

TOGETHER WE CAN

fundraise safely

The pandemic has changed the way we do lots of things, including how we use cash. But we know it won't stop our fantastic supporters from raising lots of money! This year, we want you to be safe when you're fundraising for BBC Children in Need so we've included a few ideas on ways to collect money without collecting cash.



TOGETHER, WE CAN RAISE MONEY TO CHANGE YOUNG LIVES

There are lots of online options for cashless collections, easy to set up and a great way to keep your colleagues, family and friends safe.



FUNDRAISING PAGE

A fundraising page isn't only a great way to collect sponsorship, it's a simple way to collect cash too. Easy to set up, easy to share and your supporters can add Gift Aid too to boost their donations.



PAYPAL

Creating a PayPal pool and sharing the link with colleagues, family and friends couldn't be easier. Ideal for collections, or payment for fundraisers like those delicious bake sales.



QR CODE

Pay-in online using this little QR code. Simply scan the code on your smart phone to go straight through to our donation page where you can donate any amount. Share with friends and colleagues for donations big or small, or use it as a till point when selling cakes or crafts.



CASH

If you're still collecting cash (some people wouldn't pay any other way!) why not download a label to add to your collection pots?
bbc.co.uk/pudsey

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BBC
Children
in Need



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Before you get cracking with your fundraising, here are a few tried and tested tips for making your efforts a huge success!



10 TOP TIPS TO FUNDRAISING SUCCESS

- ☐ **DECIDE WHAT YOU'RE DOING**
Read the fundraising ideas leaflet in this pack or head online for tons more inspiration.
- ☐ **SHOUT ABOUT IT**
Share what you're doing on social; use the event poster; and display the story poster to show how together, we can make a difference.
- ☐ **DRESS YOUR EVENT**
Make sure it looks fun and inviting by downloading resources at bbc.co.uk/pudsey and using the fun stickers in this pack.
- ☐ **LOOK THE PART**
Kit yourself out in our fantastic feel-good merchandise. Our eco-friendly range is available online and T-Shirts are available instore at ASDA, too.
- ☐ **SET UP A CASHLESS COLLECTION**
Make fundraising safe and easy. See the reverse of this leaflet for more information, or head to bbc.co.uk/pudsey for everything you need.
- ☐ **ADD GIFT AID**
Boost your donations. When asking for support, encourage your friends and family to add Gift Aid to their online donations. It's an easy way to boost the donation by 25% - and it doesn't cost them a penny!
- ☐ **FEEL GOOD ON BBC CHILDREN IN NEED DAY**
Join the nation on Friday 19 November, following us for exciting events and support from famous faces. Set up cashless collection points and feel-good knowing you're raising loads of money.
- ☐ **PAY IN YOUR FUNDRAISING**
After the fun is over head online to pay in your fundraising - it's quickest and easiest - but you can make your payment at the bank or by post.
- ☐ **WATCH THE SHOW**
Tune in on Friday 19 November with millions of people across the UK for Appeal Night. Sit back and be entertained, and celebrate all we've achieved together.
- ☐ **FEEL PROUD**
Together you, your family, friends and colleagues have changed lives. Order a certificate online and feel amazing knowing that together, you have all made a difference.

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