

FUNDRAISING GUIDE 2017



Congratulations!

You are about to join the National Youth Theatre of Great Britain, the world's first youth theatre in our 61st year. We audition nearly 5,000 young people every year, being offered a place is a significant achievement – So shout about it!

We appreciate course fees and accommodation costs for many can be a deciding factor whether or not to take part, however every year young people do fundraise the full amount in order to attend a course. In this guide you will find advice on budgeting and how you can be a successful fundraiser.

SET A GOAL!

Get to grips with your budget and set a goal of how much money you would like to fundraise by using the table below. This gives you an idea of what costs to consider whilst attending the course and/or living away from home.

Expense	Notes	Amount Raised	Target
Course fees			
Accommodation			
Living costs	Grocery shop budget		
Travel cost	Return trip to London, any travel in London		
Recreational	Theatre tickets, trips out		

There are so many fun ways to fundraise, from fancy dress to sponsored runs and walks, to baking or bike riding, fundraising is a great way to challenge yourself. Why not find an activity that inspires you in our A-Z guide to fundraising. Once you have found your activity, you should then start thinking about the different ways in which you can tell people about what you are doing, and why they should help you.

Ask yourself - Which method of contact will be best suited for the person I am trying to reach?

- Write letters – In a digital age, letters can often create a higher impact and response than any other channel of communication
- Pick up the phone – sometimes it's a good idea to make a call, check if someone received you email, or letter, ask if they would like to know anything else?



- Face to Face – having a conversation in person about what you are doing and what you want to achieve maybe the best way to get people to donate to your cause
- Email – emails can be a quick and effective way of contact, and can be shared easily
- Start a crowd funding page - see more on Crowd Funding below

CROUD FUNDING – What is crowd funding and how can it help me?

Many fundraisers use online crowd funding websites by creating a page to share via social media. This means people can donate online safely and securely. Like signing up to any online site, make sure you read the small print, many crowd funding sites charge a fee.



Popular crowd funding sites include:

- **Just Giving** - <https://crowdfunding.justgiving.com/>
- **Go Fund Me** - <https://www.gofundme.com/tour/>
- **Kick Starter** - https://www.kickstarter.com/help/handbook/getting_started

Remember – Update your crowdfunding page regularly with your progress. You could include your YouTube video links made by you or include an NYT clip like this one: <https://www.youtube.com/watch?v=vlqynIW0m6E>

WHO TO ASK – Your fundraising network is bigger than you think!

Your school or college

If you're at school, college or University it's important that you tell your head teacher or principal about your success and ask if the school has any money to sponsor or support you. Perhaps you could offer to go back after the summer and give a short presentation in your assembly in return. Your school or college may know about charitable organisations that support young people from your area.

KEEP IT LOCAL –

You'll be amazed what fundraising opportunities could be right on your doorstep

- **Your Library** – Your local library is a great place to start. *The Directory for Social Change* publishes Grants for Individuals. This is also available online though you have to pay to access it. www.dsc.org.uk/ / www.grantsforindividuals.org.uk
- **Your Parents or Guardians place of work** - Often your parents or guardians work places could help you broaden your fundraising network. A personal link may help you get through the front door and companies sometimes like to help relatives of their staff
- **Local Businesses** - Local businesses may help you fundraise or sponsor you, especially if you share your fundraising efforts with another local charity
- **Community or religious groups** – If you have a relationship with a community group or a religious body, make them aware of what you are trying to achieve and ask for support
- **Your Local Council** - Your local council is a great source of advice on fundraising locally. Check their website or go to your nearest office. Try writing to the Arts, Culture, Leisure or Education departments and ask for advice and any funds or bursaries they can offer
- **Your Local Newspaper or Radio Station** - Gaining a place at the National Youth Theatre is a real achievement and can be recognised by the local media channels. Get in touch about your campaign, tell your story, and make the news!





WHAT TO SAY – Tell Your Story

Your journey into the National Youth Theatre is a unique one. You have already proved you have the talent and passion to be involved, now you need to tell people why they should support you.

Make sure you paint a picture of what it means to be on the Summer Course – include photos in any printed or e-mailed materials that show people what other young people do on the Course. Explain what it would mean to you to go – what you hope to learn or what doors you hope it will open.

Consider telling people who else started off at the National Youth Theatre and the impact it had on their lives – after all, in a few years it could be you! You'll find lots of interesting information on the 'Our Story' section of our website.

KEEP GOING!

You may need to ask at least 10 people for money before you get 1 positive reply. To be a successful fundraiser the more people you ask the better, so keep going. While sometimes not getting a response may feel disheartening, keep positive and keep telling your story.

A THANK YOU GOES A LONG WAY...

Everyone who helps you this year may help you again if you make the experience a happy one for them and they know how much you value their support. A thank you can be as simple as a Facebook post, or as formal as a letter, a text or a call, but it's important to tell everyone how much you appreciate their support. And don't forget, once you're back from the experience at the end of the summer, send an update on how things went, what you learned, and what you're hoping to do next – people love to hear how their donation made a real difference to you.

