



## Meninadança Fundraising Guide

## Thank you for helping to raise money for Meninadança!

Our work really does depend on people like you.

Please remember, as you embark on the challenge of organising your fundraiser, that all your hard work will make a real difference in the lives of vulnerable young girls who desperately need a fresh start and a better future.

And rest assured that every penny you raise will be used prudently, transparently and in a way which will achieve the most.

Please read this guide carefully before you start.

# General Rules - to fundraise for Meninadança you must agree to...

- Adhere to our 'Branding Guidelines' when presenting the charity verbally and in publicity materials.
- Not carry out house-to-house collections to raise funds.
- Gain relevant licenses / permission before collecting money /holding an event in a public place or on private property.
- Send all funds to Meninadança no later than 28 days after receiving it.
- Make or ask for all cheques to be payable to 'Meninadança'.
- Ensure two people are always present when counting monies collected.
- Abide at all times by the national fundraising Codes of Practise for the country you are fundraising in.
- Abide at all times by the country's data protection legislation and regulations for the country you are fundraising in.
- Not deduct more than 30 per cent from the total income raised for costs incurred.
- Not hold Meninadança responsible for any costs, claims, loss or liability.
- Avoid any activity that could bring Meninadança's name into disrepute.
- Stop fundraising if Meninadança terminates your right to do so at any time.

# How We Can Help You to organise a successful event

## Fundraising for Meninadança is a collective effort, we'll help you in the following ways

- Provide general advice and support to help make your event a success.
- Provide materials such as posters, leaflets, T-shirts, videos and other resources.
- Listing of your event on our website and social networking sites.
- Providing tax receipts to donors.
- Attending your event to represent Meninadança and give a presentation of our work.
- A Letter of Authority to show that your event has our approval and is genuine.
- Assistance with your media releases and other promotional materials you produce.
- A Thank You certificate once your fundraiser is finished to acknowledge your support.

# Step by Step - what type of event would you like to hold?

## Struggling for ideas? Here are some common examples of types of fundraising events

### **A Sponsored Event**

Such as running a marathon, a stay-awake-a-thon or parachute jump.

### **An Attendance Event**

Such as a music concert, coffee morning or photography exhibition.

### **A Collection Event**

Such as packing bags at a supermarket, collecting on your university campus, or a cake sale after church.

### **An Online Event**

Such as 24-hour online collection, an online charity auction or donate-a-day's-wages day.

# Step by Step - what you need to consider

## Who you want to attend?

For instance, friends, work colleagues, church or group members, or the general public? Who you decide to invite will affect the way you organise and publicise your event.

## What do you do well?

It makes sense to play to your strengths, so if you are a chef you throw a banquet, if you are part of a dance troupe you could organise a performance or dance-a-thon. Think about your hobbies too - if you like knitting you could do a sponsored knit, if you go to painting classes you could put on an exhibition or auction.

## How much time do you have?

Some events take much longer to organise than others, so be realistic about how much you can do with the time you have.

## How many people will help you?

Be equally as realistic about how much you can do on your own. Depending on the size of your event, you will need a group of people as committed as you to organising it.

## How much do you think you can raise?

Setting a realistic fundraising target will enable you to plan and cost your event.



### Key Tip

Why not use the number '116' in the name or theme of your event, like walking 116 miles or losing 11.6lbs? You could also have a Brazilian theme, like a samba dance-a-thon or Brazilian food night?

# Step by Step - registering and organising your event

## Register Your Event

Fill in the form at [meninadanca.org/fundraise](https://meninadanca.org/fundraise). We'll be in touch with any extra help and resources you might require.

## Plan and Organise Your Event

Think about everything you want to happen at your fundraiser and make a list of everything you'll need. Choose when and where you want to hold your event, and begin by booking the venue and any equipment, entertainment and anything else that needs securing in advance.

## Event Costing

The cost of organising your event shouldn't be more than 30 percent of the total raised. Make sure your chosen date doesn't clash with any other event that might compete with yours.



### Key Tip

Why not find out if your employer has a matched giving scheme and ask them to match all or part of what you raise? You could also get a group of friends to form an 'organising committee' to help share the work load?

# Step by Step - getting permission

## **Get Permission**

It is important that you ensure that any fundraising activities are legal and safe. Make sure you get a licence to collect money in any public place, or if your event is on private property, get permission from the owner/manager.

You may also need a licence from your local authority for other activities such as sale of alcohol, extended hours, provision of food and drink, performing of copyrighted materials or showing of films, or selling goods in a public place. And you will need to carry out a health and safety inspection of your venue. Please get in touch if you have any queries.

## **Parental Permission**

Get parental permission if children are helping at your event. Anyone collecting money must be aged 16 or over.

If you are holding a raffle, ticket sales and the announcing of results must take place during the event and there must be no cash prizes.



# Step by Step - how to publicise your event effectively

## The Key to any good event is good promotion and fundraisers are no different

Promoting your fundraiser is the key to maximising the amount of money you raise and how you do that depends on what the event is. For a coffee morning in your home, for example, you might just need to send out invitations to those you'd like to come; for a comedy night, on the other hand, you might need to produce posters, leaflet local homes, or even alert your local newspaper. Some ways you can publicise your event are...

### Posters and Flyers

You can use Meninadança's set of posters and leaflets which allow you to add the details of your event. If you wish to produce your own, please adhere to our 'Branding Guidelines' and use a fundraising logo from our website.

Make sure everyone you would like to attend your event gets to see your publicity, either by seeing a poster or receiving a leaflet, or both. Think of all the places you could put up a poster or flyer, like on community bulletin boards, doctors surgeries, church noticeboards etc.

# Step by Step - how to publicise your event effectively

## Online

The best way you can get most people to notice your event. If you can, produce an eye-catching advert you can share on Facebook, Instagram, Twitter and other social networking sites.

Create an event page on Facebook where you can invite people to come and they can register their attendance. Put together an email and send it out to all your contacts. Tell people why you're raising money, and try to create an online buzz as the day of your event gets closer.

## Local Media

Why not contact your local newspaper, TV and radio stations to tell them about your event? Not only will this help promote your fundraiser, but it will also publicise Meninadança's work to a wider audience. Make sure you invite them to come and cover the event itself, or send photos as soon as the event has finished.



### Key Tip

Don't advertise too far in advance, nor at too short notice. Start your online campaign and telling people in your church, school or workplace around a month in advance. Don't start putting up posters or sending out flyers until at least two weeks before the event.

# Step by Step - sending out a press release

## A press release can really help to increase interest in your event

### **Sending Out a Press Release**

Decide what media might be interested in your story – your local newspaper, radio station or maybe TV channel. Contact them, explain what you are doing and ask for the right contact.

Send out a press release with details of your event, information about the charity and quotes from yourself or someone else involved in or supporting the event.

Keep the information short and to the point - keep the text to one A4 side and don't clog up the journalist's email with attachments. Mention any photo opportunities, special guests or other details that might be of interest, and don't forget to include your contact details, including your mobile phone number.

Follow up your email with a courtesy phone call a day or two later. Contact us for an example of a press release you can modify to specifically suit your event.

# Step by Step - using our name and logo

## Using Our Logo

Always use the Meninadança logo on all your publicity materials, invites, letters and web pages. Ensure the logo is not distorted or stretched, used over a cluttered background or too close to other elements, like words or images. Logos are available from the Meninadança website. For the 'Meninadança Pink' colour in the logo and elsewhere on your publicity materials, always use the CMYK colour values: CMYK 14 - 100 - 43 - 5 for printed media or use RGB 201 - 14 - 85 for screen based media.

## Using Our Name

Please explain on your materials that your event will be raising funds for Meninadança. Depending on who will see your publicity, you will probably need to explain more about what Meninadança is about and perhaps also that the word Meninadança means 'girl dance' in Portuguese.

Some sentences which could help explain Meninadança's work could be:

Proudly supporting Meninadança, a UK charity which rescues girls from child prostitution along Brazil's longest motorway, the BR-116. Proceeds will go to Meninadança, which uses dance to reach and rescue girls affected by child prostitution in Brazil.

Please also include somewhere on your materials: 'Meninadança is a registered UK charity no: 1095638'.

# Step by Step - collecting money

## It's important to recognise the way best suited to collecting funds from your event

### Online

The easiest way to collect money is by creating a page on [justgiving.com](http://justgiving.com), our preferred fundraising platform. The website allows you to collect donations for sponsored events or ask people to contribute to a target amount. If you are organising an attendance event you could sell tickets online at [www.eventbrite.co.uk](http://www.eventbrite.co.uk).

### Sponsorship forms

Meninadança sponsorship forms are available from our website. Make sure you ask people to pay up front, and that UK taxpayers tick the 'Gift Aid' column on the form and fill in their complete address including postcode.

Also ensure you send us your sponsorship forms after your event so we can claim back Gift Aid.

### Advance sales

If you're selling tickets to your event in advance (helpful if you want to know how many people are likely to come), ensure people make cheques payable to 'Meninadança', and that all cash payments are logged and kept secure, and a receipt issued.

# Step by Step - collecting money

## **Sales, Raffles and Auctions**

Another way of raising money during your event is putting on a raffle or auction, or selling products such as food, handmade gifts or Meninadança T-shirts, bracelets and other products.

If you want to sell Meninadança branded products at your event please get in touch as we can provide them to you at cost price.

## **Collection Boxes**

You might want to have boxes or bins at your event where people can donate cash or cheques.

# Step by Step - banking money

Always have two people present when counting monies collected and send your money to us within 28 days of collecting it. Please don't send cash through the post - if necessary pay it into your bank account and transfer it or send us a cheque using one of the following methods:

## Online

You can pay online using a debit or credit card at [www.meninadanca.org/donate](http://www.meninadanca.org/donate). Don't forget to email us to inform us when and how much you paid in.

## By Post

You can send cheques to us at:  
Meninadança, 17 Livings Way, Stansted, CM24 8SN

## Bank

You can make a bank transfer to our bank Charities Aid Foundation (CAF) bank account:

Account name: Meninadança

Branch: 40-52-40

Account No: 00023753

## Gift Aid

Please remember to ask UK taxpayers to complete a Gift Aid form with any donation they make - this means their donation is worth almost 30 per cent more. Note that Gift Aid can't be claimed on payments for which the donor receives something in return such as goods from a stall, raffle tickets or entrance tickets for an event.

## After Event Checklist

Send us your money, gift aid forms and sponsorship forms.

Email us photos and details of your event so we can tell others about your efforts.

Take down any posters advertising the event, you could replace them with news of how it went.

Thank all those who took part or donated and let them know how you got on.

Let us know if you'd like us to send a certificate or thank you letter to anyone who participated or donated.



# Resources more information on Meninadança and fundraising

## Meninadança Information and Resources

For more information, photos and videos of our work you can visit

**Website** - [www.meninadanca.org](http://www.meninadanca.org)

**Facebook** - [www.facebook.com/meninadanca](http://www.facebook.com/meninadanca)

**YouTube** - [www.youtube.com/meninadancauk](http://www.youtube.com/meninadancauk)

We are here to help you organise your event! Please feel free to contact us at any point during your fundraising journey:

[office@meninadanca.org](mailto:office@meninadanca.org)

**Meninadança, 17 Livings Way, Stansted, CM24 8SN**

## General Fundraising Information and Resources

For more guidance and codes of practice visit

[www.institute-of-fundraising.org.uk/guidance](http://www.institute-of-fundraising.org.uk/guidance)

For how to guides on organising events, ways to raise money and forums to share experiences of fundraising

<http://knowhownonprofit.org/funding/fundraising>

For fundraising ideas download the 'A-Z of Fundraising Ideas' at:

<http://www.charitychallenge.com/fundraising.html>

## Health and Safety Regulations

**Food Hygiene Regulations** - <http://www.food.gov.uk>

**Health and Safety** <http://www.hse.gov.uk/event-safety>

Contact your local authority to find out which permission you might need to hold your event.

## Donations that can make a life changing difference

Let your sponsors or supporters know how much their donations can achieve...

**£10**

pays for materials for our outreach team to visit girls on the streets and in their homes

**£30**

buys a month's supply of basic foodstuffs for the family of a girl in need

**£50**

buys a week's worth of materials for 50 girls to take part in art therapy sessions

**£75**

pays for a month's guitar lessons for all the girls at the Pink House

**£100**

buys a month's supply of hair and nail products for our beauty salon

**£150**

buys a new bed for one of our girl so she doesn't have to sleep on the floor

**£200**

allows us to take one of our dance groups to perform at a local event or competition

**£400**

pays for all 50 girls to have breakfast, lunch and afternoon snack for a month