

BEST PRACTICES FOR FUNDRAISING ACTIONS



Fundraising is most effective when there is a designated person to coordinate the fundraising efforts. This person should be well organised, have good people skills and be eager to embrace the fundraising commitment. He or she may be a department head who is well respected, an apprentice or an entry-level person, who could use the challenge to showcase his or her skills. This person can invite others to establish a “fundraising committee of volunteers” what will definitely benefit the team spirit. This ensures a maximisation of volunteer effectiveness, whilst keeping everyone working towards the same goal.

Take every opportunity to show our 5-minute film (available in 6 languages on DVD, CD-ROM and videotape). Images say more than words and our mission is immediately clear to everyone. Enthusiastically talk about and exchange ideas on the various fundraising projects the company is planning to organise. Call upon employees for innovative ideas and encourage them to cooperate. Establish an action plan per month and/or per year.

You can support us in many different ways. So, talk about BEYOND THE MOON (internally and externally) and bring on board as many supporters as possible. Also, involve your own network (at work, relatives, friends) because that is the key to your and our success.

Fundraising events can be very rewarding and enjoyable, and the number of activities is inexhaustible. Think of something inspiring and innovative, but also easy to do. And above all have great fun!

Best practices include, but are not limited to:

- Collect free prizes from local suppliers for a tombola, a raffle or an auction at your office or during (staff) parties (e.g. at Christmas).
- Quiz or board games: invite friends and colleagues to play Scrabble, Trivial Pursuit, Monopoly, Bridge and charge an entrance fee or a game fee.
- “Bring and buy” event: staff bring (self-made) items or food from home and organise a flea market, Christmas or Easter market at the office.
- Donate the budget for year-end or Easter presents and/or Christmas cards to BEYOND THE MOON and inform your business clients and staff accordingly.
- Have a special BEYOND THE MOON themed lunch on a monthly/bi-monthly or weekly basis in the staff canteen or hotel restaurant and charge a little extra to the normal price. Inform the customer accordingly.
- Organise a (sponsored) gala or a charity brunch, lunch or dinner whereby you “sell tables” to companies and employees. Can be combined with a product launch: give out samples and/or promotional material and ask for a small contribution.
- Plan a visit to the theatre, the cinema or a city and get a group discount, but charge the full rate to the participants. Be honest and tell them the reason.
- Sales of second hand and obsolete items to staff (fax machines, computers, furniture...).
- Sports tournaments between divisions/departments: charge a fee per person, per team, per game or per mile/km: football, golf, canoeing-day, tennis or squash-rally, cross-country, darts competition, cycling...

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- Per division, department or local operating company: collect waste paper, ink cartridges, empty bottles and sell everything to recycling companies - environmental friendly! Give out a prize to the winning team (highest quantity or weight recycled).
- Organise a treasure hunt, sponsored walks or a parachute jump, a bungee jump or a scuba dive.
- Organise a staff party or a dress-up, a children's party with a colouring contest.
- Charge a car park fee on the hotel's/company's car park (e.g. one week/month)
- "Open Door" event at the office/hotel: booth with BEYOND THE MOON material, distribute information brochures, display our collection box and make an A4-sheet mentioning that you raise funds for a family from your LOCAL community, show our film on a TV screen. Sell drinks, snacks and raffle tickets.

And many, many more... just be innovative and keep it simple!

Recognition in the BEYOND THE MOON Newsletter

Everyone supporting our organisation is recognised in our quarterly Newsletter (available on our English website <http://www.beyondthemoon.org/UK/letter.html>). In order for us to issue this Newsletter, **we need your feedback and results**. Send us your digital photographs and add a brief explanation of the event. Give a copy of the Newsletter to all volunteers or the social committee. They can copy and distribute it to fellow employees and/or put it on the news board in the staff canteen.

Financial Procedures

Please do not keep money raised at your premises – whether or not you wish to save your funds to sponsor a family on a short or mid-long term basis. Every amount can at any time and as soon as collected, be transferred to our bank account (see the international bank account details below). We keep accurate records of all your donations under your name. We can supply you with an overview of your intermediate, total and individual results at any time (e.g. per division or per location for large companies).

Our account and bank details are as follows:

Account name:	BEYOND THE MOON
Account number:	001-4712970-10
IBAN (for international transfers):	BE41 0014 7129 7010
BIC (for international transfers):	GEBABEBB
Reference:	your name and postal address
Bank:	Fortis Bank, Grote Bollostraat 44, 3120 Tremelo, Belgium

♥ HAVE LOTS OF FUN AND THANK YOU FOR YOUR SUPPORT ♥

Note: Prior to any fundraising activity, always check carefully whether this planned activity is legal in your country, whether you have obtained all the necessary licenses/permits, if needed, and whether you have complied with all the legal formalities imposed by government and required for this specific fundraising activity.