



# Your fundraising guide



Alzheimer's  
Society

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**CBRE**

# Epic events

## ideas for fundraising superstars

Some fundraising ideas just always work. These can be done at home or online with friends, family and colleagues.



1

### Pub quiz

Get a friend or family member to be the question master and scorer, then choose your date and venue. It doesn't have to be the pub, it can be a club, local hall, your office, even a shepherd's hut halfway up a mountain if you like. Charge people to enter, individually or as teams. And don't forget to include picture and music rounds – people go wild for them.

2

### Raffle

A raffle is a perfect way to maximise the money you raise. Start by asking local shops and businesses to donate prizes, and tell all your friends and family.

3

### 'Come Dine With Me'

Do the hit TV series for real. Get four groups of four friends to compete against each other, with everyone putting in around £25 to participate. The four winners from each group go into the grand final. At the end of this nail-biting, goodie-munching event, the overall winner takes home a prize, with the rest going into your fundraising pot.

4

### Sports tournament

Tournaments are a great way to get your fitness up before the challenge. Hold a football, netball, volleyball or any ball tournament in your local park, and set an entry fee for your players to take part. Make sure it's enough to cover a prize for the winners and net oodles of cash towards your target.

6

### Timing is everything

Ask your friends and family to donate right after pay day, or ask your friends to donate the cost of a drink during that payday round or lunch trip.

7

### Auction off chores

Get your friends, family and workmates together for a grand auction in which you sell off their skills to the highest bidder. A butler for a week, anyone?



# Pathway to your target

We know finding ways to reach your target can be challenging so here are a few ways to help you smash it!

£10

## Self donate

Why not kick-start your own fundraising by self-donating? This often helps encourage friends and family to start sponsoring you!



## Get thrifty

Have a clear out of your unwanted items and clothes and sell your second-hand goods on sites such as DEPOP, Vinted or Ebay.

£70

£50

## Sell your skills

Charge friends, family or neighbours for chores. You could charge £10 for chores like dog walking, car washing or cooking a meal

## Quiz night or Game day

Hold a fun quiz night or games day with your friends or work colleagues. These work well virtually too, so even your remote colleagues can join the fun!

£50



£40

## Collection tin

Placing one of our official collection tins in your local shop may raise more than you would think. It also raises vital awareness of our work. Order yours by calling our Supporter Care Team on **0330 333 0804**

£50

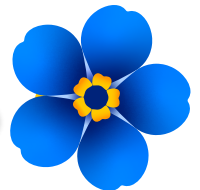
## Cake Sale

Sell 25 cakes @ = £2.50, or charge friends to enter a bake off competition

## Dress Down Day

Charge your colleagues to dress down for a day or wear fancy dress

£30



# How to pay in your donations

OK, this is the important bit. We've made it as easy as possible for you to get your money to us.

**JustGiving™** With your JustGiving page, everything happens automatically; the money is sent to us, Gift Aid collected, and your sponsors thanked. Job done.

If you have cash to pay in, you can:



- Bank it and pay over the phone with a credit or debit card - call our lovely Supporter Care team on: **0330 333 0804**

Let them know you're fundraising for CBRE partnership so we can make sure your money goes to the right place.

- Bank it and send us a cheque payable to Alzheimer's Society. Include your sponsorship form and post this to:  
**Alzheimer's Society,  
Suite 2, 1st Floor East Wing, Plumer House  
Tailour Road, Plymouth PL6 5DH**



You can also pay offline donations to your own JustGiving page to add it to your total - just remember not to add GiftAid if you're paying your sponsorship in yourself.

## The legal bits

A few key bits of information to help everything go smoothly with your challenge.

### Raffles and lotteries

The most straightforward way to host a raffle is to make sure:

- all tickets cost the same amount
- the sale and draw of tickets happen on the same day or night - you'll need a licence if tickets are sold in advance
- no more than £500 is deducted from ticket sales to cover the cost of prizes
- tickets are only sold to people aged 16 and over.

### Collections

To collect money in public places you might need a street collection licence - visit

[gov.uk/street-collection-licence](https://www.gov.uk/street-collection-licence)

for all the details. If you'll be collecting on private land (a supermarket or train station for instance) you'll need permission from the landowner or manager.

### Food and drink

If your event involves food and drink, [food.gov.uk](https://www.food.gov.uk) is your one-stop shop for all the information you need before hosting an event. If you have any doubts or questions about anything, we are, as we pledged at the beginning of this pack, here for you. Just call or email us and we'll pull out all the stops to help.



If you're looking to do something slightly different, please give our lovely Supporter Care team a call on **0330 333 0804**. Remember to let them know you're from CBRE. They'll be able to advise you on whether you'll need a license. You'll also find handy info on raffles and lotteries at [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

Contact [cbre@alzheimers.org.uk](mailto:cbre@alzheimers.org.uk) if you have any questions and your dedicated partnership team at Alzheimer's Society will be happy to help.