

Make a mark for peace:
Quaker peaceworkers appeal
2008–09



Fundraising made simple

Ideas and tips to help you fundraise
and hold successful events

www.quaker.org.uk/appeal



Fundraising as a meeting

Each local meeting is unique – the fundraising ideas and tips in this document have been selected because they have already been used successfully in meetings of all sizes, all ages, with and without a meeting house, to raise funds for Quaker work.

We look forward to supporting you with your fundraising activities and appreciate the help you give to make Quaker work possible. If you would like to discuss your fundraising ideas and needs, call Katie Frost, your Community Fundraising Officer, on 020 7866 9508 or e-mail katief@quaker.org.uk.

Don't forget

Whenever you collect money for the appeal, remember to ask people to **Gift Aid** their donations. The Fundraising Team at Friends House can supply you with handy Gift Aid envelopes to collect donations in – email fundraisingteam@quaker.org.uk to be sent some of these.

Our partnership with Justgiving.com means that you can set up a fundraising page easily and securely to support your efforts and make it easy for people to give. You can also thank your supporters easily and keep them updated about your efforts. Visit www.justgiving.com/quakers to find out more and get started.

You can also join our Facebook group to share ideas and keep in touch with fellow supporters – search for 'Quaker Peaceworkers' and look out for the hands logo.

Fundraising tip The most common reason people don't give is because nobody has asked them! Talking after meeting can be a little nerve-racking, but you can use the notes provided in the appeal pack – or ask someone else to help you. Make your collection pot stand out – for example, use an old teapot for and stick a prominent "Peaceworker appeal" label on it.

A special collection for the appeal

Talk after meeting for a few minutes about the appeal and encourage Friends to learn more about the peace work being done today in their name. Support your short talk with a display using the posters and information enclosed in your pack. Encourage people to make whatever contribution to the work they can, either financially or by getting involved in fundraising. Have a special collection pot available after you have spoken, easily visible and accessible.

Learning and sharing about peace work

Arrange a daytime or evening event to sit and discuss the journal letters of our current peaceworkers. Many Friends in meetings have their own amazing peace work stories to share too. Combine this with some refreshments and give people the opportunity to make a contribution to the Peaceworkers appeal.

Fundraising tip Look to increase the numbers of those attending if you have the space by encouraging people to bring an interested friend. Encourage donations for refreshments by putting a 'Peaceworker appeal donation' pot next to food and drinks with a few coins in – people give generously this way and it saves you needing to price up items.

Peaceworkers appeal lunch or supper

Hold a bring-and-share lunch or supper and ask for contributions. Help your meeting learn more about the work by creating a Peaceworker display using the posters and information enclosed in your pack.

Fundraising tip This is an easy-to-organise and low-cost event. It is also a great way to do some outreach. Increase the number of people coming to the event by encouraging members and attenders to bring friends.

Regular donations for the appeal

Some Meetings find that a good time frame to encourage interest in an appeal is three months. It is just enough time to help people learn about the work and keep motivated to raise funds for it. During this period, you can encourage regular donations on a monthly or weekly basis from the meeting.

Fundraising tip It can be very helpful to have a target for your fundraising. Make this an achievable amount so that your meeting can reach it without it being a huge effort. Have a visible indicator to show how you are doing – that way you can keep up the momentum for raising funds.

Tap your talents

Fundraising tip We don't always know about the hidden talents in our meetings – lights can be hidden under bushels! Combine an evening of learning about the appeal with some 'turns' to make an entertaining and educational event. Put out a donation bowl, so that the audience can show their appreciation by contributing to the appeal.

Meetings are full of people with gifts and talents to share. Thespians, musicians and poets may be encouraged to use these gifts to help fundraise. Artists may be prepared to show and sell their work, providing a donation to the appeal. Cooks and gardeners can sell their produce on a 'bring and buy' table.

Peace table

Keep it simple – invite friends to place anything saleable on a table and invite them to purchase others items by making a donation. You can either do this as a one-off event or leave the table for an agreed period on a permanent basis.

Fundraising tip This appeals to Friends because it is low cost and gives opportunities to re-cycle. However, you don't want to end up with things you can't get rid of, so it helps to give people an idea of what items sell well, such as books, CDs, DVDs, children's toys and clothes.

Recycling for Peace

Fundraising tip Combine your recycling with a peaceworker appeal display using the materials in this pack. It helps keep people focussed on why they are doing this and if your meeting house is used by other groups, you can easily encourage them to get involved too. Don't worry about pricing, just ask for donations.

Easy to do and low-cost. This can also involve all ages. Recycle cards and books and gather donations and contributions along the way – piggy-back this with other events at your meeting.

Fundraising tip Cards sell well at art exhibitions – ask whether this is something local artists can provide too. Provide refreshments at the same time as your exhibition to maximise return on your fundraising efforts.

Art Exhibition

Some meeting houses are fortunate enough to have facilities that at low cost can be used to stage an art exhibition. Invite friends and local artists – perhaps art students from a local college – to exhibit over a week or weekend, and agree a percentage of any sales.

Crafty items

Many talented friends can knit, sew, paint or embroider attractive items that can be sold after meeting, from furry finger puppets and peace doves to paintings of local landscapes or attractions. Use this idea as a standalone way of fundraising, or combine with other events.

Fundraising tip Can talented friends help the children's meeting to produce items for sale? Items made by children are always popular to buy at a good price!

Fundraising tip

Attract passers by with balloons and banners advertising your open day. Make it easy for people to drop in – for example, providing tables and chairs outside on a warm day. Advertise in advance on your noticeboard and at the local library.

Open day or morning

If your meeting house is in a central location or near to your local shopping centre, open your meeting house for tea, coffee and biscuits to tired shoppers and tourists. Ask for donations for these refreshments and be on hand to talk to people about your meeting, Quakers, and the Quaker peaceworker appeal. Tables with items for sale can be an added attraction.

Then and now

Ask everybody at your meeting to bring a photograph of themselves now (or offer to take one), and one from when they were a child. To take part, people must make a donation and then match the pairs of photographs. Give a prize to the person with the most matches.

Fundraising tip You can vary this by asking people to match facts to the photos – guessing who was born in a particular country, who can speak an unusual language, or who used to play in a rock band! It is a great way of helping people get to know each other – and perhaps find new things in common.

We have raised almost £1,400 and I am delighted. All our members and attenders have worked so hard...

It has brought our Meeting together and encouraged us to be much more aware of the wider responsibilities of our faith."

Linda, Hitchin Quaker Meeting

Fundraising as individuals

Sometimes Friends decide they can best fundraise under their own steam and encourage their meeting to support their efforts. Here are some ideas to help you. Whichever way you choose, your first step should be to visit www.justgiving.com/quakers, where you can set up a fundraising page to allow your supporters to donate easily and securely. And remember to join our Facebook group – search for ‘Quaker Peaceworkers’ and look out for the hands logo.

Celebrate your special day

Celebrate your special occasion in 2009 with your meeting. Ask that, instead of presents, people make a donation to the Peaceworker appeal instead. Quakers can find lots to celebrate – from birthdays to weddings, anniversaries to membership, and each can be an opportunity to help support Quaker work to build and strengthen peace.

Fundraising tip You can make it easy for your friends to give by telling them about our website – they can donate easily at www.quaker.org.uk, or send their donation direct to the Fundraising Team at Friends House, 173 Euston Road, London, NW1 2BJ.

Fundraising tip You can set up your own sponsorship page at www.justgiving.com/quakers, easily and securely. For more information on this and how to get the most from your sponsorship event see the sponsorship tips in this pack.

A sponsored challenge

Encourage your friends, work colleagues and family to give to the peaceworker appeal by sponsoring you for an event. Get fit at the same time by walking, cycling or swimming. Sponsored haircuts or beard-shaving events always prove fun, or perhaps you could combine an event with the needs of your meeting with a sponsored cleaning event.

Your services for hire

Can you offer any of the following services to others at your meeting (or think of others) in return for a donation to the Peaceworker appeal?

- Ironing
- Gardening
- Cleaning or car washing
- Dog walking
- Computer training or support

Fundraising tip Announce your service after meeting, advertise in your meeting magazine and, where possible, with a poster or leaflets. It can help to offer your services ‘for a limited time only’!

It has been an unforgettable experience of the beauty of the area and the kindness and generosity of all the people who helped and supported me. It has been a deep reminder of the importance of holding fast to our traditions, because the search for the right way, which sets economics in the context of spiritual truth and justice, is as important as ever.

Margaret, Bolton Quaker Meeting, on her sponsored walk in summer 2008

Fundraising events

Fundraising events are an opportunity to engage as many people as possible within meetings. They are also a great way to do outreach, encouraging people who are not familiar with your meeting to get involved – friends, work colleagues or lettings groups, as well as other faith groups and people in the local area. Other local meetings nearby are often happy to support your efforts. We have produced some tips on organising events to help you get the best return on your time investment. Here are some ideas to get you started.

Peace quiz night

Quiz nights are always popular with all age groups, so add a peace theme. Combined with refreshments and good advertising, you can easily create a fun evening, helping people to get to know each other outside meeting for worship and encouraging others to ‘step inside’ the meeting house.

Fundraising tip Use the questions we have prepared as a basis for your quiz night. Check that the date you pick is not the same as any major local, national or international event as these can seriously undermine your efforts. Ask local shops to donate prizes in return for publicity.

Fashion show

Fundraising tip This is a great way of bringing together the generations in your meeting – younger people could be interested in organising this type of event and older members will be happy to support it.

Using recycled clothing, put on a fashion show using models from your meeting – it cannot fail to be entertaining. Charge for entrance, sell the clothes afterwards, and offer refreshments.

‘Strictly come dance’ for peace

Salsa, and ballroom dancing are popular today. Invite your meeting and people in your local area to ‘have a go’ for ‘one night only’ – ask a local teacher to take a class in return for publicity.

Fundraising tip You can vary this theme to other activities – Yoga, country dancing, meditation and photography. Check any ‘lettings groups’ you have for ideas and to use as an opportunity for outreach.

Silent disco

Fundraising tip This could be a great hit with young people at your meeting. Publicity is the key and you may want to do this by ‘tickets only’. Alternatively, you can always do a traditional disco, hiring a DJ or a local band.

This is the latest fashion for young people and Friends will see its immediate benefits. Your personal credibility will go up by merely suggesting this to your children’s meeting! All those attending bring their mp3 players and dance to their own music. Charge for entrance and refreshments and make sure you join in!

Summer garden party for peace

Many meeting houses have lovely gardens – a great venue for a barbecue or strawberry tea. Invite local church groups and others interested in peace to join you and find out more about what efforts are being made for peace by these groups. Combine this with an opportunity to display information about the Quaker peaceworkers appeal and invite donations. If you don't have a suitable meeting house garden, it may be that a member of your meeting would be happy to host the garden party. You can charge on entrance.

Fundraising tip Publicity is key to this type of event – and so is a contingency plan! Consider what you might do if the weather is bad; include this in your publicity, so that people will still want to attend even if it's raining.

Fundraising tip Publicity and choice of date are key to ensuring this event is a success. There's no limit to the number of people who could join a treasure hunt, so spread your net widely in your local community when inviting people to take part. Ensure children and young people are accompanied by adults and put safety first.

Treasure hunt

Friends in our meetings often have untapped depths of knowledge about the local area! They can help you to help others rediscover the historic and cultural treasures of your local community. This is always a popular weekend activity, particularly for families, and you can charge per team and invite people back for refreshments afterwards.

“We wanted more social events for people in the meeting to relax and get to know each other.

So we looked at the suggestions in the pack and liked the sound of the quiz and shared meal, and decided to have both in one night.

For the quiz, us teenagers organized it and directed people and sorted stuff out, and people were really generous with donations. We raised almost £400.”

Sam, Ealing Quaker Meeting

Why fundraise for Quaker work?

To put your faith into action.

Fundraising is about being an activist.

To provide an opportunity for outreach.

Fundraising activities can raise awareness of Quaker work in the world today, and generate interest in the Quaker experience.

To learn about Quaker work today.

So much edgy and groundbreaking work is being done in our name as Quakers. Let's find out more about it, and celebrate our shared witness.

To use our gifts.

Our meetings are rich in gifts, talents and experience – through fundraising we can make use of them.

To encourage others to contribute.

The biggest reason for people not giving money to Quaker work is that they simply haven't been asked! Give people the opportunity to express their faith in this way, to share in the work and to show their support for those who are carrying it out.

Because without funding, there is no work.

Quaker work can be delivered because of the generosity of Quakers. Without that generosity, we simply could not continue our work for peace and social justice.

To build up our Quaker community.

Fundraising is a great way of drawing a meeting together, working alongside each other and finding out more about our fellow friends and attenders.

For more information about the Quaker Peaceworkers appeal 2008–2009, or about fundraising more generally, please contact Katie Frost, Community Fundraising Officer, on 020 7866 9508 or katief@quaker.org.uk. You can also visit us at www.quaker.org.uk/fundraising.