

The **missio** guide to



fundraising

Every penny, pound and prayer makes a difference

Missio is founded on the belief that coming together, as a family, parish or community, and contributing whatever we can adds up to huge changes. That's why fundraising is right up our street!

Fundraising doesn't have to be complicated, hard, or sophisticated. It can be as easy as going for a walk. We've produced this guide to help you get started, and we're here to help every step of the way.

Whether you're planning a solo event or a community project, our resources will help you make your fundraising a brilliant success!

**Thank you -
you're helping us
ignite God's love
around the world!**



The lives you change

By fundraising for Missio, you're helping missionaries share the love of Jesus throughout the world, through practical care, emotional support, and spiritual guidance. Whatever missionaries need to help the communities they serve know they are loved, we provide with your help. Here's how you helped in 2022...

'It is a great joy for us to express once again our most sincere gratitude for the help received from Missio in England and Wales. When we witness how the women in this project have been able to get out of poverty... we can only thank God for allowing us to be instruments of His goodness'

- Maria, Ethiopia

£5.1m

to enrich
today's global
Catholic
community



£106,540

to give hope to
the world's
poorest children



'Thank you for the support of the fridge. Thank you for the nice food. Thank you for the maintenance of the hostel. Thank you for the best toilets. Thank you Missio UK!'

- Staff and children from
Mua School for the Deaf, Malawi

"For all you do, for who you are to me, I will be forever grateful. You are truly in my life as I carry on in my journey of discernment. Your thoughtfulness will always be remembered. May God keep you safe always."

- Brother Joseph, Kenya

£417,781

to train
tomorrow's
generation
of Priests
and Sisters



Let's get started!

Plan your event in 5 easy steps

Step 1: Your big idea

Whether it's sport, baking, art, or gardening, it's always a great idea to start from what inspires you. Fundraising can be straightforward and everyday, or completely bonkers and silly. As long as it speaks to you, you can make it a success.

Need inspiration? Turn to page 5 for all sorts of ideas from the every day to the wacky and wonderful.

Step 2: Gather your team

Some fundraising is solo, like a sponsored walk or swim. But fundraising generally works better, and raises more money, with more people involved. Think: who else might be interested? Maybe you're already part of a rambling club or a knitting circle that you can team up with. Working together helps share the load and can help keep your fundraising on track.

Step 3: Sort out the 'when and where'

Sorting out your time and place early on is really important, especially if you need to book a hall or other venue for your event. Make sure any event you hold is done safely and legally, and you're aware of any building rules and restrictions. If your event is outdoors, such as walk or run, make sure you pick a place and date which doesn't clash with other events.

Step 4: Make your plan

Breaking down your plan and making sure everyone knows what they're doing and when is vital to a successful fundraising event. It doesn't have to be complicated, but it does have to be shared with everyone! Consider: what you need to book, how and where you need to publicise, who's in charge of what... If you can, draw up a planner and add dates, times, and tasks. Pin it up where your team can see.

Step 5: Let everyone know

It's time to start making some noise about your event! You can use the downloadable posters at missio.org.uk/fundraise to start you off. How else could you let people know? Could you put a note in your parish newsletter or an article on the website? Don't forget social media - share about your event often and tag in anyone you think might be interested! If your event is sponsored, it's a great idea to set up a JustGiving page. **We'll explain how on pages 6 and 7.**

What's the big idea?

Here are some of our favourite ways to get involved throughout the year:

£55 ...enough to help provide healthcare for a remote community

Weeding Week: Gather all budding Monty Dons and raise money by weeding gardens! Ask for a suggested donation, or sponsorship per bag of weeds. Green-fingered fundraisers could also offer to plant and prune too.

Craft sale: Making and sell ornaments, biscuits, knitted and crocheted items, soaps... just about anything your crafty parishioners know how to do. Set up a table after Mass for a quick, low-fuss fundraising session.

Sweepstake: Is there a big sporting event happening? What about the Bake Off, Strictly, Eurovision? Whatever's going on right now, hold a sweepstake - ask for £1 entry, and the winner takes half the total raised.

£120 ...enough to provide food and shelter for orphaned children

Table top or car boot sale: Set up your parish hall with table pitches and let parishioners book a table. Parishioners can bring all their unwanted items to sell. You could either ask for all the profits, or charge for a pitch and donations from what they make.

Parish evening: A film night, disco or board game and supper club are great ways to bring your parish family together and put the 'fun' into fundraising! Charge for tickets, and for extra fundraising, hold a raffle or tombola on the night.

Silly Sponsored events: Would you sit in a bath of baked beans or risk a custard pie to raise money for Missio? Or better yet, nominate a 'good sport' parent, Priest or teacher to get a leg wax, get dunked in a paddling pool or some similar torture for sponsorship money!

£200+ ...enough to help support students as they train for the priesthood

Promise auction: Auction off your community's promises: a car wash; an hour's cleaning or gardening, dog walking... Or is there someone in your parish with a gift or talent who could offer a painting, a hand-bound book, a professional photo session or a piece of needlework?

Big Parish Celebration: Bring everyone together with a family barbecue, entertainment evening or big dinner for your parish. Serve up food and treats, hold stalls with tombolas and raffle prizes, even set up some games like hook-a-duck or skittles and quoits. Any skillful jugglers, table magicians or dancers in your parish? Organise some sideshows or entertainment! The great thing about these events is that they can be as simple or involved as you like. Sell tickets to attend.

For more ideas to keep fundraising all year round, visit
missio.org.uk/fundraise

Online Fundraising

Being online means your fundraising can continue, all hours of the day and night, and with people from all over the world!

Using a website like JustGiving.com is free, secure, and instant. You can follow the simple step-by-step instructions to set up your page.

Your fundraising money will come directly to us, which means you don't need to chase or collect. And, you can keep your sponsors and donors up-to-date with your progress with a few minutes on your phone!

'I felt that only a few parishioners might be able to commit to £40 per month, but knew that if the need was clear, many might be able to afford £1 per week for an uplifting cause.'

- Leon, Birmingham

Optimise your online page

Get the most of your online page by making it personal. Remember to:

- Include your own story - what are you doing and why are you doing it? Is there a special connection? Is it in memory of someone? Are you learning a new skill, trying a new sport or exploring a new idea? The more colour and interest you add, the more people will engage with you.
- Be clear as to why you're fundraising for Missio - what do we mean to you?
- Set a target - it's good for keeping you motivated, and for encouraging people to give, if you clearly display how much of your target you've raised and how much you still need.
- Use photos and update regularly - keep your supporters informed about your progress. What have you noticed? What are you proud of? Have there been setbacks? How are you overcoming them?
- Add in offline donations - those cheques and cash all count! Add them to your online total so it keeps going up.
- Make sure people can find you - share your page link with all your Facebook friends, email contacts and WhatsApp connections. Remember: if you don't ask, you don't get.
- Say 'thank you' - every time and personally. Follow the instructions to set up an automatic, personal 'thank you' message, which will be sent out to everyone who donates.
- Share! Put links to your Facebook, Instagram, X (formerly Twitter) accounts on your JustGiving page. Take everyone on your journey with you.

Getting the word out

Fundraising only works if everyone knows what you're doing. So don't be afraid to approach your local paper, your parish webmaster, your Diocesan press office, or your local radio station! Here are some great pointers on how to get your story picked:

- Think about your angle. Why are you, personally, doing this specific event? Is there a connection or an angle which will make your story more attractive to a particular station, publication or programme?
- Get a press release out there well in advance - about a fortnight is usual. Make sure you include the WHO, WHAT, WHEN, WHERE, WHY in your opening paragraph. Include your contact details and photos (if you have ones you have permission to share).
- Choose your publications: there are Catholic radio stations, newspapers, online newspapers, as well as local and regional news rooms who may be interested in your event.
- Don't forget to let Missio know what you're planning! We'll gladly share your story on our social media and website!



Creating a social buzz

Get ready to socialise!

Using social media for fundraising is such a positive way to harness its potential! Make sure you shout about what you're doing - before, during, and after your fundraising event. Here are some tips to get the most from social media:

1. Speak from the heart. Let people know what Missio means to you and why you're fundraising for us. Making it personal is always a good idea to boost interest and engagement.

2. Share your target. Be really clear about your fundraising targets. It helps people see how far you've got to go to reach your goal, and keeps you motivated!

3. Keep in touch. Don't just ask once and then forget about it - update your social media contacts regularly with photos, check-ins and progress reports. Don't be afraid to keep asking and appealing throughout your fundraising time. Remember, people won't see all your posts so the more you post, the more people you'll catch!

4. Make it visual. Tell your story in pictures - they're worth a thousand words! That red but triumphant face you're wearing after your morning run; that time your dog followed you out... those practices that ended in a heap of giggles? Whip your phone out and capture the moments!

5. Don't miss opportunities. For example, can you add a link to your JustGiving page to your social bios? Your email signature?

Legal things

We want to make sure you have a brilliant time fundraising, and part of that means doing things safely and legally. Missio can't accept liability for your event, but we can give you some pointers on running a safe and successful fundraiser.

Things with age restrictions/age awareness:

- You can't sell raffle and lottery tickets to children and young people under 16 years of age.
- You can't sell alcohol to people under 18 years of age.

Things that need permits / forms or other requirements:

- If you want to sell raffle or lottery tickets, you can do so legally within your place of work, school or parish. However, if you want to open up your raffle to the general public, you may need a permit from your local council.
- You'll need a licence from the local authority to sell alcohol.
- If you're preparing food, those preparing it should have a basic understanding of food hygiene.
- If you're putting on a show, a film night or entertainment, check your venue has an entertainment license. If not, you should be able to get one for free from your council.

Safety and Safeguarding

- If you're taking photos and there are young and/or vulnerable people at your event, please seek permission to photograph them. Make sure they - and their safeguarding adults - know where your photos will appear, e.g. on social media or your fundraising page.
- It's wise to make a risk assessment checklist for your event and venue. Include possible risks and how to minimise them; things like emergency procedures, first aid details, where everything is kept and potential hazards or off-limit spaces.
- If your event involves children, they should either be accompanied by a safeguarding adult, or the event leaders should have DRB checks.
- If you're holding a sporting or endurance event, please plan carefully and ensure the right support team in place. Give participants information about what they need to bring, what will be provided, and how they can safely train.

Plan well and have a fantastic time!

Collecting money

Thank you so much for your amazing work! We're so grateful for your efforts and every penny, pound and prayer will help missionaries, train future Priests and Sisters, and support children in communities around the world! Now's the time to collect up the funds you've raised. Here are all the ways you can get your money to us.

If you're sending your money in, please remember to send us details of your event, your location and the people involved, to info@missio.org.uk so we can thank you properly!



Gather cash donations and send a cheque payable to Missio-Mill Hill and post it to **Red Box, 23 Eccleston Square, London SW1V 1NU**



If you've raised money via JustGiving, Facebook or other online platforms, you don't need to do anything! They will send us the money directly.



Tot up your total and donate on our website - scan the QR code above or go to **missio.org.uk/donate**



Bank transfer
Account Name: **Missio**
Sort Code:
16-00-16
Account Number:
10824230



Give via phone:
Call us on
020 7821 9755
during office hours to
donate with your
credit or debit card

Thank you so much for supporting  **missio**

Together we are:

- **enriching today's global Catholic community.**
- **training tomorrow's generation of Priests and Sisters.**
- **giving hope to the world's poorest children.**

Together we are Missio.