



BRUSSELS FREEDOM DRIVE 2017 FUNDING GUIDE

How to raise money to come to the Freedom Drive – an update of previous ENIL Freedom Drive funding guides.

We would like to share with you a few different ways you can fundraise to support participation in the Brussels Freedom Drive 2017. The examples are based on the experiences of those who attended previous Freedom Drives.

Here are different activities with short descriptions, which we hope will help you and your organisation raise needed funding.

MAIN FUNDRAISING TIPS:

It is important to:

- Start early with the preparation of a fundraising plan and consult your organisation's own fundraising strategy and ethics code, if you have one.
- Start preparing a list of everyone you or your organisation has contact with (e.g. members and local or national groups).
- Keep your messages simple and short; too much information can alienate the potential sponsor.
- Organise different workshops during which users and other individuals can create some simple products (such as badges, stickers, cups etc.) that can be later sold at markets, in the street or online.
- Start planning fundraising activities that could be both indoor and outdoor events.
- When sending out letters and emails tell the potential donor why it is important that members of your organisation participate in the Freedom Drive. Then tell the potential donor how much funding you need and what the cost of one person attending the Freedom Drive is. You could ask for a specific amount or ask for a contribution that could cover the costs of one person attending the Freedom Drive.
- Give your potential sponsors a specific date by which to get back to you.



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- Organise a get together upon your return from Strasbourg and invite all your sponsors.

EXAMPLES OF DIFFERENT FUNDRAISING ACTIVITIES

- MEP Funding

Each Member of the European Parliament has a personal budget from the European Parliament. With this the MEP can decide to use a portion of the budget to assist people financially to attend the European Parliament. Participants of the Freedom Drive should contact their local MEP and outline who they are, tell them about their organisation and provide information on the Freedom Drive. You should do this as soon as possible!

In addition, in many EU countries there is a European Parliament Information Office representing the European Parliament in that member state. The European Parliament Information Office in many countries has limited funds to financially assist groups to attend the European Parliament. Organisations should contact the European Parliament Information Office in their country and make an application for this funding as soon as possible.

- Money boxes

If you decide to use money (fundraising) boxes, it is important to consider carefully where to put them. Identify possible locations in shopping centers, restaurants, bars, places where great numbers of people are gathering etc. The boxes must be clearly marked together with the explanation of the purpose for which the funds are being collected, and the name of who is collecting the funds. Try to produce interesting or unusual boxes to make them more visible. You should note that in most countries you will need permission before you can put fundraising boxes into shopping centres, at the airport etc.

- Selling Bakery Goods and Breads at a coffee morning or a tea party

Try to get a few members or users of your organisation to bake cakes for the bake sale. Fundraisers (volunteers or users) should then find a space to have the coffee morning/tea party and bake sale (e.g. your office or a local community centre). Prepare a leaflet with general information on why you are collecting the funds and for whom and pass this around in the morning.

- Benefit auction

First you need to collect enough items to be bid on at the auction. Get them through donations or buy them. At the auction it is important to use a professional person who is accustomed to the auctions and will be able to elicit as much money as possible from the participants. It is also important to start the auction with the subject that is quite interesting, since the success of the entire auction often depends on a successful start. The auction will be even more successful if you manage to arrange for a handful of really tempting items. Don't forget to advertise the event.

- **Flea market**

First try to make connections and attract famous persons, celebrities to contribute items that will be sold, then organise a flea market in your city. Keep in mind that before the market you probably have to cover the fee and get a license from the municipality, which you could invite to be the co-organisers and in this way lower the organisational costs. Tell as many people as possible when and where the flea market place will take place.

- **On-line fundraising**

If your organisation already has a website, you could add a section with the option 'Donate', if there isn't one there already. It is enough to include a description of what the funds are being collected for and your account information. You can also add the possibility to fill in an electronic form and later contact the donor by mail with a money order.

- **Organise a social games evening**

Find an appropriate place (private accessible flats could be also work!) and bring some refreshments and different social games. Charge the participants a fee for their attendance and prepare a few symbolic prizes for the winners. In addition to the games, you could also agree that some words can't be used during the evening. When the forbidden word is used, the one who said it has to put an agreed (small) amount into a special collection box.

- **Marching/ running**

The person or a group of persons that decide to do the march should first set the route and then find donors and sponsors to donate the funds to the organisation. Create some banners and posters, so that people will be able to see you when the march goes by. Try to attract other individuals to join the march and also the media to raise awareness.

- **Dancing evening**

After you have found a suitable place for dancing, together with a band or a stereo, you should inform the local media about the event. On the night itself you can charge entry for the event and find sponsors that will donate 1 Euro for each minute that the dance continues, for example.

- **Costume party**

First you have to set the theme of the party (70's style, Cowboys and Indians, Kings and Queens, etc). Find a suitable location and select music to match your theme. At the event you can also have other fundraising activities such as: charity auction, lottery prizes etc. Provide drinks and food that you can sell at the party.

- **Garage sale**

Ask friends and supporters if they have something they no longer need (e.g. jewellery, clothes, electronics, household items) that they could donate to you. Then set up a stand in front of your office or apartment and display these items. Let

as many people as possible know about your sale and try to promote it even more by including some interesting items.

- **Special restaurant or bar nights**

You can try to agree with one or more restaurants or bars in your community to have a certain day in the week when a part of the income will go to your organisation (for example, drinks and meals can be reduced by 5 – 10%). You can arrange with the restaurant to organise this event on those days when they do not get as many guests. Once you set the time and the place, your task is to get as many people to visit the restaurant or a bar (family, friends, users and potential donors). You can also advertise the evening in the restaurant through flyers, websites or social networks (Facebook, Twitter), local radio and television stations. It is also a good idea to spread the information among students.