



**WHATEVER YOU DO,  
DO IT FOR...**

**ROYAL  
AIR FORCES  
Association**

The charity that supports the RAF family

**GET SPONSORED**

**HAVE FUN**

**RAISE MONEY**





When someone in the RAF family needs help, the charity they turn to is the Royal Air Forces Association. Whatever their need, they can rely on us every step of the way to give practical assistance, expert advice and emotional support. Throughout life's challenges, we are there for them, in person and on the phone, like a good friend should be.

### Here are some of the ways we help

- We have a network of volunteer welfare officers who make thousands of welfare visits and calls each year
- We combat loneliness with our befriending service and home visits
- We assist with pension and compensation claims and we source welfare grants in times of financial hardship
- We help RAF families stay strong and connected by funding free wi-fi in communal areas on UK RAF stations. We also fund 'contact houses' where a separated parent can spend a precious weekend with their children
- We provide respite care breaks in our three Wings Breaks hotels
- Our Storybook Wings project has enabled our serving parents to let their children hear their voice at bedtime
- We help vulnerable veterans or their widows/widowers lead safer lives in our sheltered housing
- Through the RAF Families Federation, we give RAF personnel and their families the chance to influence future policy
- The Wings Appeal is our fundraising campaign. When it was introduced, back in 1951, it took place only during Battle of Britain week (Wings Week), but now we fundraise all year round



# THANK YOU!

Thank you for getting involved in fundraising for the Royal Air Forces Association.

We rely on our fantastic supporters for the essential funds we need to carry on our important work. We're there for everyone in the RAF family – reservists and regulars, young and old, serving and veterans, including their dependents. Whenever someone in the RAF family needs us, we step in, with practical advice, support and help.

Whether you have a good idea of what you want to do, or you're looking for a little inspiration, you'll find everything you need in this pack. Maybe you have a big challenge in mind, like a marathon, or maybe you're thinking of a cake bake or quiz night. It's all about playing to your strengths and having fun.

Our team are here to help you. So if you need any more information or advice, just get in touch on **0800 018 2361** or email **[fundraising@rafa.org.uk](mailto:fundraising@rafa.org.uk)**.

Once again, thank you for fundraising for the Royal Air Forces Association and good luck!

**Rachel Huxford**

Director of Marketing, Fundraising and Trading

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# Tips for successful fundraising



## 1 Getting started

The sooner you start, the more you'll raise. Sponsorship isn't the only way to raise money, so do your research and think about all the different things you could do. Play to your strengths – are you creative? An organiser? What connections do you have? Who's brilliant at networking on social media? Car boot sales, quiz nights and dog walks are just a few suggestions – come up with your own idea or see our A-Z on page 6.



## 2 Set up an online fundraising page

You can set up a free online fundraising page at [www.mydonate.bt.com/charities/rafassociation](http://www.mydonate.bt.com/charities/rafassociation). Make your page interesting – update it like a blog and add plenty of photos. Keep details of your online fundraising page with you wherever you go. Don't rely on people to find it online.

## 3 Don't forget to ask for Gift Aid

Ask your sponsors to tick the Gift Aid box when they make their pledge to boost your total. Make yourself aware of the rules about Gift Aid by checking [www.hmrc.gov.uk/individuals/giving/gift-aid.htm](http://www.hmrc.gov.uk/individuals/giving/gift-aid.htm)  
Find out more about collecting money on page 7.

*giftaid it*

## 4 Spread the word

Mention your fundraising event on noticeboards, in your email signature, using local media and anywhere else you can think of. Remember don't forget to provide the link to your fundraising page.

Find out more about publicity on page 8.



## 5 Don't forget social media

Social media is the ideal tool for spreading the word about your fundraising. Ask your friends and family to share your posts. Think about who to tag or tweet to – such as relevant interest groups, your village or town's page, your local paper or radio station, or celebrities who may be interested. Remember to use hashtags to reach even more people. If you're not a social media whizz – enlist someone who is. Get connected on social media such as Facebook, Twitter, YouTube, Google+ and Instagram.



## 6 Tell your story

People love to support fundraising efforts that have personal stories behind them. Tell people about your connection with the RAF family - if you feel comfortable doing so. Don't forget to send out thank you messages to your supporters afterwards.



## 7 Get other people involved

Get a fundraising team together – include family, friends, work colleagues and neighbours. Ask them to hold an event at work, such as a dress-down day or a cake sale – or they could take sponsorship forms in. Don't forget to talk to your employer. They may give you time off for fundraising efforts, or 'match' the amount you raise.

## 8 Don't give up

Keep at your fundraising efforts. Remember, you're doing it all for a great charity, so don't feel awkward about approaching people for help or money. The worst they can say is no – and more often than not, they'll say yes.

## 9 Keep going!

You can keep on fundraising even after your event has finished, so don't worry if you haven't reached your target by the time your event takes place. Have your fundraising deadline on your fundraising page a few weeks after your event and keep asking for sponsors, using the amount of effort you put in to persuade people.



## 10 Have some fun

Put the fun into fundraising and enjoy yourself. Choose an event or challenge that you can really enjoy – you'll be more enthusiastic and raise more money. Take plenty of photos along the way. Post them on social media to inspire others and share them with us on our social media.

Read about other successful fundraisers on page 10 and 11. For answers to all your questions, and for details on how to contact us, take a look at our FAQs on page 9.

# A-Z of fundraising ideas

**A** Auction, abseiling, afternoon tea party

**B** Brew for the Few, BBQ, bingo

**C** Cake sale, cleaning and ironing, carol service

**D** Duck race, dance marathon, dragon boating

**E** Easter egg hunt, egg and spoon, eighties disco

**F** Fancy dress party, fashion show, film night

**G** Games night, geo-caching, go-karting

**H** Halloween party, hair shave, hoedown

**I** Indoor games night, instead of presents, it's a knockout

**J** Jazz evening, jogging race, jumble sale

**K** Knit-a-thon, knockout tug of war, karaoke night

**L** Limbo competition, luncheons, lottery

**M** Marathon, masquerade ball, medieval banquet

**N** Non-uniform day, name the teddy, netball tournament

**O** Obstacle course, Olympics day, off-road driving day

**P** Personal challenge, painting competition, ping pong tournament

**Q** Quiz night, quit something, quidditch match

**R** Raffle, red white and blue day, rugby match

**S** Supermarket bag pack, sports day, sponsored silence

**T** Themed party, treasure hunt, tombola

**U** University challenge, underwear day, upcycle

**V** Variety show, Valentine's Day party, vehicle rally

**W** Wings week, world record attempt, welly wanging

**X** Xmas jumper day, Xmas party, Xmas draw

**Y** You've been framed, yes day, yo-yo challenge

**Z** Zumbathon, zombie run, zero tolerance fines

Brew for the Few



Car wash



Welly wanging



Cake stall



# How to collect the money raised

## Set up an online fundraising page

This is the easiest way of handling money, as you won't have to chase anyone or pay any money in. It's all handled by our fundraising website partner. We use BT My Donate because we receive 100 per cent of all donations made. When setting up a fundraising page on BT My Donate, search for the RAF Association and then follow the instructions. Remember to include photos and tell the story of why you're fundraising for us. Any problems, contact [fundraising@rafa.org.uk](mailto:fundraising@rafa.org.uk)

## Handling cash collections

If you're having a cake sale, a car boot or something similar, you'll have cash to pay in. You can do this by sending us a cheque for the total, making it out to the Royal Air Forces Association and sending it to Fundraising Events Officer, Headquarters, RAF Association, Atlas House, Wembley Road, Leicester, LE3 1UT. Alternatively, you can contact us for details on how to bank the cash.

## Stay safe and legal

If you are unsure about the rules of data protection and ethical fundraising in anything you're planning, don't hesitate to contact us for expert advice. Make sure you stay safe when handling cash and never fundraise alone.

## Print your sponsorship forms

You can photocopy the sponsorship forms provided in this pack. Make sure every sponsor fills in their information so you can contact them after your event. Please ensure that sponsors fill out their personal address and contact number in full otherwise Gift Aid can't be claimed.

## Let us know what you're planning

Call **0800 018 2361** or email [fundraising@rafa.org.uk](mailto:fundraising@rafa.org.uk) to tell us about your event so we can give you any specific advice about collecting or paying in money.



# Publicity

## Use the media

Positive publicity and press coverage are great ways to really boost your fundraising efforts. But most of us aren't used to approaching newspapers and radio stations – so here are some tips on how to go about it. Don't worry about contacting them. Remember, they are always actively looking for stories to tell.

## Make use of social media

Look up the social media pages for your target newspapers or radio stations. Share photos and details of your event. Tell your story. Social media is an instant way of contacting the media.

## Some dos and don'ts

### Do...

- Make sure you contact the right person at each newspaper or radio station. Who is responsible for stories like yours?
- Let them know why you're telling them. Do you want them to tell your story or come to the event?
- Outline your story and be ready to answer questions. Be helpful and make their job easy. They may want to take a different angle – be flexible, but remain in control
- Direct them to your website, blog or – better still – fundraising page
- Turn up on time for interviews and keep your promises. If you have said you'll send a photo or more information, do it

## Writing a press release

You can email a press release to news stations, radio shows, newspapers or magazines – even your local TV station.

- Keep it short and punchy. No more than 350 words
- Always assume people don't want to read much – so get all your really important or exciting information in quickly
- Give it an attention-grabbing headline and opening paragraph
- Always answer the 'big six' questions: Who? What? When? Where? How? Why?



### Don't...

- Be afraid to get in touch with the media – but check it's a good time to talk
- Expect your whole piece to be used, word for word. Newspapers and magazines have to edit for space and their own 'house style'
- Get downhearted if they don't use your story – just move on to somewhere else and try again
- Forget to check their deadlines. The greatest story in the world is no good on Tuesday if they go to press on Monday

## Need a bit more help?

Visit us at [rafa.org.uk/promotion](http://rafa.org.uk/promotion) to download our PR toolkit for further advice on publicity. You can also download a template press release that you can edit to suit your event, or contact us for information if you're unsure.



# FAQs

## What kind of support can the Association give me?

Ask us for fundraising materials and advice. We want you to succeed.

## Where will the money go?

The RAF Association's Wings Appeal supports serving and veteran RAF and their families, whenever they are in need. The money you raise will help us continue this vital work.

## Can I collect money in public places?

Supermarkets, shopping centres and train stations are great places to fundraise. You must get permission from the relevant manager first. We can provide you with an authorisation letter and help you with any permits you need. If you wish to carry out a collection in a street or public space you will need a permit from the local council. Please contact us and we will arrange this for you.

## What if I can't meet my target?

Don't panic. Just give us a call and we'll help you think of some new fundraising ideas to help you hit your target.

## Can I do more than one event?

Yes, of course. But experience tells us that the most successful fundraising happens when you focus on one thing at a time.

## How do I send the money in?

For more information about collecting and sending in your money, see page 7.



## Can I do a famous event for the Association?

Virgin Money London Marathon, Simply Health Great North Run, Wolf Run... the answer is yes. We are happy to support you at any big, national event. Please email [fundraising@rafa.org.uk](mailto:fundraising@rafa.org.uk) for more information.

## Can I get posters, collections tins, invitations and so on?

Yes, we can help you with fundraising materials. Please fill out the enclosed order form for these or you can contact us on [fundraising@rafa.org.uk](mailto:fundraising@rafa.org.uk).

## Will an RAF Association representative be at my event?

We will try to come and support you at your event, but it's not always possible - we'll do our best though!

## What can I do next?

There are lots of ways you can help us to change people's lives for the better:

- Do more fundraising!
- Become a member
- Join your local branch
- Become a volunteer
- Give a regular donation

Or go online to [rafa.org.uk](http://rafa.org.uk) to find out more.



# See how other fundraisers did it

## Fundraiser: **Gavin Marshall** Event: **Stationary bike ride – Cleethorpes to London**

### How he did it...

"My RAF Association branch in Cleethorpes is in a beautiful old Victorian building that needed massive restoration works. To raise money I decided to do a 160-mile sponsored cycle on a turbo trainer – that's equivalent to the distance between Cleethorpes and the Union Jack club in London. I challenged myself to do it in less than 12 hours. It took a big commitment from me and was extra special because it took place five years after I had major spinal surgery.

"To make as much money as possible, I got to work using my contacts. One of our branch members is a newsreader on our local TV station. She organised an interview on TV, which obviously really spread the word. It's not just about personal contacts either - our branch has always been active in our community and we were already on good terms with local radio, so I got an interview there too.

"Getting people to sponsor me was really important, and I had the most success with printed sponsorship forms. I printed off a hundred and gave them out to branch members and friends, asking them to take them out to their workplaces, clubs and so on. This meant I wasn't just asking the branch members to put their hands in their pockets.

Everyone has different hobbies and interests, so those hundred forms went to a lot of different places. Most people collected about ten sponsors – not an onerous amount, but they all add up.



Fundraising target:  
**£1,000**  
Amount raised:  
**£2,130**

"On the day, we created a bit of a party atmosphere. We opened the branch bar and put on a bit of food and had a Wings stall – and, of course, me cycling in the middle of it all! We put out buckets and asked people to chuck in their change. Making it fun encouraged people to be really generous.

"Everyone was aware that this was a real challenge for me and I think that made a difference to how happy people were to chip in. I'd done six hard months of training, lost loads of weight and changed my diet – as well as coming back from surgery. Because people knew how committed I was and how hard I'd worked, they wanted to support me."

### Gavin's top tips

- ☆ *Use your contacts – who do you know that could spread the word?*
- ☆ *Relationship building is really important. If your branch has partners and friends in the community, maybe they could help*
- ☆ *Show your commitment and people will support you*
- ☆ *Voluntary donations can be better than selling tickets to an event – people don't like feeling pressured*
- ☆ *If you're doing a sponsored event, try to get the money on the day when people are at their most engaged with what you're doing*

# Fundraiser: Craig McMurrough

## Event: Virgin Money London Marathon

### How he did it...

"My time working at the MOD inspired me to do something for the men and women of the RAF. I wanted to give something back to all those who serve and who have served our country. So the obvious choice was to support the Royal Air Forces Association. It's a great organisation that makes a huge difference to the lives of the people in the RAF family.

"I enjoy running but wanted to do something a bit different. The idea was to get people to notice me and make them more likely to donate. I also wanted something that would communicate straight away that I was supporting the RAF. So I took on the gruelling challenge of the London Marathon in a

unique way – by doing it in Red Arrows gear with a handmade 'Red Arrows plane' on my back.

"The 'Red' was made of polystyrene and fixed to a wooden frame and weighed about 15lbs. I met with some challenges during training. High winds prevented most of my planned long training runs with the 'Red' on my back. I also picked up an ankle injury. But

marathon running is about persistence and knowing I was fundraising for a good cause kept me going.

"Running with the 'Red' made it much easier to get the press interested in what I was doing. After all, with so many people taking part in the London Marathon, you've got to make yourself stand out. A bit of press coverage goes a long way in spreading the word and bumping up donations. The 'Red'



Fundraising target:  
**£2,000**  
Amount raised:  
**£2,686**

also made people more likely to mention me to their mates, take my photo and come and talk to me on the day – all things that support fundraising. I also like to think that some of the people who saw me running in the Red Arrows kit will have gone home and looked into the RAF Association and found out more about the great work they do."



### Craig's top tips

- ☆ *Make yourself stand out from the crowd – you want to be the runner people talk about*
- ☆ *Send photos to the press to get them interested in your story*
- ☆ *Plan your training – running in a costume or with a prop takes practice*
- ☆ *Go online and write a blog, share your story, post pictures – it all helps spread the word*
- ☆ *Talk to people about why you're supporting your cause – people will respond to your passion with donations*

**THANK YOU!**

for your  
continued support

Call 0800 018 2361

Email [fundraising@rafa.org.uk](mailto:fundraising@rafa.org.uk)



Patron: Her Majesty The Queen  
Registered Charity 226686 (England & Wales), SC037673 (Scotland).



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