

School Crossing Patrol Community Fundraising Pack

Most people know their school crossing patrol as their lollipop lady or man. They provide a valuable service in all weathers and make a real difference to their local community, children and families.

If you want to find ways to make sure your community keeps their lollipop man or lady, speak to your school and make sure they are on board with your ideas so that you can work together, then use this pack to help you get started.



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1. Getting Started

The sooner you start, the more you'll raise. No explanation needed! Don't leave it until the last minute.

2. Make it easy

The easier it is for people to support you the more likely they are to donate. One of the first things you should do is set up your profile on a fundraising website.

By using digital technology like Crowdfunder or JustGiving (others are available too) you can make it really easy for people to support you and measure your progress towards your goal.

JustGiving enables you to fundraise online quickly and simply. They give you the technology you need to share your appeal on social media in just minutes. It costs nothing to set up a page, but they do charge a small fee on donations. Find out more www.justgiving.com/fundraising

Crowdfunding is a different way to raise money by turning to the people around you and in your community to support you. It's been around for centuries, but the internet makes it possible to reach much bigger audiences than before. Find out more and set up your page at <https://www.crowdfunder.co.uk/how-crowdfunding-works>

3. Spread the Word

Tell everyone what you are doing, use noticeboards, emails, local press, twitter and Facebook, put posters in local shops, use any means you can to let everyone know what you are doing and why. (Section 11 tells you how to write a press release.)

4. Give people a reason to support you

It's important to explain to people why they should sponsor you to provide a school crossing patrol and make your passion for the cause infectious. You can do this by getting children and families involved as well as the Lollipop ladies and gentlemen themselves so that people really understand the difference they make and the value of them to the community. Don't assume that everyone knows.



5. Get your local councillors involved

Your local councillor will have contacts with local businesses who may be able to get involved or offer sponsorship. Get in touch with your local councillor and ask them how they can help you meet your fundraising aims.

6. Get your Parish Council onboard

Contact your town or parish council and ask them if they are willing to help or can make a donation. Not sure of who your local parish councillor is? Check our website for council contact details www.staffordshire.gov.uk/yourcouncil.

7. Business sponsorship

In Staffordshire two businesses already sponsor a school crossing patrol. You can approach local businesses big and small, parish councils, round table or religious groups to ask them to donate or sponsor. Make sure they know the difference their support will make to the children, school and community. It's worth reminding them that supporting you can make good business sense too:

- Support the community you are in and they will be loyal to your brand
- Your brand, name and logo will be seen by hundreds of parents, children's and motorists everyday – cheaper than billboards and other outdoor advertising!
- It's a good thing to do and you can use it to generate positive media coverage about your business.
- The feel-good factor - you will be genuinely making a difference for local families

8. Get parents involved

Some larger employers will match fund their employees fundraising. That means if you have parents who work for these organisations their employers may match their efforts pound for pound. Ask them to do fundraising events at their work, a cake sale or a dress down day.

9. Don't feel daunted

Break your fundraising target down into achievable chunks, it will be less daunting. You could divide your fundraising target and work towards a weekly or monthly target instead.

10. Don't give up

Persistence really pays off. You don't want to pester people too much, but there's nothing wrong with sending out an email as a reminder. Don't be afraid to do this, people genuinely forget.

11. Some Fundraising ideas

You know your local area and what will work in your local community, but here are some ideas to get you started.

- Promises Auction – if local businesses can't sponsor you, they may be able to donate prizes you can auction.
- Bring and Buy sale.
- Cake Sale – everyone loves cake!
- Quiz night – ask a local business or staff club to run a quiz night on your behalf.
- Have a dress down day at school and ask local employers to do the same.
- Hold a raffle.
- Art competition – run a local community art competition with different age categories, charge people to enter.
- Have a coffee morning.
- Badges – get the children to design a pin badge which is cheap to produce and put them in places with a high footfall, like the local shop so that people can buy them and show their support.
- Ebay – ask the local community to donate items to sell on Ebay.
- Karaoke event – ask a local pub to put on a fundraising night for you.
- Games night
- Concert or play – if your school is planning a Christmas play or concert ask your lollipop lady or man to choose their favourite song or carol for the children to sing and make them the guest of honour at your event, with the opportunity for parents to donate.
- Sponsored walk/run – have you got any budding athletes who would like to take on a challenge and get sponsorship for their efforts?

12. Writing a news release

- Always include the **who, what, where, when and why** of your activities.
- Keep it to one side of A4, double spaced.
- Always assume the journalist knows absolutely nothing about you, so avoid jargon and abbreviations and keep things simple.
- Don't forget to include a contact name and number at the bottom for journalists to get more information if they need it.
- A picture speaks a thousand words, so send a really eye catching photo with your release, but remember to get the relevant permission if children are in the photo.

13. Keep it safe and legal

There are a few things you need to consider before you organise a fundraising event, particularly if you will be selling food or running a raffle or lottery. A good place to start is the HSE Health and Safety Executive website www.hse.gov.uk where you can access free health and safety advice to make sure that you keep things safe and legal.

