Fundraiser do’s and fundraiser don’ts

Here are some important guidelines to follow when organising your fundraising event.

Please make sure you read the following and are confident that you’re doing all the right things.

Please do... keep it green!

Don’t release balloons or sky lanterns – learn about the effects of mass releases on wildlife and the environment through our “Don’t Let Go!” campaign.

- If you’re travelling, use public transport, cycle or walk.
- Try to use locally sourced produce and opt for organic and fair-trade products at your events.
- Recycle any waste and don’t leave any litter behind.
- Print your promotional materials on recycled paper and use the double-sided print option.

Protecting our seas, shores and wildlife

Neil W. Shaw
www.neilwilliamshaw.co.uk
Shout about why you are fundraising on social media – inspire and enthuse people about why MCS’ work is important to you.

Remember that you are responsible for making sure your event is run safely and legally. MCS cannot accept any liability for any loss, injury or damage that may result from your event. You may need to arrange public liability insurance for your event.

Comply with all applicable laws and obtain any licences that might be required for your event. For example, to collect donations in a public place or house-to-house you will need a street collection licence from your Local Authority.

Make sure you assess and eliminate any potential risks to yourself, volunteers and participants at your event. Contact St. John Ambulance if you feel first aiders are needed.

Inform the landowner and police if your event is being held in a public place.

Keep the money raised in a secure place and pass it onto MCS as soon as possible after your event. Please don’t send us any cash in the post; you should bank coins and notes into your own account and then write a cheque (payable to MCS) or donate the amount raised online.

Ask local businesses to donate items that will help your event, such as refreshments and prizes.

Expenses incurred to run your event shouldn’t be deducted from your sponsorship unless agreed with MCS first. We recommend asking a local business to sponsor your event!

You’ll need a licence if you want to sell alcohol at your event and you must follow food safety regulations if you plan to provide or sell food to members of the public. To find out if this applies to your event, check with the Environmental Health Department of your Local Authority.

Spread the word about our seas! You can photocopy anything you need from the fundraising pack or download materials from our website to print out and display at your event.

Check the rules about holding raffles and tombolas to make sure you’re running your event legally.

Businesses are required by charity law to have a written agreement with us if they plan to sell goods, services or run promotions for MCS. Get in touch with us to find out more.

Say “thank you” to everyone involved in your event!

Useful websites

www.institute-of-fundraising.org.uk/guidance
www.gamblingcommission.gov.uk

Any questions?

Get in touch with the Fundraising Team on 01989 566017 or email fundraising@mcsuk.org