

THE LIFEBOAT FUND

Helping the RNLI save lives at sea

FUNDRAISING AND EVENTS IN 2012

This note to fundraising co-ordinators sets out what is happening in your official charity across 2012.

1 Contact details

Here are the details of the people you should contact to order fundraising materials or discuss arrangements for the 2012 Appeal:

Contact Angela Saunders (Lifeboat Fund Secretary) –

- to discuss the Appeal;
- to submit your ideas, or news for the website;
- to get information for your internal publicity about The Fund;
- to raise any queries

Angela's e-mail is: secretary@thelifeboatfund.org.uk

And her 'phone number is: 0131-244 8488

Contact Jenni Bright (RNLI) -

- to order your fundraising materials, 2012 Appeal leaflets and posters, collecting boxes, games etc

Jenni's contact details at RNLI are: Jenni_Bright@rnli.org.uk

And her 'phone number is: 020 7620 7400

Enclosed with this note is a list of materials - AND AN ORDER FORM for you to send to Jenni – or her colleague, Alexandria (Alexandria_Drury@rnli.org.uk).

Now we are working more closely with the RNLI, all materials can be ordered direct from that organisation. Do not hesitate to call Jenni if you have any queries about the catalogue items. You should, however, call The Fund Secretary if you have any other questions.

The key is to submit your order in plenty of time!

2 Fundraising

Co-ordinators who are fundraising for The Lifeboat Fund are invited to consider which appeal season is likely to be successful for them, or whether to spread their efforts across the year.

The decision must rest with each team and organisation – larger bodies and Departments are likely to concentrate their fundraising around a single period – some will favour the time of The Lifeboat Fund's 'traditional' September appeal. Those who do that in 2012 might select 14 September or a date/week nearby.

We suggest for 2012 that supporters might consider the season mid-May to mid-June as the focal point of their fundraising. This period contains the official celebrations for HM The Queen's Diamond Jubilee. The RNLI will be prominent in those – attracting attention to the cause – and has suggested we might want to take their lead in lifting the idea of charity lunches, being promoted by the Palace. Lunches, coffee mornings, raffles, galas, quiz nights or other themed events around that time may prove attractive to supporters and raise welcome contributions for The Lifeboat Fund's 2012 Appeal.

A 'How to do It' Guide at the end of this paper may be of help in planning your activities.

However you decide to help, the charity is extremely grateful!

3 Other events and news in 2012

- The Fund's Executive Committee and Council will hold its Annual General Meeting on 25 April 2012 – as ever, very kindly hosted by the RNLI at its London and South East Regional Office. All Co-ordinators automatically become members of the Council of The Lifeboat Fund so, as ever, you are cordially invited to attend. (The AGM will be followed – immediately after – by a meeting of The Fund's Executive Committee). The Committee will meet again in October/November. **If you have any questions or input for the Committee, please let Angela know.**
- The Chair, Sir Peter Housden (also Permanent Secretary of the Scottish Government), wrote in February to his Permanent Secretary colleagues to tell them about the success of last year's appeal and encourage their support this year for The Lifeboat Fund.
- Following The Fund's April AGM (see above), the 2011 Annual Report will be completed and issued. (A draft will be presented to the AGM.)
- We are discussing with the RNLI ways to celebrate the successful fundraising of 2011, when our appeal to help pay for crew kit and training raised £122,000.



4 Communications

Please make full use of the website which went 'live' during last year (<http://thelifeboatfund.org.uk>). You can read about our news, see reports of some bodies' 2011 appeal activity and the Naming Ceremony for the latest lifeboat we purchased for the RNLI, and find out who the other co-ordinators are – you might like to compare notes with them about their fundraising.

Do let us know what you think of the website – its 'look', content and messages. And please send your stories to Angela (secretary@thelifeboatfund.org.uk), so your fellow co-ordinators can read about what you are doing for the Appeal, and any other news.

We'd love to have your photographs too – please send these in JPG version.

Our Community of Practice (our co-ordinators' electronic network) which was set up in 2011 has recently 'migrated' onto a new website – called The Knowledge Hub (KHub). If you haven't yet joined, please ask Angela (secretary@thelifeboatfund.org.uk) for an invitation. On the KHub, you can access some great photos of lifeboats, sample articles etc, for your campaigns. You can also use its Forum to post your own contributions and to make contact with fellow co-ordinators.

If you prefer to talk and would value a 'teleconference' with other fundraisers, again Angela would love to hear from you (0131 244 8488).

The KHub, website and teleconferencing can help us share good fundraising practice. But whether you want to see your stories published or not, Angela is interested in your fundraising activity, and how it has succeeded in generating donations.

Thank you for supporting The Civil Service's Lifeboat Fund!



Six Steps to raise money for the Civil Service's Lifeboat Fund

–this uses the traditional September appeal time as an example–you will need to choose your own best time!

1 Launch the Appeal – by 4 June

Get 14 September in the organisation's mind. Get a quote from your Permanent Secretary on the intranet. Get a letter to your Senior Managers asking that they push this in their commands. Get a team of volunteers to help you. Ensure your Comms/Press team is involved.

2 Get Volunteers engaged – from 18 June

The secret to successful fundraising is to get local volunteers to act as floor representatives or office co-ordinators or even regional co-ordinators. You don't need to do it all. The volunteers you recruit will take leadership from you and achieve fantastic things.

3 Order your materials – by 2 July

Think ahead about the posters, collection boxes, stickers, merchandise etc you might need. Get your order in early to Jenni Bright at the RNLI's London office (Jenni_Bright@rnli.org.uk). An order form is enclosed in this pack. Please remember that some materials take 3 weeks to order and you will need to tell the RNLI: what you want; the quantities; and the delivery address. This will save time for all concerned.

4 Publicity, publicity, publicity! from the start

Keep your group of volunteers informed and seek out every opportunity to get material on the Internet or in front of senior management team meetings. You cannot 'over communicate' (but be sensitive to the fact that colleagues may support a range of charities).. Comms/ Press help will be invaluable.

5 Run the Appeal Day – 15/16 September

Work backwards from 14 September to produce a week-by-week plan. If you do things well then Appeal Day should run itself without any intervention from you.

6 Collect the cash! – up to December

This is when the queries start coming in about cashing money. Please see the "Banking instructions" included in this pack. Particularly in large organisations, make sure you have given a generic email box - rather than a named individual - and a contact telephone number that is not currently allocated to an individual. Put an answer machine on the telephone. Get a small group to work periodically on the email box and telephone.

Bank your cash before the end of December if it's to count towards this year's Appeal!
