



The countryside charity
Gloucestershire

Fundraising guide

For a thriving countryside
that benefits everyone



Our impact



Break the bag habit

Our campaign led to the introduction of the compulsory plastic bag levy, resulting in a 75% drop in plastic bag waste.



Don't fast-track fracking

After 200,000 people signed our petitions to prevent fracking being fast-tracked through the planning system, the government has now stopped fracking altogether.



Deposit return system

As a result of our open letter in The Times, government has now committed to a comprehensive deposit return system for glass and plastic bottles. We also succeeded in our campaign to ban plastic straws, drink stirrers and cotton buds in 2019.

Are you ready to get involved?

At CPRE, we're working for a countryside that's rich in nature, accessible to all – and we couldn't do any of it without our brilliant supporters and volunteers.

Matt Sawyer's story:

“ My wife and I decided to take on the 109-mile Cleveland Way litter pick challenge, to show that even the smallest donation could help protect the countryside and ensure it thrives for the future. Everyone should be able to benefit from the positive mental and physical impact it can bring, as well as keeping it clean! ”

We've made this guide to help you plan and run your fundraising activity, so together, we can promote and protect a thriving countryside.





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Thank you!

Thank you for choosing to fundraise for CPRE, the countryside charity.

We're so happy to have you as part of the team and we can't wait to start working together.



Get inspired

There are so many ways you can fundraise for CPRE. Here are a few to get you started – and they might even inspire you to come up with some fundraising ideas of your own.



Bake sale

Put those baking skills to the test, and ask friends and family to contribute their own homemade treats.

Quiz night

Invite everyone over and organise a quiz night. You could even see if your local pub will help you by hosting the event.





Sponsored walk

Get out and about in the countryside. Ramble round your favourite trails, or challenge yourself with a long-distance walk or by tackling some difficult terrain.



Top tip

Make sure you get in touch to let us know you're fundraising for us, so we can help you every step of the way. See p16 for contact details.

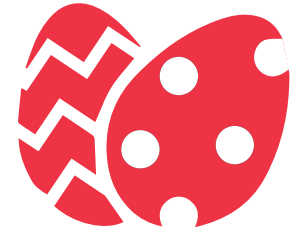


Open house or garden

If you have a home of historical interest, or a lovely garden in full bloom, then why not share it with the public? Open your doors, charge an entry fee and offer some refreshments.

Host a seasonal party

Make fundraising a cause for celebration. Try a dress-up party at Halloween, plan an egg hunt in the spring or serve mince pies at Christmas.



Other ideas

Why not have a picnic in your favourite countryside spot, organise a five-a-side football match, host a coffee morning, or games night, or give something up for a month. There's really no limit to what you can do!

Challenge

One of the best ways to fundraise for CPRE is to take on a physical challenge and ask your friends and family to sponsor you.

Whether you want to run, cycle, swim or trek, there are events all over the country that you can take part in. We have an exciting, challenging list for different abilities on our website, plus all the essential information you need, from how to start your fundraising for CPRE at <https://www.cpre.org.uk/fundraise-for-cpre/>.



First things first

Once you've chosen what you want to do, it's time to get planning. Think carefully about every detail of your event to ensure it's a success.

Top tip

Remember, we're here to help you throughout the whole process, so do get in touch with any questions you may have.



Time and location

The first step is choosing when and where your event is going to be. Give yourself plenty of time to plan and promote your event, and make sure you pick a date that will be convenient for everyone invited.



Budget

Setting a budget is essential, otherwise you could end up spending more money than you raise. Do some research to find out how much it might cost, and shop around for the best prices on goods you'll need to buy. Some suppliers may even give you a charity discount – or better yet, donate things for free – so it's always worth asking, just in case.



Checklist

Write a comprehensive list of everything you're going to need, from plates to posters. Tick them off as you go, to streamline the whole process and keep track of what still needs to be done. And don't forget to use recyclable items wherever you can!



Ask for help

Whether finding people with specific skills such as a designer or a florist, or asking for an extra pair of hands to help out on the day, getting others to pitch in is going to make organisation much easier.

Spread the word

Whatever you've chosen to do to fundraise for CPRE, it's essential to promote it as much as possible. The more people are aware of what you're doing, the more support you're likely to get. Luckily, there are plenty of easy ways to let people know about your event.



Tell your story

This is probably the most important thing you can do to promote your fundraising event. Be passionate in your storytelling, explain why CPRE matters to you and describe exactly what you're doing to raise funds.



Set up a JustGiving page

This is the perfect place to write a full description of what you're doing and why. Send the link to as many people as possible, so they can sponsor your challenge or donate to your event through the site.



Use the power of posters

A well-placed poster could make all the difference when promoting your event. Don't go overboard – choose a couple of relevant places like the local shop or community hall where the most people are likely to spot them. Don't forget, make sure you have permission to put posters up in your area.



Post it on social media

Keep your followers updated on your progress by posting regular updates, photos and videos to social media. From the initial planning or training stages, to your thoughts and feelings as the event approaches, it's a great way to get people feeling involved. You can even create a Facebook Event to keep track of who's coming.

Remember to share your Fundraising page on all social media.



Send out a

Writing a press release and sending it to your local paper or news website can be a great way to raise awareness. Simply write a short piece about the event, why you're supporting CPRE and what it means to you. Go to our website to find an easy-to-use template.



Use your voice

It sounds obvious, but word of mouth can be the simplest way to spread the news about your event. Going to the shops? Tell the cashier. Having some friends over? Let them know too. It really is that easy.

Important information

We hope you've found this guide helpful in planning your fundraising activity. There are just a few more things to bear in mind before you get going.

Fundraising promotion

When doing any sort of written promotion for your event, whether that's a poster, press release or Facebook post, you'll need to include the words 'In aid of CPRE, the countryside charity' and 'Registered Charity No. 1089685'.

Insurance

You'll need to make sure that you have the right insurance for whatever activity you're doing. Sometimes the venue you're using will already be covered, but you will need to check this first. We can help with advice about this, so drop us a line with to check.

Raffle gambling

There are strict laws from the Gambling Commission around running raffles at events, which can be found on their website, gamblingcommission.gov.uk.

It's usually alright to run a raffle if you're selling and drawing tickets on the same day, tickets are only sold at the venue, prizes come to a total value of less than £500 and don't include cash – but again, always double-check.

Alcohol

If you're planning on selling alcohol at the event then you'll need to make sure the venue has an alcohol licence. Check with the venue manager, and find out more at www.gov.uk/guidance/alcohol-at-charity-meetings-and-events.

Food

You'll need to abide by food hygiene laws if you're selling or giving away food, unless the venue is providing the food for you. Find all the guidance you need at www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events.

Sustainability

It's really important to make sure that you watch out for littering. Outdoor events are notorious for leaving the countryside in a mess. Use as much recyclable and sustainable items as you can when planning your event.

Make your donation

After you've completed your fundraiser and collected the money, there are several ways of sending it in to us.



Online

Simply visit our website at www.cpreglos.org.uk and go to the Donate page. Make sure you let us know you've sent across your fundraising.

Bank transfer

Take the money you've raised to your local bank and transfer it to us at: CPRE Gloucestershire, S/C: 30-93-48, A/C: 00142580, Bank: Lloyds. Make sure you let us know you've sent across your fundraising.

Cheque

Just like the transfer, you can pay in your money at the bank. Then write a cheque making it payable to CPRE Gloucestershire and send it to us at Community House, 15 College Green, Gloucester GL1 2LZ. Make sure you let us know you've sent across your fundraising.

JustGiving

You can add all the money you raised to your JustGiving page. When you close the page, the funds will automatically be donated to us. Make sure you choose CPRE Gloucestershire when setting up your JustGiving page.

Thank you!

We want to thank you for the part you play in supporting CPRE, the countryside charity.

At CPRE, we collaborate with everyone from communities to businesses, from government to landowners, both locally and nationally. This means we can influence effective, balanced and lasting progress in the countryside, in ways which can enrich all our lives.



Thanks to your hard work, we can continue to support a thriving countryside for everyone to enjoy – today, and for generations to come.

We're CPRE, and we stand up for positive progress.





Contact us:

Community House, 15 College Green
Gloucester, GL1 2LZ
Telephone: 01452 309 783
Email: info@cpreglos.org.uk

 CPRE Gloucestershire

 @CPREGloucs

 @cpregloucestershires



Checklist for creating a CPRE fundraising event

- ☐ Decide what you want to do for your fundraising
- ☐ Let us know that you are planning on fundraising
- ☐ Set a date, place and budget
- ☐ Ask for help, whether that be to help you set up on the day or in the lead up
- ☐ Carry out important checks to make sure the place you are doing your fundraising is safe
- ☐ Spread the word on social media and to your friends and family
- ☐ Make sure you create a checklist so you know you'll have everything done for the day
- ☐ Most importantly have fun!

Join in: cpreglos.org.uk

For more information contact the team
on 01452 309 783, or email info@cpreglos.org.uk

The Campaign to Protect Rural England, Gloucestershire is a registered charity
Registered charity number 248577



The countryside charity
Gloucestershire