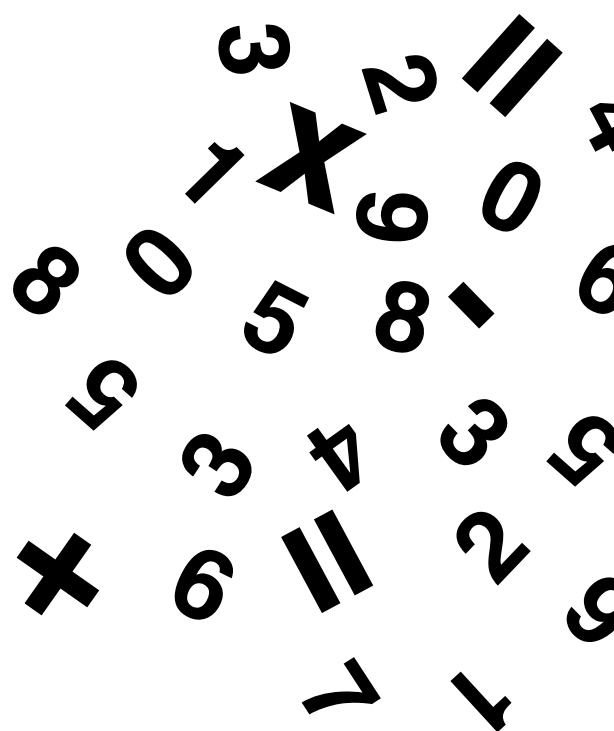
It's part of a series of five RBS-sponsored activity packs covering a series of money management skills in simple ways to include in your programme:

- Money and your life
- Staying on budget
- Running your own event
- Being a young entrepreneur

MAKE MONEY MAKE SENSE

RBS run MoneySense, a programme that has helped more than two million UK young people to develop money management skills. All materials are impartial and do not promote RBS products or services.

www.rbs.co.uk/moneysense



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 Explorer Scouts develop their organisational skills.

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

What you will need:

- Pencils
- Pens
- Different coloured paper
- A team of four to six
- The internet (if you have access to it)

How long: About one hour and 45 minutes.

HOW TO DO THE ACTIVITY

1. Divide the Explorer Scouts into teams of four to six (5 minutes).
2. In their teams, ask them to come up with three ideas for events they would like to organise to raise some money. They should aim to come up with real events that they can then go and organise. They can use the form in their activity pack to write down their ideas. If you want, you can ask the Explorer Scouts to come up with their ideas outside the meeting and then bring them in to discuss as a team and pick the best one (20 minutes).
3. Ask them to think about the main things that they need to cover in their plans. They might start by thinking of a time and a place, or a venue. What is the aim of their event and how do they expect to achieve it? How will they promote it? What support will they need? Ask them to write each as a heading on a piece of paper (15 minutes).
4. 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 their headings, get them to think about who they could approach to help with these different tasks? What equipment would they need? How much would it cost and where would they get equipment from (20 minutes).
5. Get them to present their ideas to the rest of the Unit. Ask the Unit to discuss which they think would be the best fundraising event from all the ideas suggested. Then as a Unit fill in any gaps in the plan. Each team could take on a different responsibility from the plan and you could use it as your next fundraising event (45 minutes).

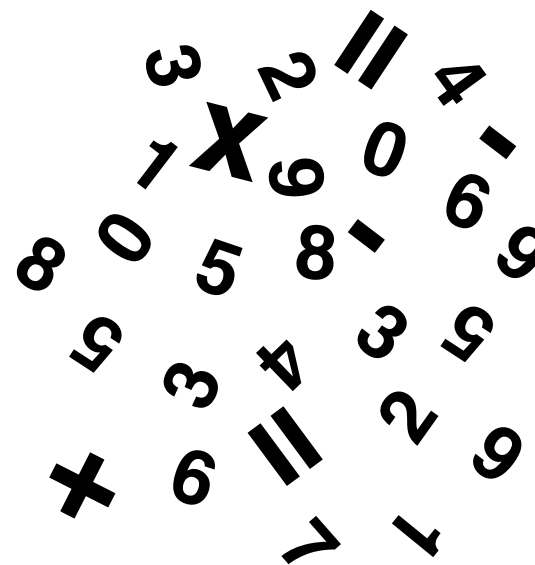
I've helped organise a few fundraising events for a nearby children's centre. My favourite was a karaoke evening. I had to work out how much money we made after taking off the cost to hire the machine and buy refreshments. We raised £214 in the end which is great.

Anita, 18, an Explorer Scout from Edinburgh

FIND OUT MORE

If your Scouts want to find out more, give them the following link. It's a really useful tool which is also available for you and might help you effectively budget for Scout days out:

www.rbs.co.uk/moneysensebudget-tool



ACTIVITY: LIGHTS, CAMERA, ACTION!

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

In this activity the Explorer Scouts will film an advert for their fundraising event to get them thinking creatively.

What you will need:

- Pen and paper
- A recording device like a mobile phone or video camera
- Popcorn
- Access to the internet

How long: About two hours and 45 minutes.

HOW TO DO THE ACTIVITY

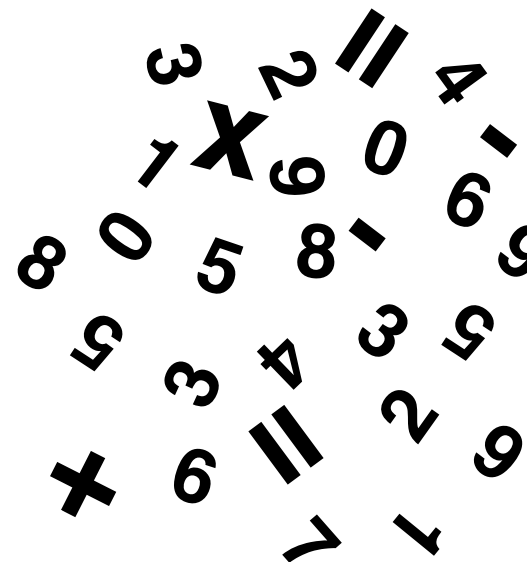
1. Divide the Explorer Scouts into groups (5 minutes).
2. Together they're going to write a 2–5 minute script or create a storyboard for a commercial promoting the fundraising event. The Explorer Scouts can use the space in their activity packs for their ideas (45 minutes).
3. Practise the script (20 minutes).
4. Film the advert. If you don't have access to camcorders the Explorer Scouts can perform their advert as a short play instead (30 minutes).
5. Grab some popcorn. Each group will take it in turns to show or perform their commercial to the rest of the Unit. If you run out of time, you can do this at your next meeting (30 minutes).
6. If your Explorer Scouts have been able to film their advert, ask them to make use of it online as a viral advert for the event. They could post it on YouTube and share it on Twitter among their friends. You could even see if they could get them shown on the local newspaper website or community TV channel.
7. At the next meeting discuss how many 'likes' and 'shares' the Explorer Scouts got for their 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 the Explorer Scouts think they could've done differently to make their adverts work even better (15 minutes).
8. Ask them to think about other ways in which they could promote the event and use it as the basis for advertising it to the local community (20 minutes).

“ 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 the Explorer Scouts would like to find out more, visit this role description for an activity where as teams they can set up their own business: www.scouts.org.uk/rbs



ACTIVITY: QUIZ TIME

How much do your Explorer Scouts know about charities and fundraising in the UK?

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

What you will need:

- Pen and paper
- A prize for the winning team and team with the best team name

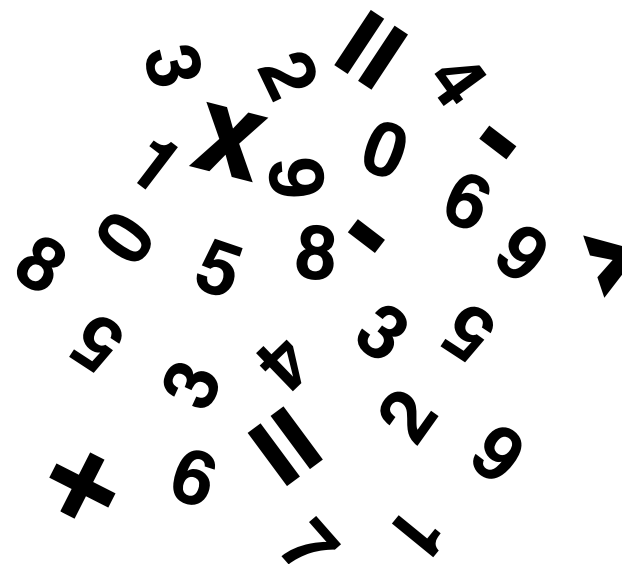
How long: About one hour and 15 minutes.

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

HOW TO DO THE ACTIVITY

1. Divide the Explorer Scouts into teams of four (5 minutes).
2. Ask them to come up with a team name and write it on their answer sheet contained within their activity pack (5 minutes).
3. Give each team around two minutes to confer before writing down their answers to the questions on the following page (30 minutes).
4. Once the quiz is complete get the teams to swap their final answer sheets with each other. Make sure no team is marking their own. Read out the answers for the teams to mark the sheets – please note the answer to each question is in red. Then collect them all in and reveal the results in ascending order (10 minutes).
5. Give the winning team the prize. You can also pick out what you think are the three best team names and then ask the Unit to clap for their favourite. The one with the loudest response wins a special award (5 minutes).
6. Once you've completed the quiz hold a discussion on what the Explorer Scouts thought of the answers and any issues raised by the quiz. Did any answers in particular surprise them and if so, why? Were they shocked by any of the answers (20 minutes)?



ACTIVITY: QUIZ TIME

How much do your Explorer Scouts know about charities and fundraising in the UK?
Answers to questions are in red.

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 there 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

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