

Fast Fundraising Ideas

We'd always encourage groups to fundraise strategically so there's no need to scabble for emergency cash. But there are times you may need a few extra £££s in order to take advantage of new opportunity, cover an unexpected cost or avoid disaster. Here are some ideas for fast fundraising...

Cash collection – Borrow some buckets or collecting tins, gather some volunteers and get out there asking for cash.

- This method is great if you have a willing group of volunteers e.g. corporate staff group, local councillors, professional group.
- You can collect at privately-owned venues by getting the permission of the owner/manager e.g. theatres, cinemas, sports venues, train stations, shopping centres, supermarkets, bars and clubs.
- **If you want to hold a street collection, you'll have to get a permit.** Check with your local authority or police force to see who issues these as there are different rules in different areas.

Write an appeal letter – This works best if you already have a mailing list of supporters.

- Write an email or e-newsletter telling people about your group's need and asking for support. Try not to sound desperate – but do make your tone urgent.
- Write in a personal style as if you were talking to the reader face to face.
- Inspire readers with a real-life story (it can be anonymised) of someone they will help by donating. Include photos or video if possible (these can be anonymised).
- Include some relevant statistics about the needs your work is meeting and the impact supporters could help achieve.
- Tell readers **how to donate** – do you want a cheque, bank transfer, or gift via your website or an online donation site.
- Include all relevant links and make sure they are working!

Crowdfunding - A big crowdfunding campaign takes a lot of time and effort, but a short-term appeal can be effective.

- Set up a page on a crowdfunding site (check their terms & conditions carefully).
- Fundraising for a project will generate more money than asking people to cover your running costs (you can include running costs within a project budget).
- Describe who you are helping and what will happen if you don't raise the cash.
- If you're crowdfunding to prevent your group from shutting down, that's ok if you only do it once.

- Who can you rely on to donate e.g. trustees, volunteers, friends or family members? Send your campaign link to them first to build up the first few donations - people are more inclined to give if they see others have done so first.
- Plan your publicity before you start. For example, you could share on social media, via your newsletter mailing list etc. Post regular updates and keep encouraging people to share to help you reach your target.
- Write a press release for magazines, papers, radio and tv, particularly the LGBT media.

Benefit night – Running an event in your local LGBT venue can bring in some quick cash and help raise local awareness of your services.

- A quiz, games night, party or other themed event could be a winner with your local LGBT+ community.
- A raffle or bucket collection on the night will bring in extra cash. This type of event is unlikely to raise thousands unless you have some celebrities on board or another way to make the event extra special.
- You could also ask supporters, trustees and volunteers to organise their own mini benefits.
- This may just be a gathering of their friends for dinner or other social event, at which they ask for donations; it could be a fundraising coffee morning at their workplace; or a more formal event. Let them decide as long as it's ethical, quick and doesn't take up your own time.

Apply for grants with imminent deadlines – Grants are not usually a quick source of cash as it can take 3 months plus to hear the outcome of your bid. However, some funders have faster processes and, if you apply shortly before the deadline, you may hear the outcome within a couple of weeks.

- Have a look at our [Funder Finder and monthly funding newsletter](#)
- Read the terms and conditions to see how long you can expect to wait for their decision. Grants are usually intended for project funding, but you may be able to raise running costs too – include core costs in project budgets.
- If your group is in danger of going under, reach out to funders on the telephone first to see if they will consider an emergency appeal.
- If you're a local service provider, your local authority's Communities team may be able to work with you to find some cash so that you can carry on providing important services for LGBT+ people.