

# YOUR GUIDE TO FUNDRAISING FOR BASKET BRIGADE UK



TOGETHER WE'LL  
DELIVER BASKETS  
OF FOOD, LOVE  
AND HOPE TO  
MORE PEOPLE AT  
CHRISTMAS!



HELLO  
& THANK  
YOU!

Before you dive into this fantastic guide, which has everything you need to make your fundraising a success, we the Trustees want to say a huge THANK YOU!

You truly are doing something amazing!



I felt embarrassed asking for help. The way it was delivered felt respectful and kind

It wasn't just food, it was hope. It reminded us we're not alone

This basket meant my children could enjoy Christmas. It lifted a huge worry



BENJAMIN FRANKLIN  
ONCE SAID  
'FAIL TO PLAN AND  
YOU PLAN TO FAIL'.

SO MAKE SURE  
YOU PLAN!

# YOUR 4 STEPS TO FUNDRAISING SUCCESS!

## PURPOSE

Why are you doing it? Let people know why you've decided to fundraise. Knowing your story and BB UK's mission will help inspire people to donate to the cause.

## LOCATION

If it's a walk/climb you're doing to raise money, where are you going to do it? If it's a run, is it going to be locally or at an event across the country? Wherever it is, it needs sorting out.

## ACTIVITY

What are you going to do to raise money? Is it a park run or sky dive? A climb? 18 holes of golf? Or something less strenuous like a Baking morning, Karaoke or Race night?

## NOTIFY

Tell as many friends, family and colleagues what you're doing, when you're doing it and where you're doing it. You need their support AND money!

# SOME FUNDRAISING IDEAS

(IF YOU HAVEN'T ALREADY GOT ONE)



- Running
- Cycling
- Skydiving
- Climbing
- Rowing
- Swimming
- Golf Day
- Quiz
- Cake Sale
- Driving
- Darts
- Car Wash
- Raffle
- Knitting
- Head Shave
- karaoke
- Boot Sale
- Race Night

# SOME FUNDRAISING IDEAS FOR YOUR WORKPLACE



- Dress Down Day
- Office Bake-Off
- Lunch Sale
- Collection Tins
- Team Challenges
- Job Swap
- Swear Box
- Last Hour's Pay
- Payroll Giving

SANTA  
IN THE CITY  
WALK  
OR RUN



Santa in the City  
is the perfect way  
to get you, your  
friends and your  
family into the  
festive spirit and  
raise funds for  
Basket Brigade UK.

# FUNDRAISING RESOURCES

We want your fundraising to be as easy, enjoyable and effective as possible, so we've compiled some useful resources to help you on your way.

A branded bib if you're running, climbing or cycling. A poster if you're selling cakes or shaving your hair off!

If you haven't already, please check out our [fundraising page](#).

# YOUR OWN BASKET BRIGADE UK FUNDRAISING PAGE!

You're probably wondering how you're going to collect all your donations in one place?

Worry no more because you can set up your own page on our website.

Just fill in a few questions, upload a pic and before you can say BB UK, you'll have your own personalised fundraising page!

Just click [here](#) to get started.



- £5 feeds someone living on their own
- £10 feeds a couple
- £20 feeds a family of four
- £100 feeds 5 families of four

# MAXIMISE YOUR MONEY

Remember to ask your employer about Matched Funding!

This is when an organisation matches the amount an employee donates or fundraises for their chosen charities up to a set level.

Don't ask, don't get!

# MAXIMISE YOUR REACH

Fundraising online is a great way to get the word out and the cash rolling in!

Share what you're doing, including pics, selfies, vlogs and videos.

Hashtag #Basket Brigade UK and any relevant words like #FoodLoveAndHope and #Fundraising.

# ANYTHING YOU NEED TO KNOW?

If there are any questions you need answering before you get started on this exciting journey of fundraising, please get in touch.

Email: [fundraising@basketbrigade.org.uk](mailto:fundraising@basketbrigade.org.uk)

# AND FINALLY... THANK YOU.

The money you raise  
will help us deliver  
more baskets of food,  
love and hope.



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