

Nelson's  
Journey

Ideas!

making  
fundraising  
FUN

of BIG

little  
book

a

#BringingBackSmiles

What's this  
book all

**ABOUT?**

**This book is here to support you as a fabulous fundraiser!**  
Its been created to help you with ways you can fundraise for Nelson's Journey in a successful and safe way.

We hope it gives you inspiration after taking the step of choosing to support our work with bereaved children and young people. If you already have an idea, then great! Check out the next few pages to make sure you have all aspects covered for your extraordinary event.

## Spread the Word - speak to your local media

**Boost your fundraising by telling as many people as you can about your activity!**

Contact the local press to see if they will cover your story (EDP is on 01603 628311 or NewsDesk@archant.co.uk). Often, the press are unable to attend events so take your own photos to send them. We can send you a template 'press release' for you to personalise and send to local newspapers and radio stations. And if you have a free magazine that is distributed in your community, get in touch with them too as they love to let people know what's going on locally.

### **DON'T FORGET TO LET US KNOW ABOUT YOUR FUNDRAISING!**

Follow us on Facebook, Twitter and Instagram. We love to share your photos and stories so please send them to us. You might even feature in our email newsletter - sign up on our website!

**#BringingBackSmiles**

**Facebook** [nelsonsjourney.norfolk](https://www.facebook.com/nelsonsjourney.norfolk)

**Twitter** [@nelsonsjourney](https://twitter.com/nelsonsjourney)

**Instagram** [@nelsons\\_journey](https://www.instagram.com/nelsons_journey)

**Email**

[enquiries@nelsonsjourney.org.uk](mailto:enquiries@nelsonsjourney.org.uk)

**Tel** 01603 4317 88

## Gift Aid!

**Did you know...** for every £1 that someone sponsors you, we can reclaim another 25p back from the government as long as they are a UK Tax payer. All we need is their full name and address including post code.

## Need help setting up an online fundraising page?

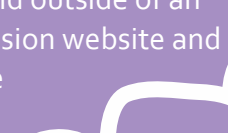
Get in touch and we will send you our handy 'how to guide'

## Keep within the law & look after yourself:

Whilst it is super fun organising activities, please remember that there may be some legalities to be aware of.

## Raffles and Lotteries:

Raffles and lotteries can raise lots of money. They can be simple, but there are laws regarding how ticket sales, prizes, and running costs. This is particularly important for public events, or if tickets are sold outside of an event, or if cash prizes are offered. The Gambling Commission website and your local District Council can help, so please check before you organise your raffle or lottery.



## BEFORE YOU DETERMINE WHETHER YOU NEED A LICENCE FOR YOUR RAFFLE OR LOTTERY, CONSIDER THE FOLLOWING:

1. If you are selling tickets **before** an event taking place, you **WILL** require a licence and should call your local District Council.
2. If you are selling tickets **during** an event and drawing modest prizes at that event, this is an Incidental Lottery - you won't need a licence.

### INSTITUTE OF FUNDRAISING

[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

### YOUR LOCAL AUTHORITY

District Councils (including City and Borough Councils) are responsible for licenses.

### GAMBLING COMMISSION

Full rules on lotteries, raffles and sweepstakes:  
[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)



Helpful  
links...

# Fundraising IDEAS

**Hold a BAKE OFF event.** Charge people to enter and give the winner a trophy with a title or a certificate. You can sell your cakes afterwards to add even more money to your fundraising pot.

You can get involved in our **Purple Picnic** week each year too: see [www.PurplePicnic.org.uk](http://www.PurplePicnic.org.uk)  
#NJPurplePicnic



Bake  
Our day!



## Pump up the Jam

Create a **DANCE-A-THON** event, a silent disco or a concert. You could Zumba your way to fitness, get sponsors, and collect gift aid for your sponsorship!

## Tick Tock

Put on a **SPEED DATING EVENING** - a fun, exciting way to meet new people and an easy way to raise money!



## Game on!

Set up an online gaming marathon, play on your own or get friends involved! Invite participants to create an online giving page to collect sponsorship to support and try including a fundraising target to reach.



## Food Eating Competition

Fancy being the next **MAN** or **WOMAN VS FOOD**? Challenge yourself to eat a huge plate of food against the clock or perhaps take on a dry cracker challenge

## Bitter Sweet Challenge

**FILL A LARGE JAR** and ask people to guess how many sweets are in it. The lucky winner gets to keep all of the sweets! You could make it even more appropriate to Nelson's Journey by having purple sweets.





# Students & Teachers

Organise a **QUIZ AGAINST TEACHERS** and run a competition on who you think will win.

Perhaps the winner gets to take a class instead of the teacher one afternoon?

## Nelson's Treasure

Use our Nelson's Treasure **LUCKY SQUARES** to raise money quickly! Ask the team at Nelson's Journey to send a copy over to you.



# Picnic Games / Office Olympics

Gather friends and family together, bring a picnic and **HOST YOUR OWN GAMES**. It could be anything from playing cards and chess, or if you are feeling active how about a game of rounders, cricket or football! In the office, why not try speed typing?

## Make a “Splash”

You will always find people who want their cars washed - charge them a fee and wash cars in your lunch break or at the weekend. Do some research first for washing tips!



## It's a wrap!

Offer a **GIFT WRAPPING** service and charge people to wrap their presents - great way to help at Christmas time for those who are busy!

## Non Uniform Day or Dress Purple Day

Charge people to **wear purple** and raise awareness of Nelson's Journey at the same time.

## Become a real Smoothie

**Waxing or shaving HAIR!**

These are all great ways of raising people's eyebrows... often, the more you have to get rid of, the more people will pay to see it disappear!



# Memory Bracelet

Children and young people can make a **MEMORY BRACELET**. Each colour chosen can represent a memory of a special person that has died. You could make some of these and sell them to others, theme them to your favourite colour or choose multi colours - others can think of their own memories to match the colours.

# Chocolate Hunt

Invite friends and family over for a **CHARITY CHOCOLATE HUNT** in exchange for an entry fee or donation. You could also include other ideas in this book to raise more cash on the day, such as 'guess how many sweets are in the jar' or 'guess the weight of the chocolate cake' to win and take home.





# Give it up!

Do you have something you are known for loving or would find **REALLY HARD TO LIVE WITHOUT?**.. chocolate, playing Xbox, watching sport, texting or getting your nails done? Get sponsored to give it up! Go on... set yourself a real challenge!

## Pamper Party

**Do you know friends that work in the beauty industry?**

Tell them about us and why you want to raise money. Ask them to volunteer one evening to **PAMPER YOUR GUEST LIST** in exchange for a donation on the night: mini pedicures, mini facials and file and polish always go down a treat. Perhaps they have some end of line products they could put into a gift bag for a raffle on the evening too!

## Dinner Date

Hold your very own **DINNER PARTY COMPETITION!** Score the dishes, charge for entering and the winner receives a prize of your choice.

## Bonfire night

**HOLD A BONFIRE AND TOASTED MARSHMALLOWS EVENING.** Tell stories, sing songs and have a good ole knees up. Ask guests to make a donation. If you need a collection pot, then just let us know.

## Hole in One

**Get your golfing friends together and hold a GOLF COMPETITION.**

Set yourself challenges like 'nearest the pin'. Mix business with pleasure and turn it into a corporate golf event? Add in a dinner to end the day and use it as an opportunity to hand out trophies! If you would like a volunteer to attend and give a talk at your event, please give us plenty of notice.



## Online Auction

**PEOPLE LOVE A BARGAIN!** Contact local companies for prizes to be donated for you to auction online. You can set up a Facebook page and invite friends and family to join, bringing guests of their own to the event. Add a date and time for the big event, and watch people bid against each other for the prizes!

## How Heavy?

There are lots of items you can **GUESS THE WEIGHT** of... babies on the way, cakes or even luggage bags. Create a sweepstake in the office and at home, and see how competitive people get!



# Sponsored Walk of Smiles

Hold or take part in a **SPONSORED 'WALK OF SMILES'**. Nelson's Journey promotes memorial walks each year, and you can contact us for a Walker's Pack which includes family activities: [enquiries@nelsonsjourney.org.uk](mailto:enquiries@nelsonsjourney.org.uk)

## Quiz Master

Hold a **QUIZ & CHIPS NIGHT** at your local hall, pub or hotel, charge for tickets and ask local companies to donate a prize for the winner! Sell raffle tickets on the night. Perhaps the venue you hold it with will offer a voucher to you?







## Special Day Giving

If you are celebrating a Wedding or special occasion and feel like you have everything you need, you could ask your friends and family to donate to Nelson's Journey instead of buying you a gift. You can set up your own personalised online giving page so the link can be included in invites and sent to your guests in advance of your event.

## Facebook Fundraisers

Is it your Birthday, Anniversary or are you commemorating someone **special**? You can collect donations on Facebook really easily!

Look for the fundraising section on your Facebook page and follow the steps.



# Smartie Challenge

Fill a Smartie tube up by collecting **£1 coins**. Each tube holds around £27. Ask your friends and family to do the same and watch your fundraising total rise! The added bonus to this fundraiser is the smarties need to be eaten before you can fill up the tube!

YUM!

## Kick Off

Hold a **football tournament**. Get teams together to showcase their best football skills and charge per team for entry, perhaps get trophies for the winning team and hold a celebration afterwards when you can have celebratory drinks at the local football club, add a collection bucket at the bar for people to throw change into... every bit helps!

# Start a Fundraising Group

If you have great fundraising ideas and want to make them a reality, why not **set up your very own fundraising group** in your local area and meet other people that want to help children and young people move forward positively with their lives. Find out more information on our website or speak to our fundraising team!

# Become a 'friend of Nelson's Journey'

If you want to help but you struggle to commit time due to work or private life, you can **BECOME A FRIEND OF NELSON'S JOURNEY**.

You can make a monthly donation (e.g. £5) to Nelson's Journey and receive information on how your money could help the children and young people we support each year.

# Hold a Purple Picnic

An annual week of community events, Purple Picnic is dedicated to raising money for Nelson's Journey and is an opportunity to remember someone special.

Hold your Purple Picnic at work, school or at home, or have an online video call get-together! We have fundraising ideas to help you.

Register on our website at [www.purplepicnic.org.uk](http://www.purplepicnic.org.uk) and get a fundraising pack which includes recipes, games and activities to help you along the way.



# Guess the baby photo

At work, school or with friends: bring baby photos in and stick on a board. Ask people to pay a donation to guess the baby, don't forget to select a prize for the winner!



## Keep updated with our news and events

Sign up to our email newsletter at  
[www.nelsonsjourney.org.uk](http://www.nelsonsjourney.org.uk)

### Exposure for your Event!

If you put on an event, let us know about it! We do our best to shout about events on social media, so keep looking at our Facebook page and Twitter account - you might find an event you want to attend yourself!

Thank you  
so much!

It can be hard to get fundraising ideas off the page and into action. **We are here to help.**


Please contact us if you have questions or need support! Your help allows us to work with bereaved children and young people to bring back their smiles. Thank you for being incredible - **we really couldn't do this without you!**

## Get in touch!

If you would like to fundraise, or if you want to find out about becoming a volunteer for Nelson's Journey, we would LOVE to hear from you!

 01603 431788

 [enquiries@nelsonsjourney.org.uk](mailto:enquiries@nelsonsjourney.org.uk)

 Nelson's Journey, The Bradbury Building -  
Smiles House, Octagon Business Park,  
Hospital Road, Little Plumstead, Norwich, NR13 5FH

**Nelson's  
Journey**

## How to send your money in

Thank you for your support! It's quick and simple to send your money to us!

### Online fundraising pages

If you have a fundraising page set-up with Virgin Money Giving or JustGiving, then donations will automatically transfer to us when your page closes.

### Bank Transfer

Please email [enquiries@nelsonsjourney.org.uk](mailto:enquiries@nelsonsjourney.org.uk) for our bank account details and use your contact name as the payment reference (e.g. 'Tom Smith').

Please let us know once you've paid so we can spot your donation!

### By cheque

Please make cheques payable to 'Nelson's Journey' and note your name and address on the reverse. You can post cheques to us at:

Nelson's Journey, The Bradbury Building - Smiles House,  
Octagon Business Park, Hospital Road,  
Little Plumstead, Norwich NR13 5FH



You are the reason we  
are all smiling again

- Megan, service user

#BringingBackSmiles

Thank you for helping to support Norfolk's bereaved children.

Nelson's Journey is a Charitable Incorporated Organisation; Registered Charity 1170605