

Fundraising

in-aid of Theatre Royal Wakefield



Have fun and get involved with fundraising for Theatre Royal Wakefield.

There are loads of ways you could raise money for the Theatre. As a charity, we rely on the support of people like you to continue our work spreading the joy of live performance.

This guide contains advice and resources for planning your fundraising.

For more information, email development@theatreroyalwakefield.co.uk or call 01924 211 311 and ask for the Development Team.

Thank you for your interest in fundraising for Theatre Royal Wakefield.

We are a charity, so we rely on supporters like you to continue our work with local communities.

The money you raise will help us to keep staging exciting new performances and run our busy participation programme, which includes our community projects and training programmes.

In this guide, you'll find essential advice about planning your fundraising and how we can support you, alongside handy tips and creative ideas.



We're here to help!

We want to support you as much as we can.

Whether you're signed up for a race and raring to go, or still looking for inspiration, we're here to help you have fun and raise as much as possible.

Complete the online form theatreroyalwakefield.co.uk/fundraise

Email development@theatreroyalwakefield.co.uk

Call 01924 211 311 and ask for the Development Team

We are committed to fundraising in an honest and transparent way

Please read our [Supporter Promise](https://theatreroyalwakefield.co.uk/support-us/supporter-promise), which guides how we work with our donors: theatreroyalwakefield.co.uk/support-us/supporter-promise

**We proudly follow the Fundraising Regulator Code of Fundraising Practice
The Development Team will work with you to follow the relevant guidance**

What could you help make possible?



£15

could buy a theatre ticket for an older person to watch a performance and meet new friends



£50

could subsidise a ten-week term of Musical Theatre training at Chime for a Learning Disabled young person



£150

could fund one of our weekly Conversation Café and Raise Your Voice drama sessions for asylum seekers and refugees

'When I've been here, I've not just been to speak English, I've been here to play in the games. The Theatre is like my home and the people are like my family.'

- Conversation Café and Raise Your Voice participant

Fundraising Ideas

The first step to fundraising is choosing an event.

There are loads of ways you can raise money for the Theatre, so get creative and find something which suits you that you'll have fun doing!

The Development Team will help you plan your event safely and follow the relevant guidelines and regulations.



Workplace Fundraising

Organise a coffee morning, fancy dress day, sweepstake or group challenge with colleagues and your connections, with a collection for Theatre Royal Wakefield.

You might even have access to match funding from your employer, to make your donations go even further!



Sport Challenge

If you're planning to compete in a race, we'd love you to collect sponsorships for the Theatre. There are loads of events across the country on findarace.com, with a range of distances.

A sports challenge doesn't need to be competitive. Challenge yourself to cover a certain distance over a month, or do an activity every day.

If you'd like help deciding how to raise money or to share your idea with us

Complete the form theatreroyalwakefield.co.uk/fundraise

Email development@theatreroyalwakefield.co.uk

Call **01924 211 311** and ask for the Development Team



Get Creative

If you have a unique skill or craft, could you sell your creations for a donation?

A cake sale always goes down a treat, or you could run your own baking contest for friends or colleagues, asking for a donation in exchange for entry.



Give something up

If there's something you think you couldn't live without, challenge yourself to give it up for a period of time and ask for sponsorships. Try a sponsored silence, Dry January/Sober October, or go without your phone or social media.



Host an Event

Bring people together and do something you enjoy whilst also raising vital funds for the Theatre. You could host a quiz, sports day, dinner party or concert. Maybe you could put on a performance and raise money through ticket sales.



Celebrations

Could you ask your loved ones to make a donation as a gift for your birthday, wedding or anniversary? Facebook birthday fundraisers are a fantastic way of asking lots of your connections to donate and are simple to set up: facebook.com/fundraisers

Getting the word out



Once you've decided how to raise money, it's time to tell everyone about it! Aim to tell as many people as possible about your fundraising event and make sure they have clear instructions for how to donate.

We can support you to spread the word on our website, social media and in the building. We might even be able to get the word out in the local news!

Send out direct messages and emails as well as sharing posts on social media. We can help you make posters and leaflets for your work place, too.

There are some posters, leaflets and social media templates attached to this pack for you to download and get started. We can also create some content that is personal to you once we know about your challenge.



Social Media Guidelines

It is important to be careful when sharing content on social media. Here's some advice for filming or photographing yourself to promote your fundraiser and sharing the content online or with Theatre Royal Wakefield.



We'll check with you before we share your photos or videos online. We might need you or your parent/guardian to give written permission before we post your photos and videos.



Make sure you set appropriate privacy settings on your social media accounts and do not share personal details such as your address, mobile number or location.



When uploading photos of yourself and friends, make sure they are happy for you to do so. Don't post pictures of others without their consent.



Speak to the session leader if you want to take any photos or videos during one of your sessions or rehearsals at the Theatre. You must be given permission to do this.



Wear appropriate clothing, even on parts of you that you think won't be seen.



Don't film things that might reveal your exact address, school or somewhere you go regularly (e.g. a sports club or activity).



Keep yourself safe - don't share something that feels too personal, complicated or sad.

There are lots of different ways you can tell people about your fundraiser. Make sure you are using social media and digital platforms in a way that feels comfortable and enjoyable.

Collecting Donations

Collect donations from your supporters by setting up a [Crowdfunder](#). Follow the step by step or contact the Development Team to help you out.

- 1** Go to our charity page on the Crowdfunder website: crowdfunder.co.uk/p/theatre-royal-wakefield (Wakefield Theatre Trust)
- 2** Select 'fundraise for this charity'
- 3** Click 'create your fundraiser'
- 4** Create a Crowdfunder account or login via Facebook
- 5** Read and agree with the terms and conditions and Fundraising Regulators guidance, then fill in your name and a short bio
- 6** Create a page for your fundraiser – this is the important part! Give your fundraiser a catchy name then share your aims and story.
- 7** Include photos or a video to share more about your challenge or event
- 8** Set a target for how much you'd like to raise
- 9** Decide how long you want the fundraiser to run. We recommend having it live for two weeks before and after the event
- 10** Get sharing! Invite friends, family and colleagues to donate



Offline

You might have some supporters who would prefer to donate offline. We've attached a form for you to track your sponsorships. Send us a copy of your sponsorship form then send your donation:

Online: Make an online donation: theatreroyalwakefield.co.uk/support-us

Card: Visit the Box Office to donate by card, or call 01924 211 311

**Cheque: Make payable to 'Wakefield Theatre Trust' and send to:
Theatre Royal Wakefield, Drury Lane, Wakefield, WF1 2TE**

Handling Cash

It is important to be careful when handling cash donations. Here's some tips for handling cash safely. Directing your supporters to your Crowdfunder page can make things easier but we know some people will still prefer offline payment methods.

Don't leave any unsecured cash unattended

Make sure you count cash in a secure place. Where possible, two unrelated people should count and record all cash you collect.

Keep cash donations in a sealed container or collecting box. You might need to work with the Development Team to check the guidance for collecting in a public place, depending on your fundraising event.

Bank cash as soon as possible. Plan who will do this & when.

Ensure the amount of cash you have banked matches your records.

Send all money you collect to the charity (Theatre Royal Wakefield).

Children under 16 shouldn't handle or count any collected cash.

The Development Team will help you with collecting donations and following the guidelines.



Get In Touch!

We can't wait to hear your exciting ideas and support you to have some fun and help raise vital funds for Theatre Royal Wakefield.

Complete the online form theatreroyalwakefield.co.uk/fundraise

Email development@theatreroyalwakefield.co.uk

Call 01924 211 311 and ask for the Development Team