**FUNDRAISING FOR OCD ACTION – ALL YOU NEED TO KNOW**

**Firstly, THANK YOU!**

You are incredible! You are helping to change lives. You are making a difference.

Thank you so much for choosing to fundraise for OCD Action. You’re now part of one amazing community of supporters: #TeamOCDA

Because of incredible people like you, your money is directly support people living with OCD. It can be a debilitating and isolating condition but is also treatable. With the right support at the right time, chances of recovery are high.

Empowering people living with OCD to get the help and support they need. That’s the change you are making.

THANK YOU.

Fundraising can be a challenge, but it can also be extremely rewarding and very, very fun. This is bursting full of tips and ideas to make your fundraising a huge success.

If you have any questions or need any help with your fundraising, please contact our team by emailing fundraising@ocdaction.org.uk

**Getting started**

From bake-sales and bingo nights to head-shaving and leg-waxing, dress-up-days at school or dress-down days at work, whatever you’re planning we’ll support you every step of the way.

Research your idea

Think about who you’ll be asking for donations and what sort of activity will appeal to them. Talk to family, friends, colleagues and neighbours about your plans and get them to help you with ideas.

Talk to your potential supporters

Tell your friends and family you’re fundraising OCD Action. Perhaps they can donate a prize, help you with a venue or equipment, print tickets, or help with publicity

Make a plan

Think about how much you want to raise and start planning. The earlier you begin planning, the easier your fundraising will be.

Draw up a to-do list with dates to complete tasks, and, depending on your event, a budget to keep you on track. Please don’t plan to spend too much money as this not only puts pressure on you but will result in less fundraising at the end.

Decide what you’re going to do and when you’re going to do it. Set yourself realistic deadlines and review your progress regularly to make sure you’re on track.

Get started straight away

The sooner you start telling people, the more money you can raise!

If you have any questions or need any help at this stage, please contact our fundraising team by emailing fundraising@ocdaction.org.uk

**Get Sponsored**

Please see here [hyperlink to Setting up a JustGiving Page] for our guide to JustGiving

**Inspirational ideas**

There are so many ways you can raise money. The only real limit is your imagination.

Whether you’re a runner, a knitter, young or old, take inspiration from these fundraising ideas!

Get sporty:

1. Go trek: Challenge yourself to a 100km walk – get sponsored per km or per day.
2. The Tour Team: Get cycling with a group of friends on a road trip of a lifetime.
3. How far can you go: Set your own swimming tag team and see how many lengths will you collectively manage?
4. Fly your flag: Host your own mini Olympic Games and collect donations for participation.

Solo challenges:

1. Shave your head: Ask people to sponsor you to get your hair cut short or shaved off entirely.
2. Eco fines: Raise money and save the environment too! A penalty fee for every time you, friends or family forget to turn off the light, leave a computer running or forget to recycle.
3. Ditch your fix: Collect and donate the money you would normally spend on your morning coffee or your favourite snack
4. Pop-up shop: Open a pop-up shop on eBay, Facebook or in your own home. You could sell cards, hampers or even your own homemade crafts, then donate the profits.
5. Sell a service: Ask for donations in exchange for your time – you could make the teas, mow the lawn, babysit, or charge for lifts.

Challenges for kids:

1. Helping hands: Do pocket money chores in exchange for donations for OCD Action.
2. Goal! Hold football-themed challenges, such as keepy-uppy or consecutive goal scoring and get sponsored a £1 for every completed challenge.
3. Donate the money you would have spent on your after-school snack for a whole month.
4. Teddy bear picnic: Invite your friends (and their teddy bears) to a picnic. £1 for every invitation.

At school:

1. Silence is golden: Get the teachers to do a one-minute silence a day for a week.
2. Squeaky clean: Get the students to clean their teachers' cars at lunch time at £5 per car.
3. African colours day: Wear your own black, green, red and/or yellow clothes for a £1 donation or face a fine of £2.
4. Bag packing: Ask your local supermarket if you can hold a bag packing day for OCD Action.
5. Money buckets: Collect money in OCD Action buckets after your school assemblies, concerts or plays.

Office fun-raising:

1. National lottery bonus ball challenge: Get colleagues to pay per balls between 1–59; whatever is the bonus ball on that particular day, the winner gets 50% of the money in the pot with OCD Action getting the other 50%. Rollover weeks increase the winnings!
2. Walk, run or cycle to work: Donate your fare or fuel money for a week by taking the scenic route to work on foot.
3. Guess the baby: Ask everyone in your office to send you a baby photo of themselves. Charge colleagues to guess which baby is who. The person with the most correct guesses wins a prize.
4. Guess the time: sweepstake the exact time (hour, minute, second) of when an office baby is born, or how long it takes for a colleague to complete a time-challenge (marathon, cycle)

Challenges for friends:

1. Charity quiz night: Host a quiz night at home or in your local pub.
2. Board game challenge: Get 10 teams of four to pit their wits against each other in a series of well-loved board games with each team pledging £10 to sign up.
3. Challenge local clubs and groups to a 1,000 challenge – picking any activity and linking it to 1,000 (e.g. 1,000 x star jumps, 1,000m relay swim, 1,000 people holding hands).
4. Blast from the past: Hold an old-school style sports day with friends and their families. Don’t forget to include a bean-bag toss, sack-race, three-legged race and egg-and-spoon race.

***“****It was the most wonderful adventure and I am so pleased with my fundraising. I so hope my funds can help pay for further support on your helpline or in some other way.*

***From Cee, an OCD Action challenge event fundraiser***

**Publicise your event**

Publicity is a key element of successful fundraising. The more people who know you are doing something amazing for OCD Action, the more support you can potentially receive.

In your publicity, it can be helpful to explain the difference your fundraising is going to make a difference to people living with OCD. Make it your story personal and people are more likely to support you. Don’t forget to add photos!

Shout about it

You are doing an amazing thing – be proud! Don’t be shy in shouting about what you’re doing and why.

* Contact your local press to get the word out and your community involved
* Add a line about your challenge to your email signature (you can include a link to your online fundraising page)
* Text or call your contacts who may not be on social media
* Put a collection box in your office reception along with a poster
* Don’t forget to share stories and photos *after* the event. This can be just as powerful
* Keep in touch and share your fundraising journey with us so we can support you

**Go social**

Remember – the people most likely to donate are your friends and family, so social media is a great place to start telling them what you’re doing.

If your friends and family are on Facebook, Twitter, Instagram and LinkedIn it’s a great way to spread your fundraising message online. And, it’s free!

**Top tips:**

* **Share your fundraising page with friends and family and tell them why you’ve chosen to support OCD Action.**
* **More visits come to JustGiving pages from Facebook than any other social media, so remember to update your status regularly.**
* **If the link you want to share is too long, use services such as bit.ly to shorten it.**
* **Post photos or videos of your training or preparation online.**
* **Thank everyone who donates with a quick social media shout-out.**
* **Be social! The most engaging posts online are the ones that make your followers laugh or get them to think. Don’t be afraid to have fun with your fundraising.**

And tag us whenever you are posting something:

<https://twitter.com/ocdaction>

<https://www.facebook.com/OCDAction>

<https://www.instagram.com/ocdaction/>

<https://theocdstories.com/podcast/ocd-charities-ocd-action/>

**The legal bit**

Thank you for all you are doing to support OCD Action.

Your safety and wellbeing is our priority, so with this in mind, please follow these fundraising guidelines and ensure you adhere to all laws and health and safety regulations when organising and holding your event.

Liability

Please make it clear that you are fundraising in aid of OCD Action and that your activities are not representative of or organised by the charity. OCD Action cannot accept any responsibility for your event or anyone who participates in it. We advise that all fundraisers seek advice regarding public liability insurance if your event involves the general public. Most venues will have their own insurance, but you need to protect yourself and your audience. There are a range of companies available to provide this.

The Health and Safety Executive has further information on how to ensure your event is organised efficiently and safety at [https://www.hse.gov.uk](https://www.hse.gov.uk/)

All promotion of your event should clearly state whether all funds raised at the event will go to the OCD Action or whether any money will be used to cover any costs, e.g. "Ticket price of £20 will cover dinner and entertainment and fundraising on the night via raffle and auction will raise money for OCD Action."

Licenses

You may also require special licences from your local council to sell alcohol or if you are planning on having any sort of entertainment (music and dancing). Licenses are normally free for events with charitable purposes.

If selling food, contact the Environmental Health Department at your local council for advice. Every person involved with food preparation and serving must have a basic understanding of food hygiene.

Cash collections

The legal minimum age for the public collection of money is 18 years old in London and 16 years elsewhere.

All street collections or collections on public property will need to be registered with the local authority and the police, who will issue a collection licence.

Those on private property will require the permission of the property owner/manager. We will need to see a copy of this license/permission before issuing you with charity collection boxes or buckets.

Please do not conduct any door to door requests for donations or sponsorship in aid of OCD Action. These require a license from local authorities and we do not support this activity.

Raffles and lotteries

There are strict laws relating to raffles and lotteries and in some cases a licence from your local authority is required for a public lottery or raffle.

Private lotteries and raffles do not need to be licensed as long as tickets are sold to friends and family, members of a club or organisation, or to staff within a workplace.

Raffles held at social events do not need to be licensed as long as the raffle is not the sole reason for the event, tickets are only sold on the premises and the winners are all drawn and announced at the event.

Raffle or lottery tickets must not be sold by, or to, anyone under 16 years.

To make sure your raffle is legal and as successful as possible, please take a moment to read guidelines from the Gambling Commission at https://www.gamblingcommission.gov.uk

Child safety

Ensure that your event is properly and adequately supervised. Where children are involved, this should include providing proper adult supervision and carrying out appropriate background checks if adults are to have unsupervised access to children.

Useful resources

If you need any further information, please refer to the Fundraising Regulator Code of Practice <https://www.fundraisingregulator.org.uk/code>

If fundraising outside of the UK please check your local fundraising laws and best practice guidelines.

Contact us for any further advice by emailing fundraising@ocdaction.org.uk

**OCD Action branding guidelines**

At OCD Action we are recognised by our logo and so it is important that it is used correctly and consistently.

Always use the original OCD Action logo (which you can download from our website [link]). Do not change the colour or add any words to it.

Do not animate, rotate, stretch or crop it. Do not add effects such as shading or outlines to the logo.

OCD Action wording

Please use wording from our website when talking about OCD Action with your friends and family about the difference your fundraising will make.

**THANK YOU AND GOOD LUCK!**

For more information or support please contact the fundraising team at fundraising@ocdaction.org.uk

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