



**Your**



**fundraising pack**

# Thank you for choosing to support Schnauzerfest

You're joining a brilliant community which does amazing things for rescue dogs.

We're really pleased you want to help give rescue dogs a safe and healthy future.

Whatever you choose to do, we hope you find this pack helpful. We'd love to hear your ideas and plans, so feel free to get in touch with us anytime.



**Schnauzerfest** brings together dogs and their human friends. As well as raising money to benefit rescue dogs by paying veterinary bills and supporting rescue, at the heart of Schnauzerfest is a commitment to raising awareness of the cruel world of **puppy farming**.

Everything we do happens with two aims - **FUN and FUNdraising**.

To get you started, we've put together ideas, tips and information to make your fundraising a big success.

If you need any support along the way drop us an email anytime. We LOVE hearing from our fundraisers. Even if you're on top of everything and just telling us how you're doing we want to hear!

Remember that whatever you choose to do, have fun.

Here's to your success and sending you a huge **thank you!**

# Tips for getting started



Decide what you'll have fun doing. Is it something you're going to arrange, or one of the many organised challenge events held every year around the country?

Will you do it on your own, with family, friends or colleagues, or in a community group perhaps? Fundraising for Schnauzerfest should be enjoyable, roping in others adds to the fun.

## SET A TARGET

Setting a target is a fantastic way to get going raising funds and to keep motivated. There's nothing quite like seeing donations come in and helping you get closer to it.

## YOUR ONLINE FUNDRAISING PAGE

Create your own page on **JustGiving**. This makes it super easy for people to support you and you to share your updates, progress and thanks!

### Setting Up Your Page

It's easy and has good tools to help make your fundraising a success. Justgiving send us your donations directly so all you need to do is get people to support and donate.

1. Go to justgiving

[www.justgiving.com/schnauzerfest](http://www.justgiving.com/schnauzerfest)

2. **Click 'Fundraise for Us'** and follow the step-by-step instructions.

3. Make your page personal, add photos and tell people why you're supporting us.



# Making the most of online fundraising

Don't be shy about asking for support. Kind people are everywhere and want to help good causes that matter to somebody. So show them!



Share your page widely and regularly on social media. Remind people what you're doing and why it matters to you. Email to friends, family, colleagues and other potential donors. Say plenty of thanks!



Busy people don't always donate when first asked, intending to do it later, so remind them, especially close to your event.

## SPREADING THE WORD

Talk about your fundraising regularly, wherever and whenever you get the chance.

Make use of **social media**. Post regularly, tell people about your training if you're doing a challenge, or give them news about Schnauzerfest so they can see why supporting you is a great idea!

**Contact local press** including radio stations - Twitter is a great way to tap into local news. Journalists love uplifting stories, they'll want to hear from you, news is what they need, put yours out there.

# DOG WALKS as fundraisers

Schnauzerfest began as a fundraiser doing dog walks. Now as a registered charity, we love it when supporters choose to raise money this way. Email us for more tips!

**The key is to keep everything simple.** Walk with a few friends. Choose a place you are familiar with. If the location is a managed one check dogs are welcome. Avoid one that's busy with other users.

## RAISING MONEY

Email everyone and ask them to donate online. This avoids you needing to collect money on the day (see p14 for regulations that cover collections).

Post lots of photos on social media asking for donations.



## SAFETY ON THE WALK

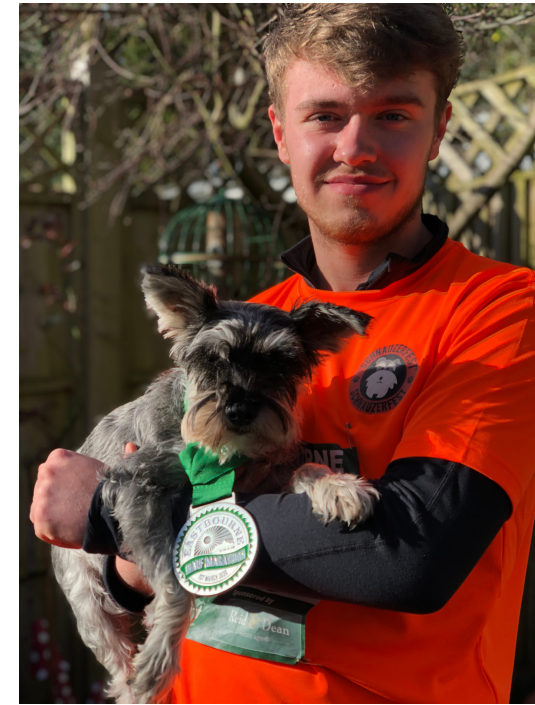
Be sure your friends are responsible dog owners when inviting them to join you. Keeping dogs under close control is required of dog owners by law. Dog theft is a risk which can be reduced by keeping dogs close and in sight at all times.

Contact us for more tips, advice & safety info

# Fundraising ideas

Whether you're doing your own thing or joining an organised event, everything you do will help the rescue dogs we deliver support for.

- S** swim, Santa runs, sky dive
- C** coffee morning, comedy night, cake sale, crafting, car wash, Christmas party, cycling
- H** head shave, hike, half marathon, hill walk
- N** New Year Resolution pledges
- A** abseil, art & craft sale, auction, afternoon tea
- U** unwanted gift sale, uniform-free day
- Z** zip wire
- E** ebay, Easter egg hunt
- R** raffle, race night, recycle for cash
- F** fun run, fire walk, fashion show, face painting
- E** everything & anything you can think of!
- S** sweepstake, sponsored silence
- T** tombola, trekking, triathlon, teetotal month



If you're looking for an active challenge lots of national and local events run every year. From the **London Marathon** to cycling **Lands End to John O'Groats**, swimming **the Lakes**, whatever you choose we'll be cheering you on and supporting you all the way.

Check these sites for ideas:  
[Charitychallenge.com](http://Charitychallenge.com)  
[Timeoutdoors.com](http://Timeoutdoors.com)  
[Greatswim.org](http://Greatswim.org)

# Promoting your event

When you decide on your event tell everyone! Email friends, family and colleagues telling them why you're fundraising for Schnauzerfest. And stay in touch, especially at the time of the event and shortly afterwards. Many will donate then, especially if you've been sharing your news.

## EMBRACE THE ORANGE !

**Schnauzerfest is eye-catchingly orange, make the most of it in your promotional materials**

Put posters up in local shops if you're allowed to.

We can provide you with your own fundraising logos to add to posters and marketing material, just drop us an email.



Tell your employer - many will match fund what you raise, so worth asking.



# LEGAL & other useful bits

**We want everything at your event to go well. Here's a few important things to be aware of. Your event will be in aid of Schnauzerfest which means it's your responsibility to keep it legal & safe.**

**Collections** - if on private property you'll need written permission from the owner and have it with you when you're collecting. On public land collections require a local council licence, or Met Police if in London.

Collection boxes must display our logo which we can supply.

**Raffles & prize draws** are a great way to raise funds but they are covered by regulations. All tickets must be sold for the same price, no 2-4-1 offers, and you may need a local lottery licence. Please make sure you're staying legal.

See more: [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

**Insurance** - when you're running your event everyone needs to be safe. It's your responsibility to ensure this. Insurance is not always going to be needed. Your event won't be covered by Schnauzerfest's insurance.

Check if the venue requires any, some provide it. Depending on your event you may need to get Public Liability cover which can be obtained inexpensively.



**When marketing your event remember to use our special logo which we will supply and include the words:**

**Schnauzerfest is a registered charity in England & Wales, No: 1185975.**



**We cannot wait to  
hear what you're  
doing for**

**Schnauzerfest**

**Thank you for  
caring & helping to  
make a difference.**

Schnauzerfest is a registered charity, bringing together schnauzers, their humans and other canine friends.



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@SchnauzerfestUK



Registered with  
**FUNDRAISING  
REGULATOR**

Charity registered in England & Wales No: 1185975