

**ROYAL
VOLUNTARY
SERVICE**



**YOUR ROYAL
VOLUNTARY SERVICE
FUNDRAISING GUIDE**

HOW YOUR MONEY MAKES AN IMPACT

Royal Voluntary Service helps people across Britain live independent, healthy, and happy lives by offering practical, social, and emotional support.



WHAT WE DO

- **Practical Help:** We help people with their everyday tasks like shopping and transport to social activities.
- **Companionship:** Regular visits and calls reduce loneliness and keep people connected.
- **Community Activities:** From Tai Chi to IT classes, we help people stay active and engaged.

SPECIAL SERVICES

- **Community Companions:** Provide company and help with small tasks – anything from walking a dog to wiring a plug. This support also eases pressure on the NHS by preventing hospital admissions.
- **One-to-One Support:** Tailored help for personal goals, such as regaining confidence or mobility after a fall.
- **Home Library Service:** Volunteers deliver books, audio, and entertainment to those unable to visit libraries, offering a chance to chat and connect during each visit.
- **Calls with Care:** Weekly phone calls to reduce isolation, boost confidence, and improve wellbeing.

£10 Could contribute to the costs of a regular social activity such as a lunch club, where people can come together and enjoy a hot meal and a fun activity.

£25 Could help us to take someone home from hospital with a volunteer to check that their home is safe and warm for their arrival.

£100 Could help us create two memory boxes, to help spark conversations and memories with people living with dementia.

£250 Could help towards setting up a new activity in your community, keeping people active, sociable, and connected to their friends and neighbours.





£500 Could help us to support someone who is recovering from illness or injury. Our volunteers help people to regain their confidence, get back to visiting friends and social groups, and encourage good nutrition, hydration, and exercise.

£1,000 Could help with the set-up of a Happy Healthy Lives Group where people living with dementia can enjoy regular company and activities that support physical and cognitive health.

£1,600 Could help us kickstart 15 new exercise classes across Britain – helping people stay healthier and fitter as they age.

Your fundraising makes all this possible – helping people across Britain stay safe, well, and connected.

Thank you for sharing this journey with us.

GETTING STARTED: OUR TOP TIPS

If you haven't already, setting up a **JustGiving** page is an excellent way to kickstart your fundraising journey and easily receive donations from your supporters. Once you've set up your page, look at these top tips to ensure you're getting the most out of it:

- 1 Set Your Fundraising Target**
Pages with a clear goal raise 17% more! Set your target today and give supporters something to aim for. The sooner you set it, the sooner you start smashing it!
- 2 The Sky's the Limit**
Hit your target? Amazing! Don't stop there – raise the bar and set a new goal. Keep climbing and show your supporters you're unstoppable!
- 3 Share Your Why**
Fundraisers with a personal story raise 65% more. Tell people why Royal Voluntary Service matters to you – your passion inspires theirs.
- 4 Off to a Flying Start**
Kick things off with your own donation. Pages that start strong can see up to a 42% boost in donations! The bigger your first gift, the more likely others will follow suit.
- 5 A Thank You Goes a Long Way**
Gratitude pays off – 20% of donations often come after your event ends. Thank every donor and keep the door open for future support.
- 6 Engage with Your Donors**
Updates keep your page alive! Share progress, post photos and videos – they can give your page a 13% boost. Let supporters feel part of your journey.

MAKE SURE YOUR FUNDRAISER IS FANTASTIC BY:

• **Creating a Visual Tracker**

Design a fundraising thermometer or progress bar and update it regularly. People love seeing progress – **it makes them feel part of the journey.**



• **Asking for Help with Sharing your Page**

Instead of just asking for donations, ask friends and family to *share* your page with a personal message. **This expands your reach beyond your own network.**

• **Creating a “Why I’m Fundraising Video”**

Even a short, heartfelt video filmed on your phone can make a big impact. Share your motivation, the cause, and what hitting your target means. **Post it on your JustGiving page and social media.**

• **Matched Donations**

Reach out to a generous donor or local business and ask if they’ll match donations for a day. **Promote it as “Double Your Impact Day”.**

• **Celebrating Your Milestones Publicly**

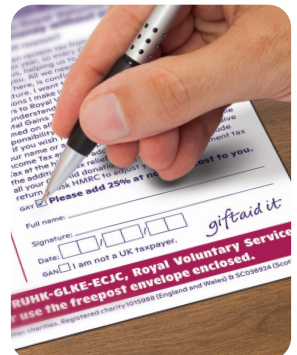
When you hit 25%, 50%, 75% of your target – celebrate it! **Post a thank-you message, tag donors, and use it as a springboard to ask for help reaching the next milestone.**

• **Sharing Impact Stories**

If possible, share real stories or stats about how donations help. People give more when they understand the tangible difference their money makes. **You can email us to ask for some statistics or take a look at the Royal Voluntary Service website.**

• **GIFT AID**

Remind people to Gift Aid their donation. We can claim an extra 25p for every pound donated. **Ask your sponsors who are UK taxpayers to tick the Gift Aid box on your sponsorship form.**





SOME INSPIRATION!

Ideas for wonderful fundraisers like you:

Abseil – Ready to hop down a building or rockface for charity? Abseiling is the fundraiser for you!

Bake Sale – Do you and your friends love to bake tasty treats? Bake your favourites and host a bake sale for charity.

Board Games – Feeling like a winner? Host a games night in support of Royal Voluntary Service.

Car Boot – Sell your items second hand and donate your proceeds to Royal Voluntary Service.

Come Dine – Are you an amazing chef? Host a Come Dine With Me style fundraiser.

Dance – Tap, jazz, jive, tango, disco – love to dance? Host a dance evening in support of Royal Voluntary Service.

Darts – 180! Get the bullseye and host a darts tournament in support of Royal Voluntary Service.



Football Fundraiser – Goal scoring, keepie uppies, a charity football match – there are endless ways to stay on the ball with a football-themed fundraiser.

Games Night – Charades, wink murder, the floor is lava, host a glorious games night in aid of Royal Voluntary Service.

Raffle – Gather a selection of prizes and collect donations in return for entry into the raffle! Choose an entry fee and give tickets to those who wish to enter.

Quiz – Get together with friends, colleagues, or family and host your own quiz!

HOW TO PAY IN YOUR DONATIONS

There are a multitude of ways you can pay in your donations to Royal Voluntary Service:



Online

You can pay your fundraising donation online by heading to:

royalvoluntaryservice.org.uk/donate

JustGiving

Your **JustGiving page** will automatically send your donations to Royal Voluntary Service with Gift Aid added and your sponsors will receive a lovely thank you message too!

At Your Local Barclays Bank or Post Office

You can pay in your money at any Barclays Bank using:

Account Number: 30569038

Sort Code: 20-01-25

GIFT AID

If you are a UK taxpayer, make your donation go further with **Gift Aid**. It means that we can receive an extra 25p for every £1 donated. All you need to do is tick the box on the online donation form or request a Gift Aid form from us to give a little extra at no cost to you.

Sending Money by Cheque

You can send in your donations to us via post to:

**Fundraising Department
Royal Voluntary Service
Hanley Centre
29 Charles Street
Stoke-on-Trent
ST1 3JP**

Please make any cheques payable to **Royal Voluntary Service**.

By Phone

You can pay your donations using your credit card or debit card by calling us on **0800 731 9197**. Our lines are open Monday–Friday 9:00 am–5:00 pm.



LEGAL INFO FOR YOU

To ensure your fundraiser is a complete success, it's important that everything is safe and legal:

If You Are Planning a Raffle or Lottery

Before hosting your lottery or raffle fundraiser, please make sure you read and follow the regulations set out here:

England, Scotland, and Wales: [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

Northern Ireland: [communities-ni.gov.uk](https://www.communities-ni.gov.uk)

If You Are Planning a Bucket Collection

To host a bucket collection in a public space, you will need to have a bucket collection license. You can learn how to obtain one of these for your local area by visiting www.gov.uk/find-licences/street-collection-licence if you are collecting funds in England, Scotland, or Wales.

If you would like to host a collection on private land (for example, in a supermarket or cafe) you will need to ask the landowner for permission to host a collection for the Royal Voluntary Service.

If you're based in Northern Ireland, you will need to visit [psni.police.uk](https://www.psnipolice.uk) for more information on how to obtain a bucket collection license.

If Your Fundraiser Involves Food and Drink

If your fundraiser involves some refreshing beverages or tasty treats, [food.gov.uk](https://www.food.gov.uk) will give you all the information you'll need before you host your fundraiser.

If you have any questions about your future fundraiser, we are here to help you. Please feel free to drop us an email at fundraising@royalvoluntaryservice.org.uk or give us a call on **0800 731 9197**.



ROYAL VOLUNTARY SERVICE

Data Protection

Please ensure that any fundraising you undertake abides by data protection laws. Names, contact information, and any pictures you take must be stored safely. If you'd like to learn more about how you can stay compliant, drop us an email at fundraising@royalvoluntaryservice.org.uk.

To explore our own data protection policy, please head to [Royal Voluntary Service | Data Protection Policy](#)

Insurance

If you are organising a fundraising event, it is important that everything is safe and legal: For larger events, you will need to take out a Public Liability Insurance policy. Please drop us an email at fundraising@royalvoluntaryservice.org.uk if you have any questions or would like to learn more about insurance.

THANK YOU SO MUCH!

We really appreciate
your support, together
we can foster a happier,
healthier Britain for All.



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