

The logo for the National Literacy Trust, featuring the text "National Literacy Trust" in a bold, black, sans-serif font. The text is positioned inside a light orange, rounded, teardrop-shaped graphic that tapers to the right.

**National  
Literacy  
Trust**

Change your story

# **A-Z fundraising ideas**

# A

## Auction/auction of promises

If you have a well-stocked record collection you are willing to let go of for a good cause, or you have the contacts to get your hands on sought-after sports memorabilia, an auction could be the fundraising activity for you. Or why not make your auction a more casual affair by auctioning your skills? Could an evening of waiting on your friends, providing beauty or therapy treatments help you raise funds?

## Afternoon tea

Whether you do it at work, home or a local venue, we are a nation of tea drinkers and so we are sure your event will prove popular. Inspirational recipes and ideas are just a google away! Get the cake stand and donation box at the ready and the invitations out.

# B

## Big Book Sale

Share your love of reading by holding a Big Book Sale! The Big Book Sale is a chance to enjoy books with your friends and help give disadvantaged children across the UK the literacy skills they need to succeed. Gather new and preloved books and hold a sale at your home, school, office, or in your local community.

## Bake sale

Bake your way to fundraising success. Whether you run the event at work, school or your home, be sure to find out about any specialist dietary requirements (and favourites) to maximise sales!

## Bingo

If the phrase “two little ducks” brings a smile to your face then bingo could be the activity for you! Our advice: keep it fun and adapt the game for your audience. If they are celebrity obsessed why not use photographs of famous people instead of numbers? Or perhaps your friends are foodies... food bingo in an exchange for a donation anyone?

## Bike it!

Do you love being in the saddle or are you looking for a new way to get fit? Cycling is one of the most effective forms of exercise out there and there are loads of ways you can get on your bike, from joining an organised ride such as the London to Brighton, the Coast-to-Coast Challenge, London to Paris or even further! If long distance or road biking is not your thing, why not get a group of friends together for a gym relay, with each person cycling to reach your target distance!

# C

## Coffee mornings

Most people rely on a coffee to get them through the day so hosting a coffee morning in exchange for donations is a great way to fundraise on your lunch break. If you're looking to host outside the workplace, why not make it a longer session, perhaps tied-in with your local book club? If you know a friend is running a bake sale, why not partner up? They can focus on the cakes while you make sure you've got the right beans and brew.

## Charity ball

Raise sponsorship the sophisticated way. Organise a themed ball with DJ or live music at a hotel, local community centre or nightclub. Charge for tickets and boost your earnings with games and raffles.

# D

## Dinner party

An event which can be hosted all year round, on its own or in support of other events, a dinner party can be adapted to appeal to most people. Our top tip: pick a theme. You could focus on the origins of the food you serve, or go theme first, food second and serve dishes from your favourite film. Keep in mind the timing of your event; if you're hosting in January why not throw a healthy food dinner party to appeal to all those trying to kick bad habits in the new year?

## Disco

You don't need access to a ballroom and moves for "Strictly" to host a dance – you just need space and music to move to. Will you host your dance at home or will you hire a local venue?

# E

## Eating competition

How many doughnuts can you eat without licking your lips? How about crackers without water? When it comes to food there are lots of challenges to be set, particularly for fans of *I'm a Celebrity... Get Me Out of Here!*. You can raise money with entry fees or tie in an eating competition with a larger event. Top tip: breaking records could help you gain press coverage and increase your fundraising – contact us at [fundraise@literacytrust.org.uk](mailto:fundraise@literacytrust.org.uk) if you're approached by a journalist.

## Easter party

With school holidays and a long bank holiday weekend, Easter is a great time to fundraise. You'll have more time to plan the activity and people are more likely to have the time to support you. There are lots of low-cost ways to raise money at an Easter party... from the more obvious Easter egg hunt to an Easter bunny hop race (ears at the ready).

# F

## Face-painting competition

No time or resource to organise your own fete or street party? Then why not get involved in one which is already taking place and offer your services as a face painter? Most events will be happy to have you! No fêtes near you, no fear. Face-painting isn't just for the kids so why not ask your local nightspot if they are hosting any themed nights for which face-painting would be appropriate?

## Football match

Even if you don't score, this is one match that guarantees you'll make a difference in 90 minutes. If you've got smaller numbers why not opt for a game of five-a-side? Raise funds by charging a player fee and let spectators donate to take part in a penalty shoot-out at the end of the match.

## Fancy dress days

Fancy dress isn't just for Halloween, it's a great way to raise money. If you're the boss, why not have everyone come in to work in fancy dress and pay a small donation for the day? Or, if you're a dab hand on a sewing machine, why not make up your own costumes to raise money? You can take it a step further by letting your friends or colleagues cast votes on the outfit you have to wear for the day: they pay a fee to vote which goes towards your fundraising (and of course, possibly embarrassing you).

# G

## Games night

You don't have to be a Monopoly board master or play Scrabble like Carol Vorderman to host a games night. You just need games, a place and people. It can be as simple as charades or, if you have a screen and console to hand, why not go down the gaming route and charge friends to play? Tight on time? Put on a lunchtime session at your office: for the price of a coffee your colleagues pay to play.

## Girls night in

It's simple: just invite your friends round and ask them to donate the amount they would usually spend on a night out towards our work.

## Give it up!

We all have bad habits (some worse than others) but if you have a habit you want to kick why not do it while fundraising for literacy? If your habit is costly, you could donate the money you save or, if your habit causes more frustration to others than yourself, why not have people sponsor you? Over the years our supporters have raised money by giving up crisps, television, alcohol, chocolate, meat and smoking.

# H

## Hiking

Do you love the outdoors or are you looking for another way to get super fit? Then why not sign up for an Ultra Challenge event? They run various events throughout the UK all year, giving you the opportunity to choose your distance and whether you'd like to run or walk. [Visit our webpage](#) to check out upcoming Ultra Challenge events near you.

## Halloween party

For us, the only thing better suited to fancy dress than fundraising is Halloween, so get your invites out and charge guests an entry fee to spend the night apple bobbing to *Thriller*.

# I

## *It's a Knockout*

The ultimate school sports day for adults! Fun is a big incentive for people to get involved here, but we'd also recommend asking businesses to donate a prize to help a good cause (and if your event gains press interest they will also get exposure). You'll may need materials, so if you or somebody you know works in a school or local sports centre, ask for their support.

# J

## **Jewellery collection, jewellery making/selling**

If you have high-value pieces you're looking to donate, an auction could be the best route for you. If your skillset lies in making jewellery, why not put on a 'make your own' craft session.

## **Jazz**

Use jazz music as the centre of your fundraising. You could put on an evening of entertainment and charge for entry, or if you're a jazz musician yourself you could share your talent and provide music lessons for donations.

## **James Bond**

The Bond films are iconic and so finding fans shouldn't be hard, but a James Bond night can offer a lot more than movie watching. Get ready to make a lot of Martinis!

# K

## **Karaoke night**

Time to stretch the vocal cords and get ready for a night of karaoke. Love it or hate it, our fundraisers have proven it's a great way to raise money. If you're on the lookout for a karaoke machine, reach out to friends on social media to save money on renting one.

## Knitting

British weather means that knitwear is often in demand so use your needle skills to raise money. Decide how you want to sell your unique items: you could use online auction sites, set up a stall or speak to a local cafe or restaurant that celebrates local talent.

## L

### Ladies' day/evening

Throw a ladies' day (or evening) and get your female friends together. The first challenge will be getting a date in the diary so if this is the event for you, start to ask people now about their availability so you can pick a date that works for the majority. Once you have the date confirmed, have a think about entertainment. You could serve cocktails and canapés or create a Mad Hatter's tea party. You know your guests, so choose what makes them tick. Charge each guest a small fee to join in.

### Lunch

You don't have to be a lady to lunch. If your office has a habit of ordering food on a Friday, why not cook up your own treats? You'll save your colleagues time, which will give them even longer to enjoy their food. Just ask them to donate what they would have spent on their lunch. Theme your lunches for variety and don't forget to check if people have special dietary requirements.

## M

### Marathon events

A marathon doesn't have to mean running. In the past our supporters have raised money with reading marathons, DJ sets, roller skating and nail art sessions. Decide if you want an activity that will take you 26.2 miles or hours.

### Matched giving

Whether you are raising money in the office or outside work, ask your employer about matched giving. Lots of our fundraisers have the amount they raise matched by their employer, so don't be afraid to ask.

## Music and mulled wine evening

Pop, rock or jazz, regardless of genre if fundraising through music appeals to you it's time to start thinking about your event. Will you be performing or looking for local acts to support you? You could keep it simple with a Saturday busking session, but if you're thinking bigger start to look at venues (or start being extra nice to friends with big gardens!)

## N

### Name the ...

Name the teddy, bunny or bear. Whatever it is you choose, tap into people's competitive nature with a simple guessing game. Charge per entry and provide a percentage of the money raised as a prize or try to get a prize donated.

### New Year's Eve dance/party

Avoid a night of queuing and host your own New Year's Eve party. You get to control the music and the guest list and can charge less than the local pub for entry. People can donate the fee to the National Literacy Trust.

## O

### Office collection day/office fundraising

Short of time but eager to make a difference? Then fundraising in the office could be the right activity for you. Fundraising activities for the office could include bake sales, office Olympics, dress-down day, or perhaps take breakfast orders and set up your own tea trolley.

### Open garden/day

If your garden is in full bloom or you have a house with a colourful history, why not open your doors for an entry fee and host an open house. With the kitchen close by it will be easy to offer refreshments to raise extra funds and it will also be a great way to meet the neighbours!

## P



## Pamper day

It's likely your friends are already spending money on pampering (the UK beauty industry is worth £17 billion) so why not plan a day that offers the break people need and leaves them feeling good in more ways than one? Are you a trained beautician, masseuse or hairdresser? Use your skills. If pampering is more of a hobby, while we'd suggest staying away from offering haircuts, why not have your friends over for a night in? You could even make your own beauty products which will help keep guests entertained and expenditure low.

## Q

### Quiz night

The pub, village hall, local sports or community centre and your best friend's garden are all venues suitable for hosting a quiz. Decide what is right for you and get working on those questions. Will the focus change by rounds or will your quiz be more niche, with all questions specific to a particular band, film or book? You host the night and guests pay to play. Simple... but the questions might not be! We have a special literacy quiz we would be delighted to share; just send an email to [fundraise@literacytrust.org.uk](mailto:fundraise@literacytrust.org.uk) and ask for a copy.

### Quintessentially British day

Bunting, tea and corgis are just a few things that spring to mind. Perhaps for you it is afternoon tea, Marmite or maybe a Sunday roast and Stephen Fry? Put on a celebration of all things Quintessentially British. You can charge entry and raise funds with tombolas and bake sales.

## R

### Raffle

A raffle is great to have at a fundraising event like a fun day or as part of your fundraising for a wider event. You just charge a fee for tickets and the winner gets a prize. This could also work as a stand-alone fundraising activity. Just be aware of offering unwanted gifts as prizes: your friends may recognise them!

# S

## Sweepstakes

Want a way to fundraise fast? A sweepstake could be the perfect way for you to raise money. You have one question, for example: “How many sweets in the jar?” and people pay to give an answer. Whoever has the winning answer gets a prize and you donate the money raised to the National Literacy Trust.

## Skydiving

Our supporters are brave! Despite the obvious fear factor, skydives are one of our most popular fundraising activities, so [get in touch](#) and start organising your skydive today.

## Sponsored silence

If you're a chatterbox who finds being quiet a challenge, then you could raise funds with a sponsored silence. Just remember to speak up about the cause and your fundraising before or after the event!

# T

## Tuck shop

If you are the type to evoke lunchbox envy in your colleagues, then it's time to set up shop. Find simple budget recipes and you'll be making muffins for a tenth of the cost of the local coffee chain. This means you can charge your colleagues a budget-friendly price while giving them a chance to support a good cause.

# U

## University challenge

Pit yourself against your local university competition and open up the quiz for your fellow students to view. Ticket costs will help you raise funds and remember to speak to your student union who will likely be happy to help you organise (particularly in RAG week).

## Uniform-free day

Uniform-free day, while best avoided if you are a fireman, is a great way to raise funds at school – or let everyone relax a little at work with a dress-down dress code. Swapping your usual uniform for fancy dress could help you raise even more money.

# V

## Valentine's Day

Lots of single friends and a penchant for matchmaking? Then why not organise a singles event from speed-dating to a full blown Valentine's ball. The best part of this is that even if you don't get a love match you know that people can go home happy in the knowledge that they have supported such an important cause. Don't have the resources (or friends willing) for a singles' event? Then why not bake some love-themed goodies for the office or throw an alternative Valentine's Day event? Whether it's fitness or food, make the theme "what you love" and ask for donations from friends who attend.

## Vintage

Got enough vintage shirts to set up your own stall? Got an eye for finding furniture gems online and at car boot sales? Then why not organise your own vintage sale? If you don't have enough merchandise to organise your own stall, you could organise a vintage clothes swap. People pay a small fee for entry, and you raise funds on the day with activities and bake sales. Perhaps sell homemade lemonade to keep people refreshed while they swap!

# W

## Wax it

It's a classic fundraising technique that provides an interesting insight into how much your friends are willing to pay to hear you shout "Ouch"! A packet of wax strips (and maybe some aloe vera) is all you need to raise money with a wax off.

## Wear it

People like to laugh, so give them an incentive to sponsor you by letting them nominate what you wear.

# X

## **X Factor competition**

Fundraising is all about doing what you can to make a difference, so if you can hit the high notes like Mariah, then an *X Factor* style competition could be right for you. If you're not the singer in the group, stick to hosting, and if you can't get the talent to compete, why not host a night to watch the show? You can put a sweepstake on the show, from who'll be the first to go to how many times the phrase "I didn't like it, I loved it!" gets used. The prize can be a percentage of the money raised or a non-monetary prize of your choosing.

## **Xbox**

We hope you're sitting comfortably because an Xbox fundraiser could leave you up all night. Make this gaming session one that matters by inviting people to play for a donation.

# Y

## **Yoga marathon**

Know your tree pose from your downward dog? Lots of fundraisers use skills they already have to successfully raise money, so if you are a self-confessed Yogi why not run a fundraising class? Your pupils will not only have invested in their own health but will also have the added satisfaction that they have made a difference to other people's well-being. We can provide you with risk assessment templates and information to make sure your yoga event is safe.

## **Year to remember**

What's the most memorable year of your life? Why not make it this year, and for all the right reasons. Doing something every day for 365 days is the ultimate dedication and a sure way to encourage people to sponsor you. But what to do? How about walking dogs every day for a year and donating the money you make? Or give something up for a whole year?

# Z

## Zany clothes day

Instead of a dress-down day, dress up! Charge a fee and wear a zany costume that will brighten everyone's day!

## Zumbathon

Are you a Zumba fanatic or do you know someone who teaches Zumba classes? Why not get a big group together for a Zumbathon!