

Your fundraising toolkit

# Fundraising ideas

Check out these top tips and ideas from star supporter Emily, who raised over £2,000 before running the London Marathon, along with our list of tried-and-tested suggestions to help you reach your target in no time!



## Emily Goyal, London Marathon 2023 runner

Emily has supported WaterAid for 20 years, completing a range of running challenges – from the Great North Run to the Royal Parks Half Marathon – before taking on the 2023 London Marathon. Emily absolutely smashed her £2,000 target before race day by organising a whole host of unique fundraising events – do any of them inspire you to try something similar?

### Emily's London Marathon fundraising events

- Emily held a **samosa sale** at work and raised over £50 – she negotiated buying the samosas for 50p and then sold them for £1 each.
- Emily hosted a **'crafternoon'** tea at a local cafe, where everyone made a little village scene out of crafts, drank tea, and ate cake. Emily charged £25 a head; the café gave her free hire and she gave them £5 to cover the tea and cake costs.
- **Charity raffle:** Emily reached out to local businesses who kindly donated prizes for the raffle, and then charged £5 for a ticket. This brought in most of Emily's fundraising.
- **Car boot sale:** Emily asked her family and friends to donate an item, which she then sold at a car boot sale. Anything that didn't sell on the day, she sold on Vinted and Depop instead. This event raised £200.

### Checklist

- Download planner
- Set up and share a fundraising page
- Shortlist a few ideas off the list (right) and pop them into your planner
- Get planning: set a date, and think about whether you need to find a venue, any costs or purchases, how you'll let people know about your event, and any health and safety considerations

If you have any questions or concerns, please get in touch with our events team at [events@wateraid.org](mailto:events@wateraid.org)

### Other fundraising ideas

- Bake sale (sweet or savoury, or both!)
- Book sale / yard sale
- Sell any unwanted clothing on ebay / Depop / Vinted
- Host a sport event e.g. netball tournament / rounders match / 5-a-side
- Quiz (make it themed!)
- Bingo
- Wine and cheese night
- Karaoke night
- Games night
- Exchange your skills – e.g. ironing, gardening, or car washing – for a donation
- Coffee morning
- Hold a seasonal themed event (Valentines Day, St. Patrick's Day, Easter, Christmas...)
- Host a social at your workplace – ask colleagues to pay £5 to come along
- Birthday fundraiser (if your birthday's coming up, you could suggest that people donate to your page instead of giving you presents or cards)
- Make things to sell, such as jewellery / crocheting / bunting / home-grown veg