

Fundraising Ideas

Quick wins

Guess my time

Create a sweepstake for your friends and family to guess your time in the event. For each guess, ask for a small donation – if you like you can set this amount. A portion of the donation to the sweepstake can go to the winner!

Incentives

Give incentives for people to donate. For example, “if I reach £2,000 I will run the marathon in fancy dress”.

Donations in lieu of Christmas cards

You could make a donation instead of sending Christmas cards this year, and post on social media to let friends and family know what you’re doing.

You could even ask others to make a small donation instead of sending you a card too.

Matched fundraising

Some employers will match your fundraising total pound for pound. Make sure you ask your employer about this - it could be the easiest money you raise!

Gift Aid

Gift Aid is a great and easy way to increase your donations. If you’re using online fundraising platforms, this option is already available. Gift

Aid is also included on our sponsorship forms if you are fundraising offline.

Small event ideas

‘Piggyback’ an event

Ask if you can host a stall at a local event in your area. You can use this to sell cakes or to host fun games!

Birthday

If you have a birthday coming up during your training for the marathon, you could ask friends and family for donations instead of presents this year.

Dress down day

Organise a dress down day at work, or better a dress up day! You can ask for donations on the day.

Easter egg hunt

The timeless classic - children (or adults!) hunt for chocolate eggs hidden around a garden, home, or other location. Charge a fee to take part or hold it as a free event that will draw a bigger crowd to a raffle, spring fête or bake sale.

Decorate the egg competition

A great way of getting creative and raising money at the same time. Charge an entry fee,

use real eggs, and organise a donated prize for the winner. You could appoint a judge or get people to vote by putting their spare change in a collection box in front of their favourite - the egg that raises the most money wins!

Larger fundraising events

Raffle

Host a raffle at your own event or at a local larger event. Call around to local businesses to see if they can offer any prizes or ask friends and family for favours. Your brother-in-law happens to be a top hairdresser? Perfect – offer up a new hairstyle as one of the prizes!

Make sure to check the [Gambling Commission](#) regulations on raffles before you start organising.

Quiz night

If your local pub already holds a quiz night, ask if the proceeds can be donated to us. If your local pub doesn't already hold a quiz, speak to the landlord to ask if you can host one to raise funds instead.

Choose a weeknight and the quiz should bring in more business for the pub.

Mince pies and mulled wine evening

Have a cosy evening where everyone can enjoy the ultimate festive treats. Even better, make the mince pies together!

Christmas concert

If you have a talent, don't hide it! Organise a concert. If you get stage fright, find friends that can help you perform. It could be your workplace, school, university, or other public place. We can help you with any questions about fundraising in public places. It's your time to shine!

Games night

Winter evenings are long and dark, and that is enough for an excuse for a merry get together. Make it even better and use it as an opportunity to fundraise by organising a games night. Just don't forget the festive treats!

Egg and spoon race

A timeless classic for children and adults, ask people to pay £1 to enter and provide prizes for the winners.