



Fundraising

Information Pack

Spectrum Community Arts



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Who is Spectrum Community Arts?

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Spectrum Community Arts Ltd is a not-for-profit organisation providing performing arts workshops for people with disabilities and additional needs. .

Here at Spectrum Community Arts, our aim is to enable participants to develop their self-esteem and self-expression in a safe, encouraging environment.

We strongly believe that the performing arts are a fun and exciting way to do this and a perfect platform to nurture and develop individual skills and abilities.



Spectrum depends on fundraising to continue. We really do not want to see Spectrum disappear as it means so much to so many people and plays a huge part in providing access to the performing arts to those who otherwise would miss out!

“As far as I am aware, Jade's group is the only after-school activity available to children with additional needs in this area. I am extremely grateful to Jade and her team for providing both my son and I with this opportunity.”

- Parent/Carer of a Spectrum Participant

IF SPECTRUM IS IMPORTANT TO YOU OR YOUR CHILD AND YOU WOULD LIKE TO SEE IT CONTINUE PLEASE CONSIDER FUNDRAISING FOR US!



How can I fundraise?

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Just a few ideas...

- Gaming Marathon
- Sponsored walk, run, bike ride
- Sponsored silence
- Party or a concert
- Bake sale
- Quiz night
- Chores for charity
- Karaoke night
- Car wash
- Dance marathon
- Fashion show
- Yard sale
- Talent contest
- Head shave
- Hair dye
- Coffee morning
- Raffle
- Wax it

*There are so many different ways to fundraise, be creative!
Whatever you can contribute we really appreciate it!*

Scan here to see more
tips and ideas for
fundraising events!



If any Spectrum participants, parents/carers or volunteers that love Spectrum would like to fundraise and **#supportpectrum**, that would be amazing!

Why not try a sponsored walk, swim or dance?
Or a performance for family and friends?

If you can't get everyone in a room can you hold your event virtually to bring it to an even wider audience?



On the other hand, you do not need to be already connected to Spectrum at all fundraise for us!

Do you know someone who is looking for a charity to run a 5k for? Or is looking to do some charity work for their D of E? Whatever the case may be, why not suggest fundraising for Spectrum?

Could be family, friends or anyone who might want a challenge while doing some good!



Please Note - make sure you have read all of the attached policies and guidelines to make sure that your fundraising runs smoothly!

How do I get started?

This is all the information you need in order to **#supportspectrum** and fundraise for us.

1 Step one, decide how and when you would like to fundraise!

Will you dye your hair purple? Do a sponsored silence? Run a Marathon?

2 Step two, plan your fundraiser and fill in our fundraiser form!



When you have formulated a plan you are excited about, first you have to fill out this form!

bit.ly/spectrum-fundraising-form

Please make sure you fill out the **fundraising form** before you do any fundraising in Spectrum's name...

This form is important so Spectrum can...

1. Support your plans in any way we can!
2. Confirm all plans comply with Spectrum's policies
3. Shout out how amazing you are on social media to get as many people supporting your hard work as possible!



Please Note: Spectrum asking that you fundraise independently and once you have collected all of your donations, then contribute the total raised to Spectrum.

However, we are more than happy to support you with your fundraising efforts in any way we can!

Just get in contact! -
admin@spectrumca.co.uk

Below, we have loads of advice about how to collect donations and fundraise successfully! But please feel free to get in touch if you have any more questions!

How will you collect your donations?

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3 Step three is to plan how you will collect your donations...

Are you collecting funds at an event or by selling a product?

If this is the case, you simply need to raise the funds, collect your cash and pay the cash into a personal bank account in order to donate it to Spectrum.



Are you selling tickets?

This is an excellent way to fundraise whether that is on an online ticketing service like 'Eventbrite' or in person for an event or performance.

You can elect to do this using an online platform. There are so many different platforms you can do this with!

Scan here to see a complete guide to selling tickets online from 'Ticket Leap'



TOP TIP: Make sure to take the time to check out if your ticketing platform charges you. Some charge a flat fee, and some add a very small percentage to the cost of the ticket. Whatever is best for you - just make sure you are aware!



You may want to forgo these platforms and provide tickets yourself, maybe asking people to pay at the door as they arrive or pay in advance and be put on a ticket list. This is often easier and more appropriate for smaller and local events! However, as you will be organising tickets yourself make sure you stay aware of attendees so you don't get overwhelmed and oversell!



Please note - If you are hosting an event please make sure that you are following Spectrums guidelines, and also communicating with your venue to adhere to all their health and safety practices including maximum occupancy.



Then after the event when you have raised your ticket money you simply accumulate it all into a personal bank account in order to donate it to Spectrum

Are you collecting pledges in advance?

Whether they will be paid to you in cash, bank transfer or onto an online platform once a goal is completed, this is a great way to fundraise if you are taking part in a challenge!



Pledges can be either variable...

For instance, if you were to do a sponsored swim, someone may pledge to pay you £1.00 per length. That way the further you push yourself the more money you raise!

Or it could be a set amount...

For instance, someone could pledge to pay you £50.00 to wax your legs!!

In either case, Spectrum has provided a downloadable pledge form to help you keep track of your pledges! Simply have your donators fill out the form, complete your challenge and collect your pledges either in cash and in person, through bank transfer or onto an online fundraising platform!

They look like this...

#support@spectrum FUNDRAISING PLEDGE FORM				#support@spectrum FUNDRAISING PLEDGE FORM			
_____ is fundraising for Spectrum Community Arts by _____				NAME	E-MAIL	PHONE	AMOUNT
Thank you so much for your support!							
NAME	E-MAIL	PHONE	AMOUNT				

Scan here to head to our website and download them!



www.spectrumca.co.uk/fundraising-downloads

Once you have completed the challenge you will collect the total from everyone that pledged into a personal bank account and donate it to Spectrum!

Are you setting up a page on an online fundraising platform like 'GoFundMe' so that you can easily share the link to donate online and on social media?

No matter how you are fundraising, online platforms like GoFundMe can be a very efficient way to collect donations from people all around the world easily! It is a great option as it will allow you to have a link that you can share on social media or with friends and family!



Check out this guide to setting up online donations from 'GoFundMe'

Please Note - Spectrum is a registered not-for-profit and isn't available as a charity option from GoFundMe. When setting up a GoFundMe, you must select that you are fundraising for 'someone else' instead of for a 'charity', then you can withdraw the funds yourself and donate them to Spectrum

Online fundraising platforms are generally the most popular and convenient way of managing a fundraising campaign however there are a few things to be aware of...

Reasons an online platform may not be the right fit ...



- Selling a physical product that you need to then deliver! Don't get caught with shipping costs!
- Receiving a large donation from a close person who could send it directly to you! There's no fee to start your fundraiser. However, GoFundMe payment processors deduct one small transaction fee per donation (2.9% + £0.30) So if someone was to donate £500.00 you would only receive £484. Fundraising platforms are very helpful but please always be aware of fees!

TOP TIP: Think carefully about the level of organisation that you can manage! You definitely don't have to set up big online fundraising campaigns. Whilst we're very grateful to those who shoot for the stars with larger-scale events, all fundraising efforts will have a HUGE impact and we are so grateful for your help! No event is too big or too small!



Sharing your hard work!

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4 Step four is to get the word out about your fundraising...

Obviously, we look to our friends and family to support us, and letting them know how you are challenging yourself and how much Spectrum means to you encourages them to donate.

Share your fundraising efforts in your workplace, in any clubs you are a part of and even in local community spaces to get even more people involved!

Social media can also be a very important tool, share what you are up to and about Spectrum as a whole, you never know who will see it and be inspired to get involved!

We would love you to be shouting about your fundraising all over Spectrum's social media in order to get as many people involved and excited as possible!



Don't forget to tag us on social media -

Insta - @spectrum_community_arts

Facebook - @spectrumca (Spectrum Community Arts)

Use the hashtag - #supportspectrum

Include this link to let your audience know all about Spectrum and the work we do!

www.spectrumca.co.uk

We have also provided free downloadable graphics for you to use in your social media posts as well as free downloadable posters!

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They look like this...



Scan here to head to our website and download them!



www.spectrumca.co.uk/fundraising-downloads

Please send any pictures of your fundraising efforts to frankie.spectrumca@gmail.com so we can celebrate you!

We would love to see, share and shout about just how incredible you are!

Please note - if you DO NOT want these photos shared on social media or DO NOT have permission from the subjects to share an image please do not send it or make it abundantly clear which photos need altering.

How to donate the money you raise

5 Step five is to donate the money you have raised to Spectrum..

However you fundraise, we recommend collecting funds into a personal bank account and **transferring the money** to Spectrum instead of sending cash. This is for security reasons.

However, if you would prefer to donate cash in person, you should contact

admin@spectrumca.co.uk

to make arrangements to deliver it.

All cash must be in a sealed envelope with details written on it.

Spectrum's bank details will be provided, for you to transfer money to, on-demand after your fundraising has taken place.

Health, Safety and Conduct

You must make sure to read the health, safety and conduct guidelines before undertaking ANY fundraising for Spectrum Community Arts



All of our guidelines are available on our website

www.spectrumca.co.uk/fundraising-policies

We could not be more grateful for all of your efforts and support!
THANK YOU!

