

SEASONAL FUNDRAISING GUIDE

**BE PART
OF TEAM
BROOKE
TODAY**



Dear Supporter,

As you are reading this, 100 million horses, donkeys and mules are hard at work across the globe, supporting an estimated 600 million people. These working equines contribute to hundreds of thousands of household livelihoods, agricultural systems and local economies but, sadly, many of them suffer ill health, exhaustion, dehydration and malnutrition as a direct result of unmanageable workloads, little access to healthcare services, and a lack of awareness and training of local communities.

This is why giving up a little bit of your time to raise money for Brooke is extremely helpful and important to us. Supporters who fundraise enable us to continue carrying out our mission of improving the lives of these working equines.

This booklet is designed to inspire and guide you, and to show you that fundraising does not have to be so daunting, especially if tackled through a seasonal approach and by following this simple how to guide. Sift through these pages and trot your way to fundraising success! The idea is simple: hold an event or request sponsorship for as little as £25 a season and you'll have raised £100 by the end of the year.

On behalf of all of us at team Brooke, thank you for your support and happy fundraising!

The Community Team

Louise	Caedra	Paul
Daisy	Camilla	Hanna.
Stephen	Liam	Mia





WINTER

Sell unwanted Christmas gifts

Have an eBay sale and ask friends if they'll donate any unwanted items for you to sell too! Please let us know if you decide to do this so we can link the funds raised from eBay to your fundraising total.

Board Game Evening

Invite friends over to play Scrabble, Monopoly, Risk and more. Ask guests to pay a small entry fee in exchange for participating.



Go Without Give up your favourite food, alcohol or guilty pleasure and ask friends and family to sponsor you.



Pancake Race This fun idea is perfect for children and those young at heart. Charge an entry fee and see if you can get a prize donated for the winner by a local business.

Valentine's Day Could you provide a Valentine's delivery service, organise a speed dating night or a Valentine's themed party, or simply sell Valentine's biscuits and cakes at work?

Plant Sale Next time you're planting seedlings or taking cuttings why not double the quantity and have a plant sale later in the year?



Quiz Night Ask a local pub if they will let you hold a quiz night to support Brooke. Charge an entry fee per team member, make sure you include a Brooke round – we can help you with these questions.



Cycle or Walk to Work

You could donate the money to Brooke that you would normally spend on transport. Encourage work colleagues to get involved too!



Carol Singing Whether it's a festive twist on karaoke or traditional door-to-door carol singing, charge an entrance fee and get everyone together for a good old sing-a-long! Contact us for advice about obtaining a street collection licence.



Spring Clear Out

Clean out the house and sell unwanted goods at a bring and buy or car boot sale. Ask friends and family to donate items too.



Bake a Brooke Biscuit

Everyone loves to indulge their sweet tooth, so why not celebrate Dorothy Brooke's birthday (which is on the 1 June) and bake Brooke themed biscuits. You could sell them at work, school or at a local fête and donate the proceeds.

Easter Egg Hunt

An Easter egg hunt is the perfect event to raise money and have fun. Ask for a small donation to take part, and hold it in a large garden or park, or if you ride then get together with your horsey friends and hold it at the stables.

Guess the Number

Guess how many sweets are in jar.

For each guess you could ask for a donation.

The winner wins the jar!



Egg and Spoon Race

Invite your family and friends over to compete in the race in your garden or hold it in your lunch break at work! Ask for a donation to take part and whoever wins receives a prize.

Horseback Treasure Hunt

Create a treasure map and hunt the rewards while on horseback.

Set a fee to enter.



Sponsored Dog Walk

Invite your friends, family and neighbours to join you in a sponsored dog walk. This is the event for those who love dogs and enjoy walking and is a great opportunity to see somewhere new.



Open Garden

If you, or anyone you know, has a blooming marvellous garden then hold an open day and charge people an entrance fee (don't forget to put up some Brooke posters for extra impact!).



Horse Pampering

Set up your very own horse pamper parlour at your local stables in return for donations.



Flower arranging

Make your own fresh, dried or silk arrangements to sell at crafts fairs or fêtes.



SUMMER

Barbecue Party Invite your friends and family round for a fundraising barbecue. You could even decorate your garden with Brooke balloons, bunting and posters.



Sports Day Organise a day of fun for your family and friends and fundraise at the same time. It could be set up as part of a school's normal sports day or could be hosted as a stand-alone event. Charge the athletes a small entry fee for each event, with the winner receiving a prize, and charge an admission fee for the spectators.

Coffee Morning Boost your fundraising with this simple but effective activity by providing refreshments in return for a donation. You could also sell bric-a-brac, and it's the perfect opportunity to talk about Brooke's work.



Cream Tea If you're a baking whizz or even just an enthusiastic beginner, get together with friends and cook up some tasty scones. Invite friends, family and neighbours around and enjoy a great British summer tradition!



Car Wash Ask a local car boot sale if you can set up a car washing service, or ask your neighbours if they would like their cars washed. Gather some friends to help and make it more fun! Before confirming the location be aware not to do this over grass as chemicals could affect the land and infect any animals that might graze over it.

Summer Fête Why not organise a charity fête in your local area? There are lots of ways you can raise money at a fête, from running different attractions to selling food and drink. Or you could approach an existing fête to ask if you can have a stall. We can provide Brooke bunting and balloons to decorate.



Park Run Lace up your trainers and change into your active wear for a 5k run organised in your local park. Raise awareness of your challenge and fundraise while you train!

Knit Put your needles together and knit garments to be sold at Christmas fairs and other events.



Murder Mystery Evening There are many free murder mystery games available to download from the internet. Simply choose which theme you like most and invite your friends over for an evening of intrigue!

Halloween Party Hold a party with fancy dress, apple bobbing and costume or pumpkin and combine it with a fireworks display in the local park to celebrate Guy Fawkes. You could offer a prize for the best costume, pumpkin or firework.

Book Swap Party Host a book swap party and turn your dusty coffee table books into books you actually want to read! Ask guests to donate £1 per book.

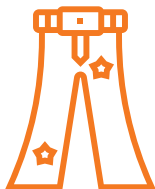


International Themed Dinner Hold a buffet dinner, with each friend bringing a dish from a different culture. It's the perfect opportunity to talk about Brooke's work in its countries of operation.

'Yes' Day Say 'yes' to everyone's demands (within reason!) and ask people to sponsor you to do so.



Clothes Swap Get a new outfit for the Christmas party season by gathering friends together and swapping unwanted clothes. Ask friends to donate what they think the clothes are worth.



Gift Wrapping Service Offer to wrap people's presents in return for a fee. Make sure your fees cover the cost of materials to ensure a profitable and successful fundraiser.



Cheese and Wine Evening If you know someone who is a bit of a wine buff, why not ask them to talk your guests through some wine tasting?



HOW TO ACE YOUR EVENT

Here are some important things to think about when planning your event. If you follow this pattern you'll be off to a galloping start!

1 What's your vision?

- a) What's your vision? How many attendees would you like to have?
- b) How much money are you hoping to raise?

2 Set your budget

- a) Venue
- b) Catering
- c) Selling tickets (think of selling tickets ahead of the event, that way, even if people drop out, you don't miss out on the money).



3 Ways of raising more

Think of extra ways to raise money at your event. Auctions and raffles are great, but can take up some time. There are many other ways to raise money, for example, why not host a table game? Everyone puts in £10 and the winner of the draw keeps half. No prizes to source and often the winner of the cash donates it back anyway.

4 Get your team together

There is no 'I' in team! You'll run a more successful and smooth event if you have a team of friends to help. Divide tasks depending on their skillset. Have one person in charge of the guest list and sending invitations, while the other books venue and suppliers, while you stay in charge of the promotion!



5 Where and when

This is the easy part! Just make sure there are no clashes with any local or national events (like a football world cup match or a royal wedding!) and ideally give people six week's notice.

6 Get sharing

Friends and family are the most supportive in these fundraising efforts. Personally email and call all those you would like to attend. The rule of thumb is that people need to be asked three times before confirming. Don't be shy when chasing people for money for our great cause.

7 Health and safety

If you're inviting people to an event you'll need to make sure all possible risks are reduced. For example, might there be slippery floors if it rains? Will animals be involved? Ask the venue if they have a risk assessment or call us for advice.

8 Brookify your event

If you need an eye-catching poster for your event, t-shirts, balloons, bunting, collection tins or anything else, please get in touch with us and we'll be sure to send you a fundraising pack fit to meet your event needs.



9 Happy hosting

The big day has arrived! Make sure you and your fellow hosts keep up the enthusiasm and welcome guests with a huge smile. An attitude like this is infectious and will get everyone into the giving spirit!

10 Keep us updated

Keep our friendly Supporter Care Team updated on the success of the event. Ensure you collect the money raised securely and organise with our team how best to send it through to Brooke.

11 Show your gratitude

Don't forget to send thank you notes to all those who helped you make your event a success! If you need any tips from us on how to do this and what to include in the 'Thank you', just ask! We have detailed descriptions on how Brooke spends funds and can provide further insight into our work.



HOW TO REACH SPONSORSHIP SUCCESS

If you are doing a personal challenge, here are some tips that can boost your fundraising:

1 **Get online**

Set up an online fundraising page on JustGiving or Virgin Money Giving. Add a photo and story of why you're supporting Brooke as this will significantly increase the size of donations that people make.



2 **Or go old-school**

Don't worry if you or your friends don't have access to the internet. You can use paper sponsorship forms. We can send these to you so let us know how many you would like. Please do make sure people fill out their full details if they tick the Gift Aid box.

3 **Invest emotion**

It's been proven that you are more likely to gain support if your campaign is led through emotion and you have a personal attachment to the cause. Ask team Brooke for case studies and stories from the field. We have heaps of documents that will bring emotive content to your personal campaign.

4 **Incentivise donors**

Supporters are likely to give more if you illustrate and incentivise their donations. Include a breakdown on your fundraising page of what donations can achieve. For example, £50 could equip a farrier with everything they need to help animals walk more comfortably or £100 could train two saddlers for a day.

You could also set up a 'special supporters club'. For example, for all those who donate £50+, their name gets printed on your running vest. This way they get special recognition for their generosity.

5 **Make it official**

Send a personal email to your family, friends and colleagues with a link to your online fundraising page. Send to people in stages though, asking your most generous friends first so that others feel more inclined to make similar-sized donations!

6 **Get social**

Consider writing a blog or documenting your experience via social media. You could build up a bigger following than expected and find that donations come through friends of friends, and even strangers!

7 Read all about it

Get in touch with your local newspapers and radio stations about your story. They're often interested in what local residents are up to and it's a good way for you to publicise your fundraising. You can speak to our Comms team at Brooke for help and advice on creating a press release or contacting media in your area.

8 On the day

When it comes to the big day, don't forget to update your supporters with a picture of you before the event, during (a sweaty selfie perhaps?), and after with your medal!



9 Celebrate and thank

Same as with an event, it's super important to keep your supporters updated on how much you managed to raise and how that will help Brooke carry out its work. If you keep them interested, they will stay invested! Remember, fundraising deadlines often come weeks after the challenge itself so you will have time to reach your target.

Things to keep in mind

Health and safety

If you're holding an event, remember to complete a risk assessment to avoid any accidents. Speak to the venue or call us if you've got any questions.



Data protection

Make sure any electronic or paper records you keep about people involved in a fundraising event comply with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you need to, and don't share their information or data without their permission. For further details about our Data Protection policy please refer to our **Privacy Policy** on our website.



Raffles and lotteries

Raffles, lotteries and prize draws are all governed by legislation. Before holding one and spending money on getting tickets printed, please contact our Supporter Care Team to find out what the rules are.



HOW TO SEND US YOUR FUNDRAISING

There are several ways to send your fundraising to Brooke:

Online

All fundraising from JustGiving and Virgin Money Giving are automatically sent to Brooke so there's nothing more for you to do. You can pay any 'offline' fundraising donations into your online page or send it to us through one of the methods below.

Brooke website

Visit www.thebrooke.org and make a 'one off donation', selecting the relevant option from the dropdown menu.

By post

Send a cheque made payable to 'Brooke' to our London Head Office. Please remember to include your contact details so we know it's from you!

Telephone

Call us on 020 7470 9393 to make a donation with your debit or credit card.

Bank transfer

Please call us on 020 7470 9393 or email community@thebrooke.org for our bank details.

Remember!

Please do not send any cash in the post. Send us your sponsorship forms so that we can claim Gift Aid on any eligible donations. That means we can claim an extra 25% on all donations, at no extra cost to you or your sponsors!

Thank you for supporting Brooke this year!



T: 020 7470 9393

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