

# ASPIRE FUNDRAISING PACK

Inspired to help supporters  
raise funds for our work.

## Fund Raising Ideas

Since February 2007, Aspire has teamed up with MyCharity.ie to help you with your fundraising efforts. Fundraising is easy on MyCharity.ie.

You just go to the home page [www.mycharity.ie](http://www.mycharity.ie) and then click on "create a fundraising page". You will then be brought through a short sequence of pages where you:

- Choose your event date and name
- Choose a charity (Aspire!)
- Fill in your details and how much money you want to raise.

And that's it!

Now you just e-mail the link for your page to everyone that you think might like to sponsor you. It takes less than 5 minutes, and hey presto your fundraising page is live on [www.mycharity.ie](http://www.mycharity.ie) for all to see and donate to. Now you can just sit back and watch the sponsorship roll in. The money raised will be transferred straight through to the charity. You can choose to be notified by e-mail every time someone sponsors you or you can just check back on the site every so often to see how quickly your sponsorship amount is growing!

Alternatively, just go directly to our page on [www.mycharity.ie/charity/aspire](http://www.mycharity.ie/charity/aspire) and just follow the easy instructions from there.



There are many ways in which you can raise funds directly for Aspire or for an Aspire challenge that you would like to participate in.

### **Aspire Treks!**

Aspire has teamed up with the adventure company **Across the Divide** to offer you, your friends or your work colleagues a chance of a lifetime! Have you ever dreamed of dog sledding across the Antarctic? Or wished you could trek through the Sun Gate and view the lost city of Machu Picchu? Ever wanted to feel the sand of the Sahara under your toes or even see the sun rise from the Great Wall of China?

All these fundraising challenges and more are now available to you. For more information on activities that are happening, simply visit [www.aspire-irl.org/treks.htm](http://www.aspire-irl.org/treks.htm) or call our Development Coordinator, Shane O'Halloran at 01 8780029.



### **Auction of promises**

Ask friends neighbours and local businesses to donate a service, such as babysitting, or a treat, like a meal out.

### **Jumble sale**

It's an old favourite, but a well-tested means of bringing in money and helps you declutter your life.

### **Talent contest**

Get people to show off their hidden talents. Even kids might part with their pocket money to see granddad doing his Elvis impression!

### **Hold a party**

Adapt it to the season or the age of your guests, from a disco to a tea dance, charge an entrance fee and organise competitions or games.

### **Dress up or dress down?**

Why not get your company involved in raising money? If you normally wear a suit or uniform to work or school, ask if you can pay a fee to not wear one. And if your workplace is normally casual get your colleagues to pay a fee to wear a suit for the day or make the day a black tie event, with the men wearing tuxedos and the ladies, cocktail dresses. Alternatively hold a competition to see who can come to work or school dressed in the most hideous clothes. At the end of the day everyone could vote for the most glamorous/worst-dressed person and you could award prizes to the winner.

### **Healthy competition**

Why not have a charity games league at work or at your local pub or youth club? If you have a pool table or table football nearby you can draw up a league table that pits people against one another. You could even extend this to board games,

perhaps have a board game or card game championship. The overall winner could get a trophy or prize.

### **The Soccer Expert Game**

It's so simple! This game works well in a large work place or sports club. All you do is ask a number of people to pick a Premiership team to win each week. If the person picks a winning team, they stay in the competition and if their team loses or draws they are gone. You cannot pick the same team twice i.e if you pick Arsenal in week 1, you cannot pick them again until the next competition starts.

This idea can also be adapted to suit several different sports. (The trick is to pick some of the less fancied teams early on and keep the big guns in reserve for the weeks you need them). The winner is the last person standing. If there are a number of people left and nobody picks a winning team that week, the prize is shared. You can charge as much you like for entry, but €10 per person seems to work well.

What happens now?

Each person pays €10 in advance of the start date. Every Monday a list of fixtures to choose from is circulated. This can easily be found on the Internet and emailed to those taking part or pinned on a notice board.

Each person's choice of team must be returned by Thursday afternoon. If for any reason your choice is not returned you are eliminated. The following Monday the list of remaining participants is circulated, together with the fixture list for the following weekend. It usually takes about 4/5 weeks, is good fun and costs each person just €10. The prize money is half the pot and goes to the last entrant left alive!! So if you get 100 participants the prize will be €500 and your profit will also be €500. You could also raise the entry fee or reduce the prize fund in order to make more money.

### **Summer BBQ or winter celebrations**

Whatever the season - get your friends together and have a special dinner party with every guest making a donation to Aspire.

### **Foreign Beer Tasting**

Host a special beer-tasting session after work or in college – Slainte!

### **Crazy Hair day**

Feel like a change - why not shave your head or grow a beard? Get your family and friends to sponsor you.

### **Take your pick**

Challenge your friends to eat as much sweet corn, baked beans or peas as they can in a minute. The catch? Get them to use a cocktail stick to put them into their mouths. You can award the winner a prize, maybe a tin of the product they have just scoffed!

### **Organise your own event to support Aspire - The Asperger Syndrome Association of Ireland**

Why not organise your own fundraising event in aid of Aspire? Whatever the event or ideas you may have we would love to hear from you and work with you. We can provide sponsor cards, posters, help and support for you. If you would like further information please our Development Coordinator, Shane O'Halloran

on 01-878 0029 or E-mail [development@aspire-irl.org](mailto:development@aspire-irl.org) to receive your fundraising pack.

### **Bag Packing at the Supermarket**

Bag packing has become a very lucrative form of fundraising in recent years and is still as successful as ever since the introduction of the plastic bag fee. Generally it is best to pick a busy time (Saturday afternoon) in a large Supermarket. If you can get enough people together on a busy day in a large supermarket, you can expect to raise in the region of €1000.

Write to your local supermarket asking permission for a bag-packing day or evening. Make sure to enclose information about the charity. When you receive permission we can provide you with buckets and collector's vests for you and your helpers. You need to round up as many friends and colleagues to help. If the supermarket has 12 checkouts, try and get 12 people to help you. If you can't cover every checkout leave a collection bucket on the unattended ones anyway as people see the work you are doing and will be happy to contribute. Please make sure that your helpers are briefed about the work of Aspire. Often shoppers will ask about the charity & your helpers will need to know the basics of what we do. At the very least they should be told to address questions to you.

### **Table Quiz**

Table Quizzes are very popular and can be a very good source of fundraising as well as a lot of fun. Here's how to do it: Get in touch with your local pub/sporting club and ask them for the use of their premises for a table quiz. You don't want to pay for this, so sell it to them on the basis that you will be bringing lots of people and business there for the evening.

Spread the word as much as possible that you are having a charity table quiz and encourage everyone to get a team of 4 or 5 together. Charge something like €30/€40 per team.

Organise somebody to set the questions and to act as MC for the night. It is entirely up to you to decide how many questions/rounds you have. You can set the questions by either using one of the many books available or the pub might know of a local question master that they recommend (you will probably have to pay him/her). If the teams are from work or a club, put in some questions specific to that organisation – e.g. who is the current CEO or what is the phone number of the organisation. Put in some humorous ones as well: who wears the silliest ties in work?

You also need a few friends to help you out on the night itself. You should have at least two people correcting the questions and marking the scoreboard and two more floating around the teams collecting the sheets etc.

You can make a lot of money by holding a raffle. Get as many prizes sponsored as you can – bottles of wine and spirits, weekends away and similar items are very popular. Get your MC to appeal to everyone to buy as many tickets as they can and then hold the raffle at the end of the night.

Try and get the winning prizes for the quiz sponsored as well. You may wish to offer a cash prize for the winning team to generate interest.

Don't forget to bring lots of cloakroom tickets for the raffle and make sure you have a board to mark up all the scores. People get quite competitive and like to see how they are doing!!

Most importantly – Don't forget to...  
**HAVE FUN!**



## Fundraising Opportunities – Your Plan Of Action

It is very important that you plan your fundraising to make the best of your opportunities. The majority of people you approach will only support you once, so it is very important to make the most effective contact. Your sponsorship card will probably be one of the biggest fundraising sources for you, so here are some tips:

- Make sure the first person to sign your card gives you a reasonably large amount of money. Others often follow their example, so select your first donors carefully.
- Keep your sponsorship card with you at all times with the charity information leaflet.
- If necessary have several cards on the go at once – keep one at home, one at work, one in the car etc. Contact Aspire for more cards.
- Put your sponsorship card up on your staff-room or canteen notice board.
- Enlist family and friends to help you find sponsors.

### *Friends and Family*

You are pretty well guaranteed support from your family – but you cannot expect them to come up with all the money. So ask them if they have any contacts in companies or sports/social groups they may have, or even better contact on your behalf. They may also have fundraising ideas themselves.

### *Your Work Place*

Many companies sponsor their employees for these type of events – some give €1 for every €1 that their employees raise. This can be very good PR for the company.

Your colleagues will support you, but unless you are in a very big company you may not be able to raise all your money at work. Do you have e-mail? – can you get to all the staff at your company with a well-prepared e-mail?

See if you can obtain a donation from your company's charity budget.

Always take photos of any events you have at work. Your company may wish to use them in its own publications and local papers may use them.

### *Other Companies*

If you do not have a contact with a local company to act as an introduction, phone them up and ask who is the right person to write to about sponsorship. Then write to them. If you have not heard anything back within one week, phone them. Always be polite and enthusiastic – enthusiasm is contagious!

Notes:

- Set a target for yourself. It's always better to have something to aim for. You don't have to stop at the minimum required!

- Publicise the fact that you are fundraising or taking part in a trekking event. Display posters of the challenge on notice boards. Get your company or local

newsletter to do an article on your participation – always stressing the time and effort you are having to put in to do the challenge.

- Give progress reports on how your training is going and how much money you are raising. In your staff-room or canteen put up a big chart / fill up a big jar with sweets or sand to a marker as you reach each €500 of sponsorship money.

### **Safety**

Please remember when you are fundraising to bear in mind a number of important safety points:

- Always wear safety equipment if required
- Make sure you have enough people to control any crowd that may build up
- Be careful if you are carrying money around
- Ensure children are supervised at all times

### **Awareness for Aspire**

As we are a small charity, the publicity that we gain from your fundraising events is every bit as important to us as the money that you will raise. You will often find that when people attend a charity event, they have come to support their friend/relative and are often unaware of what charity they are supporting. We need your help to make our name known to people. If you are producing any posters / quiz sheets etc. for your event, please make sure to add our name to it. We can help you with this by providing you with all the materials you will need – don't be afraid to ask for help, that is what we are here for!

The following materials are available to you for your events:

#### **T-shirts**

**The Aspire logo via email for use on promotional materials**

**Basic posters**

**Sponsorship cards**

**General Advice**

### **Photos and Feedback**

Please send us any photos of your event or media coverage that you may have got - if you want we can include it here on our website or in our newsletter. Please email Shane O'Halloran at [development@aspire-irl.org](mailto:development@aspire-irl.org) or post to: Shane O'Halloran, Aspire, Coleraine House, Carmichael Centre, Coleraine Street, Dublin 7.

## Fundraising timetable

The timetable below has been put together with a large-scale event in mind, such as a charity auction. Yours may not be so comprehensive but this shows things you may need to consider for your own fundraising activity in the planning stages. Remember to allow yourself as much time as possible so that you can plan your event properly. This will help you prepare for the event and remind you of what still needs to be done in the run-up to it. Once you have completed your task you can tick it off your list of things to do!

When	Action/To do	Done!
<b>Four months to go</b>	Decide on fundraising activity	
	Develop and set budget (NB fundraising target)	
	Ask friends, family and colleagues to help you organise and plan	
	Arrange venue, food, drink, transport, flowers etc	
	Identify areas for support - eg raffle prizes, printing costs etc	
	Research local companies to find out whether they have charitable policies - find out who to write to - try to speak to that person	
	Develop proposal for support - adapt approach letter to suit and make it personal	
	Start sending out approach letters with details of your event	
<b>Three months to go</b>	Follow up letters with call - be persistent but do not hassle anyone	
	Review response and approach other potential sponsors if necessary	
	Pay deposits for venue, entertainment, lighting etc	
	Apply for licenses required (late night, entertainment, alcohol etc)	
	Compile guest list	
	Develop artwork for posters, flyers, invitations, programmes etc	
	Forward artwork to The National Autistic Society for approval	
	Once approved (with our logo displayed) send to printers	
<b>Two months to go</b>	Put up posters, hand out flyers, contact local media for coverage and promotion of the event	
	Mail out invitations - send RSVP slip to detach and return to you	
	Invite local press to event for further coverage on the night/follow-up stories	
	Organise volunteers to help out on the night	
<b>One month to go</b>	Send out tickets for confirmed attendees along with further details, map etc	

	Draw up table plan/seating arrangements	
<b>Two weeks to go</b>	Run through final details with venue again	
	Double-check any issues raised	
	Deal with any last-minute queries/problems - there are normally some!	
	Confirm details with press	
<b>The day before</b>	Brief volunteers and outline duties	
	Ensure security of all cash collected on night	
<b>After event</b>	Thank everyone involved for their help - in person and in writing	
	Collect outstanding money	
	Distribute prizes not collected on night	
	Subtract costs and do final account of event!	

**Please direct all questions concerning this pack and fundraising in general to:**

Shane O'Halloran, Development Coordinator for Aspire.

ASPIRE – The Asperger Syndrome Association of Ireland, Coleraine House, Carmichael Centre, Coleraine Street, Dublin 7.

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