Local Fundraising Guide
Campaign Against Arms Trade (CAAT) works for the reduction and ultimate abolition of the international arms trade, together with progressive demilitarisation within arms-producing countries. CAAT is a network of people based in the UK and was set up in 1974.

Campaign Against Arms Trade (CAAT)
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Why fundraise for CAAT?

Unlike many organisations raising money to fund their work, CAAT’s campaigning activities prevent it from registering as a charity. This means that we can only apply for ‘charitable funding’ (money from charitable trusts) for the research and educational parts of our work. CAAT is also unable to take advantage of government schemes like the National Lottery or Gift Aid. We therefore rely on individual supporters to a higher degree than most organisations. We currently need around £300,000 each year to sustain our work. Without our supporters we simply could not exist!

By organising a fundraising event in your local community, you will not only help us raise vital funds, you will also help raise awareness about our work, which in turn will bring us new supporters and donors to help keep the campaign going. What’s more, fundraising with a group of friends, colleagues or members of your local CAAT group is great fun and really rewarding.

However much money you manage to raise, your efforts will be greatly appreciated and help us continue our vital work.

Where will the money go?

People making donations to any organisation have a right to know how that money will be spent and want to know that it will be put to good use.

The money raised by local fundraisers will go into CAAT’s unrestricted funds. This means that it might be used to fund the cost of producing campaign materials such as postcards and petitions, or to pay for our National Gathering for supporters. It might help us stage demonstrations or protest actions, but it could also be used to help cover staff salaries and our office running costs. CAAT’s annual accounts are available to anyone who wishes to read them – just call 020 7281 0297 or email sally@caat.org.uk to request a copy.
About CAAT

The aims of the campaign

The Campaign Against Arms Trade (CAAT) works for the reduction and ultimate abolition of the international arms trade, together with progressive demilitarisation within arms-producing countries.

CAAT is a network of people based in the UK who recognise that the arms trade severely undermines human rights, security and economic development at global, regional, national and local levels. CAAT also understands that government decisions are unduly influenced by arms companies. In seeking to end this trade, CAAT’s priorities are to:

• end all government political and financial support for arms exports

• end exports to oppressive regimes, countries involved in armed conflict or in regions of tension and countries whose social welfare is threatened by military spending

• promote policies to fully orientate the UK economy towards civil production.

CAAT was set up in 1974 by a number of peace and other organisations who were concerned about the growth of the arms trade following the Middle East war of 1973. CAAT supports the promotion of peace, justice and democratic values, and the prevention and resolution of conflicts by peaceful means. CAAT considers that high military spending is unacceptable and only reinforces a militaristic approach to problems.

Nonviolence guidelines

CAAT is committed to nonviolence in all of its work and asks anyone carrying out activities under its name to observe its nonviolence guidelines, which can be found at www.caat.org.uk/about/actionguidelines.php.

The arms trade

If you’re coming face to face with the general public while fundraising, you might find it useful to have some handy facts about the arms trade up your sleeve – these will help you convince people that CAAT is a cause that’s worthy of their support. There’s lots of information, statistics and details of our current campaigns on our website www.caat.org.uk and it’s a good idea to get yourself up-to-date on our campaigns before your event, but here are some key statistics for you to use:

(All figures correct as of April 2009 – for latest statistics please refer to our website www.caat.org.uk/issues/facts-figures)

Arms exports

• The UK is currently the world’s third largest arms exporter behind the USA and Russia.
• BAE Systems, the UK’s largest arms company, is the world’s third largest arms dealer. 93% of its sales are military sales.

• Companies like Boeing and Rolls Royce, who people may be familiar with for other reasons, also make millions of dollars each year through arms exports.

• Although arms companies and the Government defend UK arms exports by emphasising the jobs they create, just 0.2% of the UK workforce currently rely on arms exports for their job security. In fact only 1.5% of all UK exports are arms exports.

• Each employee working in the UK arms trade is in effect subsidised by the Government, using taxpayers’ money, to the tune of about £10,000.

Consequences of the arms trade

• Selling arms to a country in conflict makes the fighting more deadly and likely to last longer.

• The UK government continues to approve export licences to the great majority of countries involved in major armed conflict. In recent years these countries have included Afghanistan, Iraq, Israel, Russia, Sri Lanka and the USA.

• In the first half of the 20th century, about 50% of all conflict-related deaths were civilian. By the end of the century, this had risen to more than 90%.

• The recent wars in Afghanistan and Iraq have been accountable for almost half of the world’s 11 million refugees.

• The UK Government continues to grant arms export licences to countries which its own Foreign and Commonwealth Office classifies as having a worrying record on human rights abuses – countries like China, Israel, Russia and Saudi Arabia.

Fundraising case studies

CAAT supporters have come up with many different ways to help raise money for the campaign. Here are just a couple of ideas from recent years to inspire you!

Get gigging!

‘4 People not Profit’ is an independent co-operative based in Saltburn that stages gigs in local pubs to help promote human rights and social justice issues. One of their members, Justin York, explains how they went about raising money for CAAT:

We aim for the nights we put on to raise awareness of serious issues but in a party atmosphere supporting local bands and DJs and other interesting and different music. The events so far have been based in one of two pubs in Saltburn which let us have a room for free. Once we’ve booked the room, we book in the soundman, who only charges us half price, as well as the acts, who all perform for free. We usually have three live acts followed by a DJ set, which gets people dancing every time!

Once everyone is confirmed we send info about the gig to a friend who works for a printers – he designs and prints the flyers for free. We get them out everywhere we can in the local area and then in the run up to the gig we email a press release to local papers, magazines and listings guides, following them up with a phonecall to make sure the information will appear. We also contact which ever organisation we’re supporting to get promotional materials such as badges, stickers, leaflets, action cards and posters. CAAT were great for this as we got lots of action cards to give to people to send off as well as badges to give out as people came in, and lots of info about CAAT’s work. We used CAAT posters to brighten up the venue and raise awareness of arms trade issues.

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The last gig we ran for CAAT was a huge success, especially as it was a hip hop themed night, which may have been the first ever in Saltburn! We packed out the room with at least 100 people. As with all of our events, we asked for donations on the door. We also had an unwanted Christmas present tombola. Overall, the event raised £267. We sent £150 to CAAT and kept the rest to cover expenses and the cost of putting on future events.

**Run for CAAT**

CAAT supporter David Ivall put on his running shoes and ran the Sheffield Half Marathon in aid of CAAT. He got sponsor forms from the CAAT office and set up an online fundraising page through Bmycharity.com, encouraging his friends and colleagues to sponsor him. CAAT also encouraged supporters to sponsor David by including it in the email bulletin and in CAAT news. With a team of friends to cheer him on throughout the race he finished in record time and raised over £200 for CAAT.

There are certain events that CAAT is able to help you organise and some that we ask you to organise on your own or in a team. Have a look at the following information to see what takes your fancy.
Sponsored events

Race for CAAT

Each year CAAT organises a team of runners to run the Great South Run, a 10-mile annual road race held in Portsmouth. If you are interested in running this or any other race, get in touch with our Fundraising Coordinator on 020 7281 0297 or by emailing sally@caat.org.uk. If you are already registered to run a race, please consider running in aid of CAAT.

Skydiving

CAAT has teamed up with Skyline training centres to offer supporters a thrilling way to raise money. Participants receive a full day’s training and on the second day complete a static-line jump from an altitude of 3,000 feet. You need not pay anything to participate, but we ask supporters to raise a minimum £500 in sponsorship.

If you’re thinking of taking part in a sponsored event for CAAT let us know well in advance. We can help you find sponsorship through our supporter magazine CAATnews, our email bulletin and the fundraising pages of our website. We will also help you set up your own fundraising page on Bmycharity.com to make collecting money from your friends a piece of cake!

Organise your own event

Stuck for ideas? Why not try organising one of the following:

Social events

Pub quizzes, race nights, auctions, film nights, BBQs and karaoke nights are great ways to raise money and have fun at the same time.

At school or work

Persuade your boss/teachers to let you have a dress down Friday or no-uniform day – for a fee!

Give an hour – ask your colleagues to donate an hour of their salary to CAAT.

Have a cake sale – rope in your friends to help you make a selection of yummy treats that you can sell to your colleagues or school friends.

Ask your employer to match fund – if you’re holding an event at work, why not ask your boss if the company will match all money raised (remind them of the positive publicity it will generate for them).

Talks

Another way of raising awareness is to hold a talk or lecture on one of CAAT’s latest campaigns or an issue connected to the arms trade. You could charge people a small entrance fee and/or make a collection at the end of the event. CAAT can help you find a speaker through its Speakers Network, just contact our Local Campaigns Coordinator on 020 7281 0297 or email annemarie@caat.org.uk to find out if there’s someone in your area. You may wish to order a speakers’ pack at the same time.

Make a song and dance!

Got any budding actors in the family? Know anyone who can play a musical instrument or has a wonderful singing voice? Why not put on a concert/sketch show/comedy night in aid of CAAT? Many pubs will allow you a room for free or for a very small fee if you can guarantee getting customers through their doors.

There are many ways to raise money for CAAT, but whatever event you choose, make sure it’s something you enjoy!

In case none of these ideas have grabbed you, visit www.how2fundraise.org for more inspiration.
Organising your event

The most successful events are ones which have been properly thought through and organised. People are much more likely to donate to something that’s well run and where they come away feeling like they’ve had a good time and it’s all been worthwhile.

Here’s a checklist of things to think about when planning your event:

**Before you do anything**

- Make sure you’ve given yourself enough time to plan and get everything organised for the day – successful events don’t happen overnight! When choosing your date try to make sure it doesn’t clash with other similar events locally, national sporting events that keep people at home/in the pub, or big fundraising events like Red Nose Day. Then of course there’s the weather to think about.

- Consider how you can double up and use the event as a campaigning opportunity as well – could you get people to sign a petition or hand them campaign postcards as they arrive or leave? Make it easy for people to take action!

- Don’t underestimate the time and effort involved – get help from friends/colleagues/local group members and make sure tasks are clearly and fairly distributed.

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**First steps**

Set your budget – how much are you hoping to raise? How much are you likely to spend? You need to make a considerable amount more than your costs for the event to be worth your time and effort.

**Finding a venue**

Your venue will be a key factor in determining the success of the event. You need to consider the following things:

- Location – is the venue easy to find? (you might need to put up extra signposts on the day) Does it have good public transport access? If people are coming in cars, is there good parking nearby? Have a map available if possible.

- Accessibility – does the venue have good access and facilities for disabled people? Is there a lift? Is there a hearing loop available?

- Facilities – does the venue have toilets? Will you need to provide childcare? Does it have a PA system? What kind of licences might you need e.g. Alcohol? Entertainment?

- Capacity – how many people do you expect/have tickets for? Make sure the venue is big enough, but also not too big to make it seem like nobody has turned up! Because of health and safety regulations most venues will be strict about numbers, so make sure you have some way of keeping tabs.

- Payment and money – will you need to pay a deposit? When paying the balance it is good practice not to use the cash you have collected on the day, but to send a separate cheque.

- What are the restrictions? Some venues will allow you a fairly free rein in terms of decoration etc, whereas some are a bit stricter – make sure you know about all the things you’re not allowed to do e.g sticking things to walls.

- Catering – if you’re providing food you need to check what refrigeration and serving space is available. It’s also a good idea to make sure you’re informed about food hygiene by visiting www.eatwell.gov.uk.

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**First aid and health and safety**

If you are running a large event, you may wish to find a volunteer who has first aid training. As the organiser you will be responsible for the health and safety of participants, CAAT cannot take responsibility for this. It’s a good idea to carry out a risk assessment before your event, to consider what hazards might be present, how likely they are to cause an accident and what action can be taken to prevent accidents occurring. A quick web search will bring up plenty of example risk assessments that will help you make sure your event is safe.
Publicity

Once you know when and where the event is happening you can start publicising it to get as many people along as possible.

Before deciding how and where to publicise your event, think about the kind of people you’re hoping will come. Are you hoping for families, students, other activists, or is your event aimed at the more ‘general public’? This will help you target your publicity.

Produce some posters and flyers if possible – local shops, leisure and community centres and libraries may be happy to display these. It’s always good to take some flyers along to demos, meetings and other events you might attend. This is also a great time to rope in your friends to help spread the word – get them to distribute or display your publicity at their workplace, school or university and through any campaigning or other social groups they belong to.

We would encourage you to use the CAAT logo on any publicity you produce – you can obtain it by emailing sally@caat.org.uk.

Online promotion

The web is a great way to spread the word – use Facebook, Myspace, Twitter, your own or a friend’s blog and encourage people to post and forward details of your event. You can also join CAAT’s Facebook group and post details on the wall. There are also lots of websites that have online diaries, for example local papers – contact the person who updates them and ask them to add your event.

How CAAT can help

CAAT can also help you publicise your event – send in details of your event well in advance and we can add it to our online events diary www.caat.org.uk/events/diary and include it in our monthly email bulletin. The bulletin is currently sent to supporters around the middle of each month, so make sure you send the details in time – just email the date and time, location, title and a short description to press@caat.org.uk.
Local media

Your local newspaper or radio station may be interested in covering your event. They may preview your event in their listings or come along on the day to report on the event – this is a great opportunity to let them know why you believe it’s important to raise funds to help end the arms trade.

The best way to get local media along to your event is to write a press release. You can read some tips on writing a press release on CAAT’s website www.caat.org.uk/getinvolved/mediaguide.

When approaching the media, the following pointers may come in useful:

• Pick one key message and up to three key points and stick to them.

• Look for hooks relating to the arms trade to emphasise why your fundraising is important – e.g. a recent news story or local event, a debate on air or on their letters page, or a personal angle.

• Think about any photo or filming opportunities and invite a photographer. You can also send in your own photos, so make sure you have a good selection to choose from.

• Record any responses you have so you can build up a relationship with local reporters – this will come in useful for any future events you decide to run.

On the day of your event

After your careful preparation, multiple offers of volunteer help and fantastic publicity, the day of your event has arrived. The following things will help you ensure that everything goes smoothly:

• Arrive in plenty of time – give yourself enough time to get the venue, set up and have a bit of a sit down and relax before everyone arrives. You’ll need it!

• If you have several helpers, have a clear itinerary of what’s going to happen and, most importantly, who’s doing what. Ask your volunteers to arrive early and do a run through with them.

• If you are able to, put up extra signs for things like toilets, refreshments etc, but remember, no matter how many signs you put up, people will always, always ask where the toilets are, so make sure everyone in your team knows.

• Have useful things to hand such as stationery items, sellotape, money bags etc.

• Make sure you know where the emergency exits are, that they are clear of any obstructions, and what you would do in case of a fire alarm etc.

• Assign one person to be responsible for looking after the cash. If you are using collection buckets or tins, place them in secure places away from entrances and exits. Decide who is taking the cash away from the venue – if possible choose someone who doesn’t have to travel alone or on public transport.

• Remember to take lots of pictures – not only for your local newspaper but also to send in to CAAT – we are always looking for photos to use on our website and in CAATnews.

• If possible try to keep a record of attendance, or do a rough headcount. This will help you when writing up the event for CAAT or your local media contact. It will also be useful when evaluating your event and planning for the next one.

After the event

Cash

As the event ends you will need to count your cash takings – it’s good practice to get two people to do this in each other’s presence and record the count on a cash sheet. The cash should be banked as quickly as possible. It is best not to take expenses
out of cash made on the day, but to pay them separately. Unfortunately, CAAT is unable to cover any expenses incurred in the organisation of your event. Once you have worked out the proceeds from the event, please send a cheque to CAAT accompanied by a note of which event they are from and your contact details, so that we can confirm receipt and also so we know whom to thank! Cheques should be made payable to Campaign Against Arms Trade.

Reports

We love to receive reports of all local fundraising activity, but appreciate that not everyone has the time or inclination to sit down and write a full report (though if you have it will be gratefully received!). If you can, just jot down the main points including how much you raised and we will try our best to include it in CAAT news or in other supporter communications. Send your reports to sally@caat.org.uk.

Thanks all round

Remember to thank your volunteers and anyone who helped you get the event up and running.
Fundraising regulations

However you choose to raise money, unless the CAAT office staff are directly involved in helping you organise the event, you will need to make clear on your publicity and on the day that you are raising funds in aid of CAAT, rather than on behalf of CAAT. It seems like a small difference, but legally speaking it distinguishes you as a volunteer fundraiser rather than a member of CAAT staff.

Additional regulations

Some fundraising events are governed by extra regulations, meaning you’ll have to take a couple of extra steps before setting them up.

Stalls and public collections

If you’re hoping to run a stall or collect money in your local town centre, you should inform your local authority, telling them where you hope to be and when. They may also ask you to inform the local police station. One or both of these bodies may require you to have a permit. They will also let you know of any further restrictions.

If you’re planning a stall at a local event, have a collection tin on hand for donations. This is a great way to help raise awareness about the campaign at the same time as raising money. CAAT can supply collection tins, leaflets, campaign materials, posters, badges and other materials you might need for your stall. You can order the items you need using the form at the back of this guide. We have also come up with a brief guide on how to run an effective stall, just visit www.caat.org.uk/getinvolved/runningastall.

You may wish to collect money without a stall, for example on a public street in your town centre. It is advisable to collect in small groups, spacing out so that each person can be seen by at least one other collector. If your local authority requires identification, please contact the CAAT office.

Please note the following:

• You should use secure collection tins, which are available from the CAAT office.

• You are not allowed to collect money on privately owned property e.g a shopping centre without the prior consent of the owner.

• As with other events, it’s a good idea for two people to count the cash together immediately after the event and bank it as soon as possible before sending a cheque to CAAT.

For more guidance on collecting money in public, please consult the Institute of Fundraising’s guidelines on public collections: www.institute-of-fundraising.org.uk/Resources/Institute of Fundraising/Documents/PDF/Fundraising Collections.pdf

Raffles and lotteries

Raffles and lotteries are a great way to raise additional money either at an event or as an event in themselves, especially if you can get the prizes donated for free.

Ideas for prizes:

• You could approach local businesses or shops to donate items or vouchers – remember to remind them of the extra publicity it will generate for them.

• Local restaurants may be willing to donate a meal or voucher.

• You might know someone with a holiday home who would be willing to donate it rent-free for a week or two.

• You could ask people to donate unwanted Christmas or birthday presents (in good condition of course).

• You may even wish to get people to donate their time or skills as prizes.

Whatever prizes you manage to rustle up, make sure they are clearly displayed or described to give people the incentive they need to buy that extra ticket!

There are certain regulations governing raffles run by volunteers. Raffles are classified differently.
depending on whom the tickets are being sold to and where they are taking place.

The two main types of raffles that volunteer fundraisers would be involved in are described below.

**Incidental non-commercial lotteries**

These are raffles held at a non-commercial event (e.g. a fundraising event).

Rules stated by the Gambling Commission:

- All ticket sales and the draw must take place during the main event, which may last more than a single day. Sales can only take place on the premises where the event is being held and can be sold to anyone at the event, including those under 16.

- The lottery must be promoted for a cause other than private gain (i.e. you must clearly state that proceeds are going to CAAT).

- There are no restrictions on tickets or what is stated on them, so you are able to use cloakroom tickets or tickets you’ve designed yourself.

- All tickets must cost the same, i.e you cannot offer 5 tickets for the price of 4.

- Deductions from ticket sales must be no more than:
  - £100 costs
  - £500 prizes
  (This figure may change, so it’s best to check for up to date information on the Gambling Commission website: www.gamblingcommission.gov.uk)

- The remaining income should go to the good cause.

**Small society lotteries**

- These are raffles run by groups set up purely for non-commercial purposes (e.g. a CAAT local group).

- Small society lotteries must not raise more than £20,000 in ticket sales. At least 20% of the money raised must go to the good cause.

- Tickets are sold to the general public in advance of the draw and must include details of the beneficiary, the price and the draw date. Tickets cannot be sold to anyone under the age of 16.

- These raffles must be run by a named individual who has the permission of their local authority. There are special regulations regarding the promotion and organisation of a small society lottery and we strongly advise you to contact the CAAT office if you are thinking of running this type of lottery.

Whichever type of raffle you are thinking of organising, we advise you to consult:

- The Gambling Commission Website: www.gamblingcommission.gov.uk

- The Institute of Fundraising’s codes of practice: www.institute-of-fundraising.org.uk/bestpractice/thecodes/codesoffundraisingpractice/codesdirectory/rafflesandlotteries
We’re here to help!

Whatever event you’re thinking of organising or taking part in, remember we can help you!

Please contact us for help with the following:

- Materials for stalls – our latest campaign briefings, petitions, postcards, leaflets and badges. (Even if you’re not running a stall, we would encourage you to have some campaign materials to distribute at the event – you can order what you need using the form opposite).

- Collection tins – this will help your collection look professional.

- Publicity – we may be able to promote your event on our website, in CAATnews, in our email bulletin, or on our Facebook group.

- Logos – we can email you different versions of this to put on your publicity materials.

- How to guides – Running a stall; Public speaking; Dealing with the media.

- Online fundraising – We can help you set up a page on Bmycharity.

For help with any of the above, call 020 7281 0297 or email sally@caat.org.uk.

Any other questions?

Please contact our Fundraising Coordinator by calling 020 7281 0297 or emailing sally@caat.org.uk.

And finally....

A big thank you! Your fundraising ideas and efforts will make a big difference to our work. We’re really grateful to you for getting involved and helping us work towards our goal of ending the international arms trade.

Good luck with your fundraising!

Useful links

For guidelines on fundraising best practice
www.institute-of-fundraising.org.uk

For general fundraising event ideas
www.how2fundraise.org

For the latest regulations on raffles and lotteries
www.gamblingcommission.gov.uk

To find your local authority
www.tinyurl.com/4vn67e

To find your local police service
www.police.uk/forces.htm

To find local newspapers
www.wrx.zen.co.uk/britnews.htm
Order form

Latest campaign materials

Details of our latest campaign can be found at www.caat.org.uk. You can order:

☐ Campaign postcards  Quantity ___
☐ Campaign packs  Quantity ___
☐ Campaign briefings  Quantity ___
☐ Campaign poster  Quantity ___

Other resources

☐ CAAT collection tins  Quantity ___
☐ CAAT Greetings Cards – these can be sold on your stall (Price on pack). Please return unsold stock to CAAT Quantity ___ (max 10 packs)
☐ CAAT badges – these can be sold on your stall for (recommended price 15p each). Please return unsold stock. Quantity ___
☐ CAAT recruitment leaflet  Quantity ___
☐ CAAT mobile phone recycling envelopes  Quantity ___ (max 20)
☐ Introduction to CAAT  Quantity ___
☐ Copies of latest CAATnews  Quantity ___

Would you like to borrow a CAAT tablecloth? (We have a limited number available, so please return to us as soon as possible after your stall).

Yes ☐ No ☐

Your details

Name ________________________________
Address ______________________________________
______________________________________________
______________________________________________ Postcode _________

Please supply a daytime telephone number:
______________________________________________

Email _________________________________________

Please tell us where you’re planning to hold your stall and when:
______________________________________________

Don’t forget to take some photos!

If you’re thinking of running a stall you will find it useful to order some or all of the following free materials.

Just tick which ones you’d like along with the quantities, complete your contact details and send this form to CAAT, 11 Goodwin Street, London, N4 3HQ.

Alternatively, you can email your order to enquiries@caat.org.uk.