



CROHN'S & COLITIS UK

Local Networks Fundraising feedback session

Monday 7th March 2022

Agenda - topics covered

1. Hello from Laura and Claire - Community & Events team
2. What can we do to support your Local Network fundraising?
3. Ideas and materials that would help to aid your fundraising - physical/digital/or any other
4. Share your fundraising experiences and success
5. AOB

Community and Events Team - who we are



Claire Milloy
Community and Events Manager



Megan Sparrey
Bespoke Events Officer



Laura Pigott
Community Fundraising Officer



Sarah Shipley
Invested Events Officer

Community and Events team

The Community and Events team

A team of four that sits within the wider Income Generation team

Megan Sparrey

Bespoke Events Officer

Megan works on delivering WALK IT, MY WALK IT and (TREK IT! *which you may have seen launch recently*).

Sarah Shipley

Invested Events Officer

Sarah works on our big sporting events, such as the London Marathon, Brighton Marathon along with our sporting endurance challenges such as Ultra marathons.

Laura Pigott

Community Fundraising Officer

Laura deals with the management and stewardship for our lovely Community fundraisers, whilst developing mass participant events for them to take part in.

Claire Milloy

Community and Events Manager

Claire oversees the day to day running and success of the team.

What can we do to support your Local Network fundraising?

What's working well?

- HQ Sharing/promoting our events
- Boxes of merch to hand out – flags, balloons etc
- Race nights worked well for us - horse racing or pig racing
- Local Walks
- Raffles at education days
- Balls are good but very hard work
- Family Fun days are very hard work and didn't make a lot of money
- Pub Quizzes in the past – take a log of effort to set up but have been good
- Family friendly event tend to be good
- A couple of successful pub quizzes in the past
- Community fun days – branded gazebo (fishing floaters)
- Attending local carnivals/fairs/fun days with awareness stand/cake sale/face painting
- Attending Dickensian Evening similar to carnival/fair is excellent fundraiser for us. Food and drink donated by friendly café and we usually make over £1000.
- Bag packing can help to raise awareness/recruit volunteers



What can we do to support your Local Network fundraising?



What could be improved? (Comments from volunteers)

- Lockdown has been a big issue
- Be good to know about what fundraising events/activity is coming up nationally i.e. WALK IT
- Regular updates from other networks, what they are doing, inspiration
- For us we need more volunteers, we struggle to recruit. There is only a team of 4 but only 3 that are really involved currently.
- Help encouraging members to help out the OT – like everyone, we're a small team so appreciate help from non OT members
- We were in the process of working with HO on a large-scale event just prior to lockdown but that hasn't been picked up yet
- Wish to use contactless payment
- Support to recruit more volunteers
- It's the nature of the charity when people are too ill they can't get involved and then when they are well they have other things to do
- Training – helping the OT members who are nervous etc about hosting events, hints and tips document, breaking down the organisation process to demystify it.
- Suggestion for pairing up in OT, where possible so can share the learning, workload and reduce pressure on single volunteer to do it all
- Why don't we have national information on TV like a lot of other charities – adverts etc
- Still hesitation to return back to in-person events, even the more simpler coffee mornings
- Issues about the ability to spend the money locally put limitations on motivation to fundraise if we struggle to then spend it – some local fundraisers wish for it only to go local but not always that opportunity if local grants are not possible for local hospitals if they don't need anything that matches criteria
- Our hospital are still saying “no” to in-person educational meetings for time being
- Working in a hospital it is still very challenging and still have a lot of restrictions
- Issue with volunteers not giving medium or long-term commitment. See them once but never again.



Fundraising Resources

Tools that are available

Sharing the existing materials available to help aid Local Network fundraising. The items below sit under the Networks section on our [website](#).

- Planning a fundraising event
- Poster templates
- Branding guidance
- Insurance
- Safeguarding
- Collection buckets/pots

We know some of the items might need slightly reshaping, so we took this opportunity to find out what tools Local Networks would like access to.

Tools Local Networks would like

- Balloons that aren't harmful
- Social media content for Networks to use to promote their events. Show people having fun or volunteering
- Training – hints and tips, shared experienced from other volunteers
- For recruiting, quite a few years ago the charity made a volunteering video to encourage others to join. Is that too expensive these days?
- Help with budgets and guidance on how much we can spend towards fundraising. ROI is important and that is what we need help with.
- Access to a shop – fleeces etc (not just available at big events)
- Hoodies would be nice. Would be useful on the rare days it's cold and rainy in Glasgow!!
- Social Media – what hashtags and who to tag in posts to raise further awareness
- Removing "Christmas" from "Craft it at Christmas" as crafting is all year



Digital Fundraising Resources

We have Digital fundraising resources which are available on our website for our both community fundraisers and Local Networks.

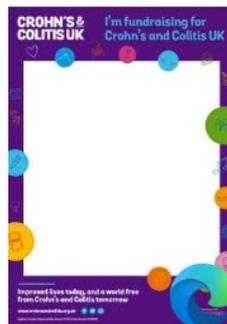
We've got such things as poster templates sweepstake posters, readymade quizzes, zoom backgrounds, A-Z fundraising ideas and social media tools to help shout about your fundraising.

Digital resources can be found on our website here :

<https://crohnsandcolitis.org.uk/get-involved/fundraise/fundraising-ideas/fundraising-resources>

How to pitch your story to the media :

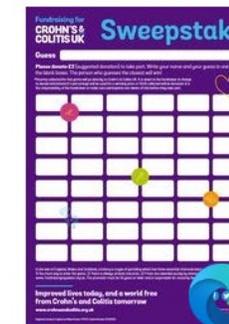
<https://crohnsandcolitis.org.uk/get-involved/your-story/how-to-pitch-your-story-to-the-media>



✓ C&CUK blank poster template A4 Final



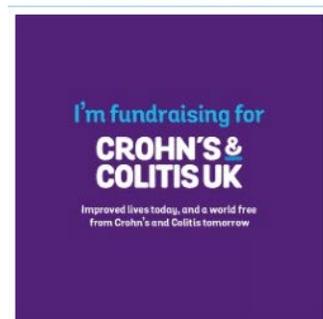
✓ C&CUK distance tracker poster A4 Final



✓ C&CUK sweepstake poster A4 Final



✓ CCUK break it down poster A4 1



✓ Facebook GIF



✓ Fundraising guide A4 Final



✓ General editable invitation poster A4 1



✓ GENERAL QUIZ SHEET ANSWERS



Off the shelf Kits - your thoughts

We launched two events in 2021, Cake and a cuppa! (open dated) and Craft it at Christmas! (in November and December), both events have lots of fundraising resources available. We hosted a poll to see if Local Networks would like to hear about these types of events. See next slide for results.

Craft it at Christmas!

CROHN'S & COLITIS UK

I'm taking part in Craft it at Christmas! raising funds for Crohn's & Colitis UK

Craft it Christmas!

Type all your important event details here - Date, time, location etc. or if it's not an event, what you're doing and how people donate

Cake Flags

What will you sell?	Value
1. £10.00	1. £10.00
2. £5.00	2. £5.00
3. £2.50	3. £2.50
4. £1.25	4. £1.25
5. £0.625	5. £0.625

Resources

Cake and a cuppa!

CROHN'S & COLITIS UK

Ask me about my **Cake and a cuppa!** event

I'm hosting a **Cake and a cuppa!** for Crohn's & Colitis UK!

Thank you for joining my **Cake and a cuppa!** event

Every sip of tea and bite of cake helped to raise an incredible **£X.XXX**

CROHN'S & COLITIS UK

Join me for a **Cake and a cuppa!**

To: Your text here

I'm hosting a **Cake and a cuppa!** event to raise money for Crohn's and Colitis UK

Where: Your text here

When: Your text here

From: Your text here

BUSP: Your text here

Please info: Your text here

Resources

Off the shelf Kits - your thoughts

Craft it at Christmas

0:59 | 2 questions | 13 of 14 (92%) participated

1. Have you heard about Craft it at Christmas? (Single Choice) *

13/13 (100%) answered

Yes (4/13) 31%

No (9/13) 69%

2. Would you like to heard about Craft it at Christmas? (Single Choice) *

13/13 (100%) answered

Yes please (12/13) 92%

No thank you (1/13) 8%

Cake and a cuppa

0:38 | 2 questions | 12 of 14 (85%) participated

1. Have you heard about Cake and a cuppa? (Single Choice) *

12/12 (100%) answered

Yes (0/12) 0%

No (12/12) 100%

2. Would you like to hear about Cake and a cuppa? (Single Choice) *

12/12 (100%) answered

Yes please (11/12) 92%

No thank you (1/12) 8%



Comments on the feedback session (from volunteers)

- Perhaps host once a quarter
- More than just fundraising, have people from other areas of charity
- Useful to discuss specific fundraisings events. Maybe critique one Networks event – help organising it or promoting might be useful. Overcome lack of local volunteers, gain wider support across the nation, troubleshooting.

Next steps (for fundraising staff)

Whilst many things are still in first stages, we are potentially looking at developing tools to help aid fundraising, such as :

- Budget keeping - trackers for income and expenditure and return of investment.
- Guidance on hosting events/ breaking down the organisation process for specific events
- Hints and tips document
- Developing a fundraising hub to share regular updates from other Network, what other groups are doing.
- Planning another Fundraising feedback session

Thank you.

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