

# How to run an **On your marks** fundraiser

**It's astonishing how well sport can work in the fight against poverty. Sport promotes peace, helps people challenge discrimination, and teaches the values of teamwork, fair play, friendship and self-discipline. Get involved and raise money to help change the lives of people living in poverty with our 'On your marks' fundraising guide!**

This guide tells you how to set up and run a CAFOD 'On your marks' fundraiser: how to plan it, how to raise money to help people in poverty, how to involve friends, family and your local media – and above all, how to make it fun.

Some people love sport, some people hate it. But a sports fundraiser for CAFOD is about more than trying to win a race. Most of us will never run 100 metres in 10 seconds – but by bringing hope to poor communities around the world, we can each be truly amazing.

## **Why sport matters**

It's astonishing how well sport can work in the fight against poverty. Sport promotes peace, helps people challenge discrimination, and teaches the values of teamwork, fair play, friendship and self-discipline. That's why we're supporting inspirational sports projects all over the world. In Tanzania and Cambodia, we help children who were orphaned because of AIDS make friends and build confidence through sport. In Liberia and El Salvador, we've encouraged former child soldiers to swap their guns for footballs. And in one of the poorest slums in Kenya, we're using sport to give children with nothing hope for a brighter future.

## **Your fundraiser: how to get started**

The key to a successful fundraiser is great planning. Here are some things to think about.

### **Strength in numbers**

Get your friends involved, the more people, the easier it will be! It's a good idea to set up a committee as soon as you can. Decide who's



Abdi, 17, grew up in one of the poorest slums in Kenya, surrounded by poverty, violence and crime. His life changed when he joined a CAFOD-funded sports club – and today he's in the Kenyan national karate team.

**“Without sport my life would be a disaster. Other young guys use drugs, and there's peer pressure to get involved. But doing sport has changed me. People around say this guy is a good person, disciplined, he doesn't roam the streets. People may laugh, but it feels good to help” Abdi, 17, Kenya**

going to take responsibility for what, and set yourselves deadlines for getting things done.

### **Date and time**

When would be a good time to hold your fundraiser? Use the day to promote peace, sport and development, and set a time and a date for everyone to get involved and learn more.

### **Logistics**

As well as working out where you'll hold your activities, and how you will raise money, it's important to think about what you'll need on the

day: what equipment can you get hold of? Do you need a PA system? Will there be a sheltered space for athletes and spectators? What will the prizes be, and who's going to hand them out? Will there be someone on hand who can do first aid? Do a risk assessment to scope out any potential hazards. And then there's always the sports themselves to think about...

### Make it a perfect day out

There are so many team sports that you could organise to raise money, such as football tournaments, netball competitions and hockey games, but you don't need to restrict yourself to team sports. You could also throw in beat the keeper competitions, space hopper relays, egg-and-spoon races, arm-wrestling, rounders or anything else you think people will enjoy. You could even invent some brand new sports. 'On your marks' doesn't just need to be for the naturally athletic: why not include some events that use art, song, dance, or brain-power? Make it a great day out for everyone.

### How to raise the money

Whatever events you choose, it's important to work out how you're going to raise money. You can make the events "pay to play" where each entrant pays a fee, and you could have a registration desk where people collect the **entry fees**. You can charge spectators a fee to attend too, and you can ask friends and spectators to **sponsor** you to take part. Alternatively, it could be part of a non-uniform day in your school if you get permission from staff.

#### Some simple sports to organise...

Athletics	Badminton
Basketball	Cycling
Football	Gymnastics
Hockey	Netball
Swimming	Table tennis
Tennis	Triathlon
Volleyball	

#### Or with a little more planning...

Set up activity stations around your field, school or hall, and have multiple events going on at the same time – this way everyone can be involved and spectators can wander around and cheer on different events! At the same time, your sponsored football/netball/hockey/cycling tournaments could be going on elsewhere.

### Team activities....

**Shoot outs** How many basketballs can your team score in 2 minutes? How many footballs or netballs in the net in under 1 minute? How many beanbags land in a hula hoop in 30 seconds?

**Relay tracks** Set up a running track and set your runners on a relay mission.

### Individual events....

- Long jump and high jump competitions
- 'Keepy uppy' events
- Hula hoop contests
- Limbo competitions

### Outdoor events....

Set up a circuit of a number of different activities, and time each activity, blowing the whistle to move people on...

Three-legged race....jump into the....Sack race....jump on a ...Space hopper for a relay.... pick up a ....beanbag for your head and run.... duck under the hurdles to the finish line....

### Indoor events....

Get brains in gear for a sports quiz. Set up your equipment for the gymnasts – roll out the mats and pull out the ropes.

Check out our game 'All to play for'. It's based on the experiences of young people in Korogocho, Kenya, and would be a great game to include as part of your fundraiser.

## More ideas

### The opening ceremony

Why not write a song or devise a dance to be performed at the start of your events?

### Together we can!

St John's Sports Society in Kenya is helping young people work towards a better future. Their motto is 'Together we can!' Hold a competition to see who can draw or paint the best picture on that theme, or write the best poem or song. Each person pays to enter. Check out our mural making session, 'The perfect finish' for inspiration: [cafod.org.uk/olympicactivities](http://cafod.org.uk/olympicactivities)

### World snacks

Set up a stall serving snacks from around the world, including developing countries, to be sold on the day to raise money for CAFOD. You could try our recipes for Brazilian party snacks to bring a South American flavour to the day, including quindim, biscoitos and brigadeiros: [cafod.org.uk/ggfundraising](http://cafod.org.uk/ggfundraising)

### Country teams

Each class or year group can represent a particular country or continent. Do research about popular sports, or the country's athletes – particularly those from the developing world. If you're dividing up events by age-group, make sure you have prizes for each category.



BRIDGET BURROWS

### Starter for ten

Why not hold a quiz as part of your day – about sport or general knowledge? We can provide the questions. See [cafod.org.uk/quiz](http://cafod.org.uk/quiz). Check out our A-Z of fundraising for other creative ways of raising extra money: [cafod.org.uk/ggfundraising](http://cafod.org.uk/ggfundraising)

### Film night

Follow up your fundraiser with a film night explaining where the money is going. Use our 'What's the story?' resource to help you: [cafod.org.uk/olympicactivities](http://cafod.org.uk/olympicactivities) – or people can pay to watch a favourite film.

### Business time

Ask local businesses to sponsor the day. They could provide equipment or prizes, or even donate money to help you reach your fundraising target. Remember to tell them why you're raising money for CAFOD, and that you're getting media coverage for the event.

### Sport you haven't tried before

If you can find someone with the expertise and the equipment to help out, you could invite people to take part in a sport they haven't tried before, such as fencing or archery. People pay a fee to try something new.

#### A sporting chance

Go to [cafod.org.uk/asportingchance](http://cafod.org.uk/asportingchance) to watch our film about sports around the world.



### Awards ceremony

Make certificates and take lots of pictures to celebrate the champions, and thank everyone who has taken part, and everyone who helped you to organise your fundraiser.

### We can help!

Tell your local CAFOD office what you're doing and they can help drum up support and publicity. We can also send you posters, balloons, stickers, collecting boxes and lots of other stuff. We're with you all the way!

### Top tips for publicising your event

Try to get as many people involved with your fundraiser as you can: participants, spectators, sponsors, supporters. Don't be afraid to ask everybody you can think of – the worst they can say is "no"! The personal approach often works best, so talk to people or email them individually. And don't just tell them what you're doing, tell them why.

### Get the message out

Why not give a talk about 'On your marks' in your school, church or workplace? Or write an article for your parish newspaper? It's also a great idea to put up posters as early as possible.

### Get connected

The internet is a great way to get publicity. You could write a blog about the run-up to your event, or promote it on facebook or twitter. One simple way to raise awareness is to add a signature to the bottom of your emails giving the details. We can feature you on the CAFOD blog too, so let us know if you write something.



THOMAS OMONDI

### Hit the headlines

Appear in the local media to drum up interest and sponsorship. Give local TV and radio stations a call and tell them what you're up to. Ask if you can send them a press release. Remember that local media like local stories. They'll want as much detail as possible about you and will be interested in anything interesting and quirky you can tell them. Try to include a photo. You can find a downloadable press release template at: [cafod.org.uk/ggfundraising](http://cafod.org.uk/ggfundraising)

**A picture tells a thousand words**

Make sure there's someone to take photos on the day. These are vital for getting press coverage and donations after your event, and they could be hugely inspiring to other people. Don't forget to email your photos to us too.

**Just giving**

One easy way of collecting money is to go to [justgiving.com/cafod](http://justgiving.com/cafod) and click on "Make My Page". Add a photo and message, then email the link around and watch the money flow in.

**Let us know!**

If you have a story to tell about what you are doing to raise money for CAFOD, or why, please do email us at: [communityfundraising@cafod.org.uk](mailto:communityfundraising@cafod.org.uk)



CAFOD

PLEASE CUT HERE

# On your marks fundraiser

**Return Form**

Please complete and return this form with any donation, together with any sponsorship forms

**School/group details**

Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

**Your details** (in case we need to contact you)

Name of sender \_\_\_\_\_

Daytime telephone number \_\_\_\_\_

**Our donation**

We enclose a cheque for our donation amount of

£

(Please make cheques payable to CAFOD)

Please help us learn more about your school's/group's fundraising

**Who initiated the fundraising?**

Please tick as appropriate

- Students eg. school council, student action group etc
- Other – Please state \_\_\_\_\_

**Did you use any of the materials in the pack or online in:**

Please tick as appropriate

- Class – If yes, which year groups? \_\_\_\_\_
- Assembly – If yes, with roughly with how many students? \_\_\_\_\_
- Other – please state \_\_\_\_\_

A minute of your time helps us improve our support to you! Thank you

Please return this form using the enclosed envelope to:

CAFOD, Romero House  
55 Westminster Bridge Road  
London SE1 7JB

T: 020 7095 5682

R 34802