



# RNLI FUNDRAISING GUIDE



Lifeboats

# YOUR HELP COULD SAVE LIVES

**Thank you for deciding to raise money for the RNLI. As a charity we rely entirely on the generosity and dedication of wonderful people like you.**

Your support ensures we can maintain our 24/7 lifesaving service around the coasts of the UK and Ireland, now and in the future. In fact, our volunteer lifeboat crews and our lifeguards couldn't do their vital work without people like you doing sponsored runs, baking cakes, holding events and coming up with ingenious ways to raise funds.

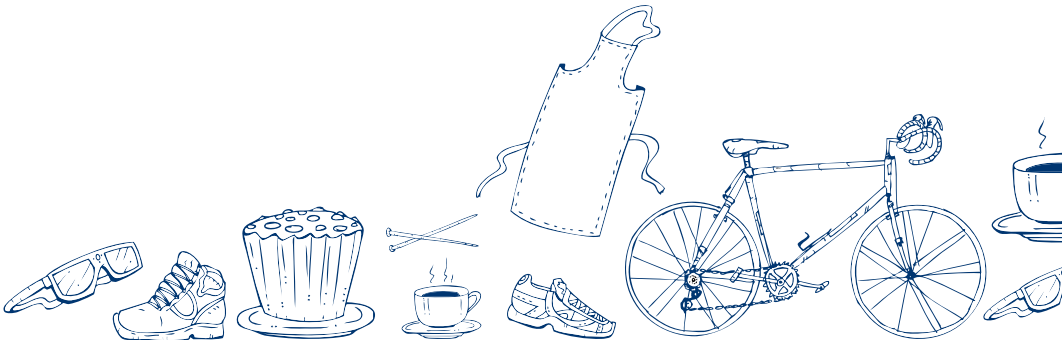
However you're supporting our lifesavers, we will be with you every step of the way. We're here to help you with any questions you might have, and with fundraising tips and resources.

Every penny you raise will help in our mission to end preventable drowning and save every one.

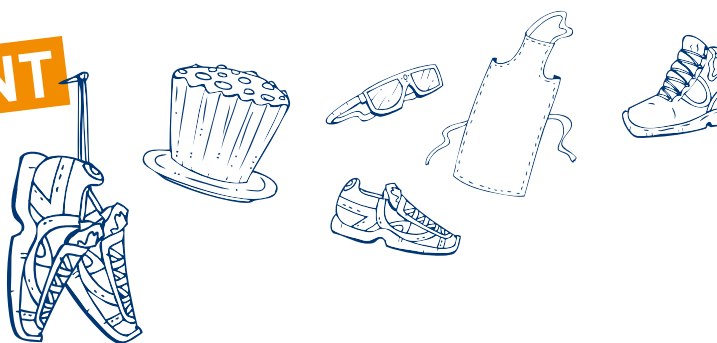
**From all of us at the RNLI: you are a legend – thank you.**

## ABOUT THE RNLI

- The charity that saves lives at sea, established in 1824
- 238 lifeboat stations
- 177 lifeguarded beaches in 2020 peak
- 19,000 miles of coastline covered by our lifeboats
- 95% of RNLI people are volunteers



# YOUR EVENT



## FROM FONDANTS TO FUN RUNS

Whether it's a cake sale or a sponsored run, we can help you reach your fundraising goal. If you're looking for some more ideas, here's a bit of inspiration ...

### BAKE SALES

**TIP:** Why not channel your inner Mary Berry and give your bake sale a theme? RNLI-themed bakes always go down a treat – try decorating your cakes in lifeboat orange or lifeguard yellow. Remember to follow food safety guidelines and ensure all products have ingredients listed with any allergens highlighted.

### COFFEE MORNINGS AND AFTERNOON TEA PARTIES

**TIP:** Give your event a vintage or regional theme, influencing the décor, dress code and menu. If you're serving food, visit [food.gov.uk](http://food.gov.uk) (UK) or [fsai.ie](http://fsai.ie) (Ireland) for food safety and hygiene guidance.

### KARAOKE, GIGS AND QUIZ NIGHTS

**TIP:** Remember to sell tickets on the door and have collection buckets dotted around to encourage extra donations. You might also need a licence and insurance for a music event, especially if it's late, on hired premises or involves alcohol.

### RAFFLES, AUCTIONS AND TOMBOLAS

**TIP:** Raffles and auctions are a great way to raise money so why not try asking friends, family and local businesses to donate prizes to help support your event. But remember, these kind of activities do have strict laws relating to them and sometimes require a licence. Please check with your local authority to find out if you need to make an application.



## RUNS, SWIMS, CYCLES AND TREKS

**TIP:** Completing a Herculean task or challenge – like swimming the Channel or running a 10K – is a great way to generate publicity and get sponsored.

If you're organising an event, check if you need insurance and ensure that all participants are fit and prepared for the challenge. During the planning stages of your event, it's also important to think about risk assessments and safety plans.

## REGISTER YOUR FUNDRAISER

If you haven't already, remember to register your event with us at [RNLI.org/RegisterFIAO](https://RNLI.org/RegisterFIAO).

## KEEP IT SAFE AND LEGAL

For more information on keeping your fundraising safe and legal, visit the dedicated page on our website for helpful links, hints and tips: [RNLI.org/SafeAndLegalFundraising](https://RNLI.org/SafeAndLegalFundraising).

## GOOD LUCK

However you choose to support us, you're well on the way to fundraising success.

If you need any help, please get in touch using the details on the back page.

If you don't have time to run your own event, go to [RNLI.org/events](https://RNLI.org/events) to see what activities you can join in within your local area.

# PROMOTING YOUR EVENT



## BLOG IT

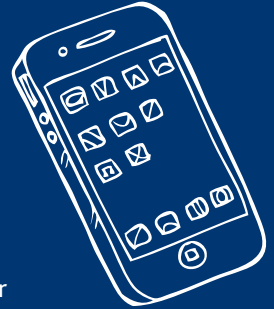
Vlogging and blogging are great ways to chart your progress and share press coverage. There are several free and easy platforms available to choose from.

## TWEET IT

Share your event photos on Twitter – don't forget to mention @RNLI.

## SHARE IT

Promote your fundraising page by sharing it on Facebook, along with photos showing your progress. We'd love to see your photos too, so share them with us at [RNLI.org/YourPhotos](https://RNLI.org/YourPhotos) or at [Facebook.com/RNLI](https://Facebook.com/RNLI).



## PUBLICISE IT

Contact your local newspaper, radio station and community groups, who might promote your event. (TIP: Sending in a photo of yourself training or fundraising can boost your chances of being noticed and mentioned by the local press.)



## DOWNLOAD RESOURCES

Visit our fundraising resources page to download posters, social media templates and more at [RNLI.org/FundraisingResources](https://RNLI.org/FundraisingResources).

# COLLECTING, HANDLING AND SUBMITTING MONEY

The easiest way to collect and pay in sponsorship is by setting up a page online and sharing the link with your friends, family and colleagues. To get started, try:

- JustGiving ([justgiving.com](http://justgiving.com)).



## SHARE IT ONLINE

Encourage your friends and family to support you by sharing your fundraising page on social media. Your fellow RNLI supporters also love to see event photos, watch videos and hear how you're getting on – so don't forget to add a link to your fundraising page. Tweet us @RNLI, go to [Facebook.com/RNLI](https://www.facebook.com/RNLI) or add #RNLI to your Instagram photos.



## MAXIMISE YOUR TOTAL

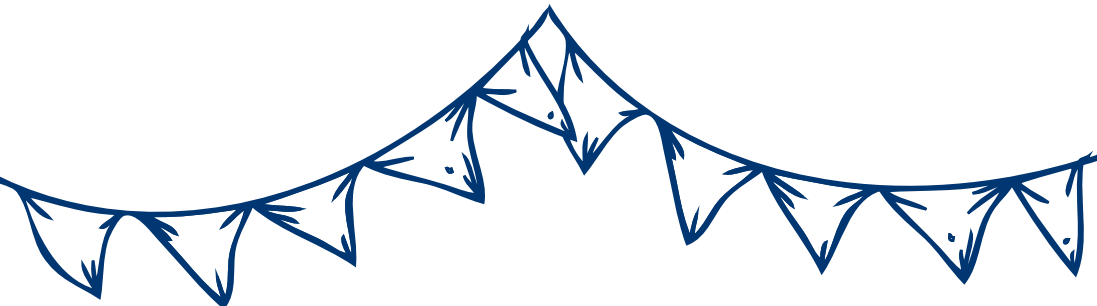
Encourage people to Gift Aid their donation. If your donors are UK taxpayers, the value of their donation increases by 25% under the Gift Aid scheme, at no extra cost to them or us. That's an extra 25p on every pound donated.



Why not ask your employer if they'll match or part-match whatever you raise?

## HANDLING MONEY

Please keep accurate records of all funds received or pledged, plus a record of all activities you carried out to raise that money (just in case we need to see them).



## PAYING THE MONEY TO THE RNLI

If you've used an online fundraising page such as JustGiving and selected the RNLI, the funds will come straight to us.

The next easiest way to pay in your funds is online at **[RNLI.org/PayInFIAO](https://www.rnli.org/PayInFIAO)**.

You can also use the following alternative methods:

## BANK TRANSFER

You can bank the funds into a personal account and transfer them to us using the details below:

Account Name: **RNLI**

Account No. **70232351**

Sort Code **20-68-95**

Please use the reference 'STFIAO – <your supporter number>' to ensure that the money you've raised can be added to your supporter record.

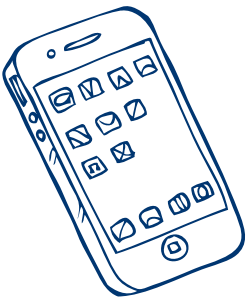
## OVER THE PHONE

You can give our Supporter Experience Team a call on 0300 300 9908 (UK) or 01 511 9834 (Ireland) with your supporter number to organise paying your money in.

## BY CHEQUE

To pay by cheque, please make any cheques from you or your supporters payable to 'RNLI' and reference 'STFIAO – < your supporter number >' to ensure that the money you've raised can be added to your supporter record.

Please post cheques to: RNLI, West Quay Road, Poole, Dorset, BH15 1HZ.



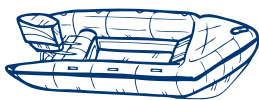
# THANK YOU FROM THE RNLI

The money you raise could train, equip and kit our volunteer lifesavers. It will keep them safe and allow them to rescue those in danger, in the most challenging sea conditions imaginable. Your donation could fund ...



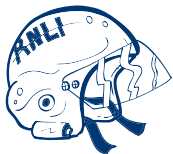
## RNLI WELLIES £55/€62

High performance boots with superb grip, reinforced shanks and steel toecaps to protect our lifeboat crew members against injury.



## D CLASS INSHORE LIFEBOAT £86,000/€101,000

Highly manoeuvrable, these fast rescue craft are perfect for rescues close to shore, near cliffs and rocks, and even in caves.



## HELMET £260/€305

Protects lifeboat crew members from the worst conditions the sea can throw at them. It can be fitted with vital communication equipment so those onboard can keep in touch – even during a howling storm.



## TWO RED AND YELLOW FLAGS £85/€96

Lifeguards use these to indicate safe swimming areas on the beaches they patrol. Always swim between the red and yellow flags.





# OTHER WAYS TO SUPPORT US

If you'd like to show your commitment to saving lives at sea another way, you could ...

## LEAVE A GIFT IN YOUR WILL

Six out of ten lifeboat launches are only made possible thanks to people remembering the RNLI in their Wills. A gift in your Will, big or small, will provide vital support for our lifesaving work into the future. See [RNLI.org/LegacyFIAO](https://www.rnli.org/legacyfiao)

## REMEMBER A LOVED ONE

Remembering a loved one with a Forever by the Sea Tribute Fund is a personal way to celebrate their life. Share photos and fond memories with family and friends, or set up a fundraising event in their honour. Visit [RNLI.org/InMemoryFIAO](https://www.rnli.org/inmemoryfiao) for more details.

Or commemorate their life by sharing their name through Launch a Memory. Your loved one's name will be proudly displayed on a Shannon lifeboat's hull with up to 10,000 names. See [RNLI.org/LaunchAMemoryFIAO](https://www.rnli.org/launchamemoryfiao)

## VOLUNTEER

Your unique skills will make an impact across a huge variety of roles, including fundraiser, lifeboat or shore crew, educator, or shop or museum volunteer. See [RNLI.org/VolRolesFIAO](https://www.rnli.org/volrolesfiao).

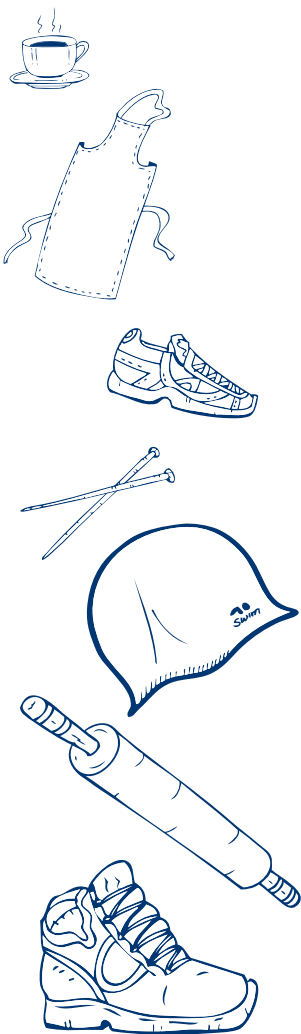
## BECOME A MEMBER

Join the RNLI family as member to help fund everything our lifesavers need to save lives at sea. There are several different membership types – including one for children – so visit [RNLI.org/MembershipFIAO](https://www.rnli.org/membershipfiao) to learn about the benefits and find which one suits you.

## CORPORATE PARTNERSHIP

Do you own a business or work for a large organisation? Then why not support us as your chosen charity?

For more information, visit [RNLI.org/CorporateFIAO](https://www.rnli.org/corporatefiao) or give us a call and we'll put you in touch with someone who can help.



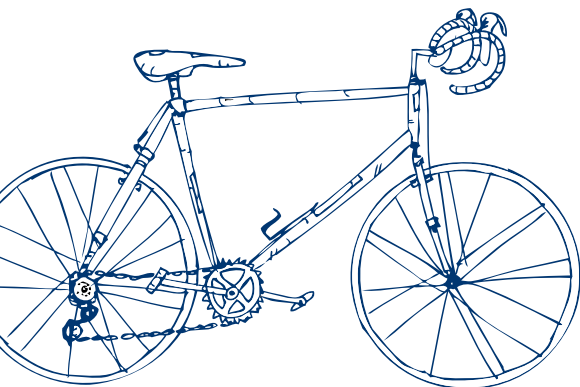
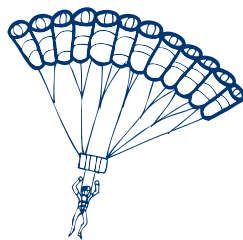
# THE LEGAL BIT

Yes: we know this stuff's not much fun compared to your exciting event plans, but charity fundraising is regulated by law. Remember, you can also read our full guide to legal information for fundraisers online at [RNLI.org/SafeAndLegalFundraising](https://www.rnli.org/SafeAndLegalFundraising).

Here's a handy checklist of some of the safety and compliance elements you will need to organise before your event goes ahead:

- ✓ **PERMISSION** from the person, company or authority on whose land you're conducting your event.
- ✓ **PERMITS** or licences, in accordance with your local authority's regulations.
- ✓ **RISK ASSESSMENTS** for your event activity – also ensure you inform participants about any hazards.
- ✓ **INSURANCE** for your event and its participants.
- ✓ **MEDICAL INFORMATION** for each participant, including an emergency contact and enough trained first aiders for the size of your event.

We're happy to give you all the support and advice you need – just contact the RNLI Fundraising In Aid Of Team (details on the back page).



**GET IN TOUCH**



We're sincerely grateful for all the effort you're putting in to support our brave volunteer lifesavers, and we want to support you in return. So, if you have any questions or queries, or you want some advice about your event or activity, please get in touch:

**RNLI Fundraising In Aid Of Team**

0300 300 9908 (UK) or 01 511 9834 (Ireland)  
fundraising@rnli.org.uk

**Events Team (for London Marathon runners)**

0300 300 9995 (UK) or 01 511 9834 (Ireland)  
events@rnli.org.uk

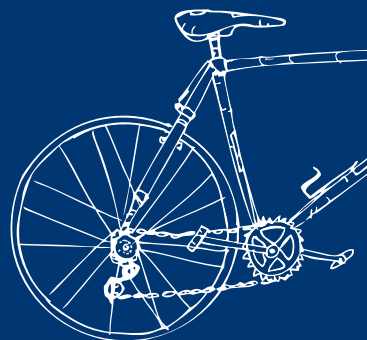
RNLI Support Centre, West Quay Road  
Poole, Dorset, BH15 1HZ | RNLI.org



Registered with  
**FUNDRAISING  
REGULATOR**



**Lifeboats**



**The RNLI is the charity that saves lives at sea**

The Royal National Lifeboat Institution, a charity registered in England and Wales (209603), Scotland (SC037736), the Republic of Ireland (CHY 2678 and 20003326), the Bailiwick of Jersey (14), the Isle of Man (1308 and 006329F), the Bailiwick of Guernsey and Alderney, of West Quay Road, Poole, Dorset, BH15 1HZ

Updated: 11/2021