



*First a Home, then Hope*

## Join Team GSC!

Hints and tips for successful fundraising...



### Fundraising Ideas

#### 1. Celebrations

Birthdays, anniversaries, weddings, house warming, graduation, Christmas...

A time for celebration often means a time for gifts, but if you already have everything you need, or you're shopping for that hard-to-buy-for person, consider asking for or giving a gift to Good Shepherd Cork instead!

Or, if you're having a party, bring along a collection tin, create a money tree, or dream up creative ways to get your guests giving!

## **2. Sales**

A great way to raise a bit of money for Good Shepherd Cork is by selling any items that you have a special talent for making. For example, if you have an allotment, why not try selling off some of your lovely produce or plants? The possibilities go on and on, from crafts to jam making to painting and much much more! Try contacting the organisers of local events to see about having a table.

Don't forget to carefully price your products if you're renting a table, to make sure that you come out with a profit.

## **3. Carolling and music**

If you're a musician or singer, what could be better than raising some money while you brighten the day of the people around you? During the holiday season, many places around the city are open for carolling. At other times of the year, locations like local cafes and pubs may be open to giving you some space to perform if you are a musician or singer. Or check the busking guidelines where you live!

## **4. Cut out a bad habit**

Use the money you would have spent on indulging your vices to make a donation to Good Shepherd Cork!

Whether on your own or as a part of a group challenge, if you're putting aside an expensive and/or bad habit, the money you save can be turned over to a good cause. If you're cutting out one trip to the pub per week, put the money you've saved into a tin to send off to Good Shepherd Cork.

You'll be surprised how much you can save up!

Or, you can invite your friends to take part – for example, a group challenge to give up junk food, and the first one to give in has to give €50 to Good Shepherd Cork!

## **5. Film nights**

You don't have to plan a wild event to raise money – even a quiet night in with friends can be used to pass around the collecting tin.

Try asking for a suggested donation!

## **6. Quizzes**

Everyone loves a good quiz, and it's a fun and easy way to raise some money while you enjoy a nice pint! Try approaching your local pubs to see if they'd be willing to donate the proceeds of the night to Good Shepherd Cork, or hold a quiz with friends, at your school or in a local community hall.

Once we know your plans, we can provide you with a letter identifying you as a Good Shepherd Cork community fundraiser to help you in approaching venues. Or, you may want to consider approaching venues that do not have quiz nights to see if you can run one for them, with proceeds to Good Shepherd Cork. A regular and well-run quiz night can boost revenues, making it a win-win situation.

### **7. Sell your stuff**

Moving sales, car boot sales, DoneDeal, classifieds... whether you are clearing out a household full of stuff or have a single larger item you're looking to unload, the total or partial proceeds can go towards Good Shepherd Cork's work.

### **8. Teach a class**

Yoga, dance, computer skills, cooking, knitting – whether you already teach an established class or just have a skill that you can pass on to friends, giving a class where the fee is donated to Good Shepherd Cork is a great way to raise money while you pass along your talents!

### **10. Clothes swap**

Clothing swaps are a great way of making sure that those unwanted clothes you have lurking in the back of the closet get a new lease of life rather than ending up in the bin. You can organise a small swap between friends, or as a larger event open to the public. Money is raised by asking for a contribution for participation.

### **12. Serve up some tea and cakes or hold a bake sale**

A delicious assortment of cakes and tea can prove irresistible, and it's a fun way to sweeten someone's day while raising money for Good Shepherd Cork.

Hungry classmates or work colleagues are a great place to start, or you can invite friends round for an afternoon tea for charity. You can also approach the organisers of any local events to see if it would be possible to run a cake and tea stall.

### **13. Throw a dinner party**

Show off your skills in the kitchen by hosting a fabulous dinner, with your guests contributing to Good Shepherd Cork. Your benefit dinner could be anything from the small, informal gathering of friends to the large and luxurious affair – the only limitation is your own creativity and culinary prowess! To make your dinner party really stand out, how about a themed meal, fancy dress, entertainment or dancing added in?



## Sponsored events and challenges:

From amusing stunts all the way to big athletic challenges, a sponsored activity is something fun and rewarding that can be designed to fit anyone's ability or bucket list!

### Sponsored stunt suggestions:

Shave your head; Take a vow of silence for a day; Give up sweets (or cake, or cigarettes!); Wear a crazy costume; Hold a Dance, skip, or bounce-a-thon! Enlist your colleagues or pupils in a funny wig day; Walk or ride your bike to work for a whole month. We're sure your imagination can conjure up many many more ideas!

At the moment, Good Shepherd Cork does not directly run any of our own sponsored challenges. However, there are a plethora of open challenges in Cork and across Ireland that you can join and nominate Good Shepherd Cork as your chosen charity while you do it. Cork City Marathon, Cork Women's Mini Marathon, The River Lee Swim, Skydives with Skydive Ireland, the Runamuck challenge and the Dublin City Marathon are just some suggestions. You can also set your own challenge – maybe to climb a mountain or cycle the Wild Atlantic Way and seek sponsorship to do so!

### How to collect money from your sponsors!

You can set up your own online sponsorship page at <https://www.justgiving.com/goodshepherd-cork> this will allow your friends and family to sponsor you online and save you having to chase up the cash after the event. It's also a great way to keep track of what you have raised and stay motivated.

If you prefer a traditional Sponsor Form drop an email to: [fundraising@goodshepherdcork.ie](mailto:fundraising@goodshepherdcork.ie) to tell us about your event and we will send you some forms.

**Let us know if you are taking on a sponsored stunt or challenge and we will send you T Shirts and leaflets and help publicise your event through our social media channels!**

## Sponsorship Top Tips

**Set a target:** Make sure everyone knows how much you're trying to raise – it will really motivate you and them!

**Explain it:** Explain what Good Shepherd Cork does, why we need the money and what it will go towards

**Be direct:** Asking face-to-face is more effective than an email or letter

**Promote it:** Ask everyone you know! Promote your challenge at work, to your friends and family, and to any groups or clubs you belong to. Take your sponsorship form with you wherever you go!

**Collect the money:** If you're not using JustGiving, it's easiest to ask for the money straight away, to make sure that no one forgets to pay up.



## Putting on an event!

Some popular community fundraising events include fairs, ceilidhs/dancing, music concerts, mini festivals, comedy nights, club nights and art shows. And there are so many more options – we'd love to hear what you have in mind!

Read on for some event planning top tips, and a handy planner guide.

## Events Top tips

**Budgeting:** Planning your expenses means less chance of any nasty surprises! Create a budget in advance, making sure to consider all the costs from big to small when you're deciding how much to charge.

**Publicity:** The right publicity makes all the difference! Think about the target audience, and where they would be likely to see your message. Use as many different types of publicity as possible to get a diverse crowd of attendees.

**Online:** Create an event on Facebook, tell us so we can link to it! Email your friends and family; Post it to relevant online communities; if possible, create a webpage for your event – tell us and we will feature it on our news page!

**Press releases:** Send a press release to your local paper a few weeks before your event, and then get in touch by phone shortly after to follow up. They may put in a story that lets people know your



event is coming up, or they may send someone to cover the event. Press releases that include a local angle, a local celebrity, or unusual topics, events or activities are particularly effective. Remember to include your contact details so people can find out more.

**Posters and flyers:** Create eye-catching and readable posters and flyers to advertise in locations around where your event will take place. Ask if you can put them up in your local clubs, churches, shops, cafes, schools and more! As your event is running, you can also hand out flyers at any nearby busy streets.

**Word of mouth:** The recommendation of a friend is the best publicity you can get. Ask everyone involved to personally invite as many people as they can, and don't forget to advertise in your personal circles – at work, to family and friends and more.

After the event

- Debrief with any co-organisers: what worked and what didn't? What did you learn that you can use for the next event?
- Thank everyone involved, including those who volunteered and anyone who donated goods or services. Save the contact information of anyone who can help for the next event.
- Clean up the space and make sure that recycling is taken care of.
- Send the money you have raised to Good Shepherd Cork. Cheques should be made payable to Good Shepherd Cork or contact us for bank details.
- Sit back, relax, and think about all you've achieved! Well done!

## Health and Safety Guidelines:

As you plan your fundraiser, keep these important considerations in mind for a smooth and successful event. It's as simple as taking the time to identify any potential risks, and then taking steps to reduce that risk. Above all, making sure that you have enough people for the job means that risks can be better reduced, and volunteers aren't overworked. Good Shepherd Cork cannot accept liability for any loss, damage or injury as a result of fundraising for us.

### Fires, electrical and falls

Identify potential fire and electrical hazards, and take steps to reduce them. Identify in advance the location of any fire exits and extinguishers.

Check the venue in advance for things like trailing wires and remove hazards that could cause trips and falls.

### Disabled access

Make sure there is access for disabled persons at your event, and that the toilets are also accessible.

### First Aid

Bring along a first aid kit, and have a qualified and easily-identifiable first aider on site.

### Children

At events where children are likely to be involved, you must take special steps to make sure they are properly cared for. These include making sure that there is extra supervision (ideally by someone who has experience with children and Garda clearance to work with children), and a plan for lost children. Keep in mind that to take any photographs of children at your event will need parental permission.

### **Food & alcohol**

If you're serving food, it must be in a safe and hygienic way, thoroughly cooked and stored at an appropriate temperature.

A license may be needed if you have alcohol at your event – however, you can avoid this by holding your event on licensed premises.

### **Manual handling**

Take extra care when you're loading and unloading for an event – make sure you have enough people for the job, so that no one person is stuck trying to lift more than is sensible. For any jobs requiring a great deal of lifting, pushing, pulling etc, make sure that proper manual handling techniques are being followed.



# Thank You!

The generous support and fundraising efforts of you and people like you all over Cork makes a vital contribution to our services for women and children who are homeless or at risk of homelessness in Cork city.

We hope you have fun and enjoy your events and challenges. Keep in touch and let us know your plans, we will do all we can to support you and we can't wait to hear your ideas!

Good luck!

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