TOGETHER WE ARE

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Help support

our life-changing



UCB.CO.UK/teamucb



THANK YOU FOR BEING PART OF TEAM UCB!

With your help, we can spread God's love to many more people!

This guide is packed full of information and ideas to help you make your fundraising event a success. We have added some personal stories of people just like you who have been blessed by God through UCB.

From fundraising ideas and legal concerns to inspirational stories – it's all here.

If you have any questions, you can call 01782 911 000 and the team will be happy to help you.

Remember, it doesn't matter how much you raise – lots of people raising small amounts have a huge impact.

However you choose to support UCB's life-changing work, make sure you have fun!



WHY GET INVOLVED?

Every day at UCB, we hear the stories of people who are in a very dark place.

Across the UK, many people are dealing with marriage struggles, battles with mental health, sickness, loneliness, the list goes on...

So often, these situations feel hopeless, but when God's Word is spoken into a situation, light is found amidst the darkness.

Sharing that hope through the Good News of Jesus is what UCB is all about, and through UCB's two Christian radio stations (UCB 1

and UCB 2), UCB's free devotional (the UCB Word For Today), and Prayerline (our free prayer service), readers like this are finding hope every single day:

'I suffer from depression as a single mother with three kids (one baby). I lost everything: job, car, house, and I'm in dry time in my life. It's really hard to not think about killing myself sometimes when I don't have food to put on the table. Your [Word For Today] helps me to keep going. To persevere because sometimes it feels like it was written for me. Thank God for you guys!'



OUR MISSION...

To offer every person, in every place, every moment of the day the opportunity to hear, watch, or read the Word of God in a relevant and engaging way.

Whether someone picks up a UCB Word For Today or they stumble across UCB 1 or UCB 2, God works through UCB's wide range of media and print resources to reach more people with His Word (and through His Word comes the hope of Jesus!)



But we need YOUR
help to keep these
free resources
available. When
you and your
friends, colleagues,
neighbours, and
churches join together
to raise funds for
UCB's work, you're
really helping to share
God's Word with your
community and the
nation.

'Go into all the world and preach the gospel to all creation.'

Mark 16:15 NIVUK

HERE'S WHAT YOU CAN DO...

There are all kinds of ways to raise money for UCB. If you need inspiration, here are some ideas to try. Each one also gives you a great opportunity to tell people about UCB's mission to change lives for good by the power of God's Word.

CLUTTER CUTTER

Gather together your unwanted belongings and sell them online or at a car boot sale. When you've finished, send in your profits!

HELPING HANDS

Get to know your neighbours and offer to do any small gardening or 'odd jobs' in return for a donation.

DONATE YOUR BIRTHDAY

Create a birthday fundraiser on Facebook or JustGiving and ask your friends to make a donation instead of giving you a gift – Facebook even add in their own small donation! To set up a Facebook fundraiser, log in to Facebook and go to www.facebook.com/fundraisers

RUN FOR FUN

Set your own route and distance, or check out one of the running events being organised in your local area. Then find some sponsors and get training.

LOOSE CHANGE

Collect your loose change for a month, then donate the amount you've collected to UCB.

GIVE IT UP - FOR US!

Ask friends and family to sponsor you to give up something that you enjoy for a while, like your favourite food or time on Social Media. You could even go vegetarian or vegan for a month and try your hand at some new recipes.

SPONSORED SHAVE

End bad hair days by shaving your hair or beard for UCB.

GET CRAFTY

Whether you love knitting, crotchet, card making, or sewing, use your crafting skills to whip up some creations to sell, then donate the profits to UCB.

GROUP ACTIVITIES...

Grab some friends and start raising money for UCB! Below you'll find loads of ideas to get you started.

Don't forget that you can also give out our free resources, such as the UCB Word For Today, to those who come along to any events you organise.

BAKE SALE

Why not get in the kitchen and whip up some lovely treats to sell? You could even hold a cake baking competition with a charge for entry.

WALK YOUR WAY

Organise and promote a walk in your local area. To make it even more fun, have a go at a three-legged walk, balance books while you're walking, or try orienteering.

COFFEE MORNING

Fancy raising money while enjoying a relaxing morning eating cake with friends? Why not hold a coffee morning and donate any money you raise to UCB.

GAME-A-THON

Challenge your gaming friends to a 24-hour gamea-thon for a small entry fee.

FANCY DRESS

Have a word with your boss or local head teacher and see if you can hold a fancy dress competition. Set a theme and ask for a donation from those who want to take part.

NEARLY NEW SALE

Ask for donations of nearly new clothes, then hold a fashion show with an entry fee and sell the donated items.

HOLD A SPORTS EVENT

Raise money and keep fit at the same time! Organise support with raffle prizes. To raise a little extra, you could also sell treats and refreshments to those who come along.

GET MESSY!

Organise a wet sponge throwing game or a gunge tank.

DINNER PARTY/MEAL OUT

Host a dinner party and invite friends, colleagues, and family to bring their most mouth-watering dish to share and give a donation. For a bigger event, book a local restaurant and charge tickets for a set meal.

RAFFLE/AUCTION

Organise a raffle or auction and ask local companies, artists, or celebrities to donate items. You could include gifts of time or goodwill too.

QUIZ NIGHT

Improve your general knowledge by putting together a fun quiz. If you're not sure where to start, there are plenty of free quizzes online, so all you need to do is set an entry fee, invite people to come along, and have a great night!

SPECIAL DAY EVENTS

Pick a special day, such as Valentine's Day, Bonfire Night, or even National Cheese on Toast Day, then get creative and hold an event to raise money.

A FINE EXAMPLE...

We were thrilled to be approached by UCB volunteers, Roy Emery, Dave Morgan, and Karl Lees, with their offer to cycle from Land's End to John O'Groats to fundraise for UCB.

Their story:

'We are all Christians and are passionate about God and His Word. We're also regular listeners of UCB Radio and readers of the UCB Word For Today. Sometime last year, we became interested in a cycle challenge that took us from Land's End to John O'Groats. When discussions turned to "Which charity shall we support?" the obvious choice for us was UCB as we enjoy their broadcasts and value their teaching. We have a desire to support their mission and totally appreciate their need to fundraise in order to continue to fill our nation with God's Word. When we approached UCB with our fundraising challenge, they were really pleased and later suggested we coincide the cycle ride with their... nationwide Easter campaign, BELIEVE. We loved this idea. It made so much sense. Easter time provides a great platform to remind the nation that Jesus Christ died to save us.'

Roy Emery, Dave Morgan & Karl Lees



FUNDRAISING DO'S & DON'TS

If you are fundraising for us—thank you!

We want to help you ensure that all of your events abide by the legal fundraising guidelines, so please take a moment to read the info below before getting started:

PUBLICATIONS

Please make sure your fundraising materials (e.g. posters) include the following line: 'In support of United Christian Broadcasters, Registered Charity No. 299128 (England/Wales)'. Your fundraising materials must not suggest that you represent us – only that you are fundraising in support of us.

INSURANCE

If you organise an event that involves the public in any way, you will need to ensure that you have public liability insurance. Check if your company policy covers you for such activities. United Christian Broadcasters cannot accept liability for any loss, damage, or injury suffered by you or anyone else as a result of taking part in a fundraising event. Advice can be found at www.hse.gov.uk

HEALTH & SAFETY

You need to consider health and safety and legal requirements when planning your fundraising activity. Follow the professional advice of equipment manufacturers and staff supervising any facilities. Carry out a risk assessment and make sure participants are fully briefed about the activity. Be sure you are in good health to undertake your event, and if in any doubt, gain clearance from your doctor, particularly in relation to a physically demanding activity. Advice can be found at www.hse.gov.uk

MONEY HANDLING

If you are raising money in the course of a business, deducting any amount to cover costs, or splitting the money raised between UCB and another

charity, you'll need a Fundraising Agreement with us. Please contact us to get one. If you choose to collect money in a public place or door to door, you'll need a licence from the local authority (you can find details about this on the local authority's website). You must ensure that all fundraising money collected for UCB is paid to us. If you receive donations in a box, envelope, or any other collection container, you must ensure that this is kept in a safe and secure location.

RAFFLES

If you are planning any type of lottery (such as a raffle or sweepstake), please be aware that there are strict rules about what you can do. For England, Wales, and Scotland, the Gambling Commission publishes useful guidance at gamblingcommission.gov.uk. In Northern Ireland, the Northern Ireland Council for Voluntary Action publishes a good practice guide at nicva.org. As raffles are governed by many rules, we would recommend you speak to your local Licensing Authority for advice before organising one.

CHILDREN

If anyone under 16 is involved in the fundraising in any way, please make sure that they have permission from their parent or guardian and are properly supervised by a responsible adult. Under 16's should never approach strangers about fundraising. For more information on fundraising, please see the Institute of Fundraising website: https://ciof.org.uk

MAKE SOME NOISE!

Here are some ideas for promoting your event:

In community centres, doctors' surgeries, clinics, libraries, shops, post offices, schools, churches, or your workplace.

(Ask first, of course, and don't forget that fly-posting is illegal).

GET NOTICES READ OUT

In school assemblies, church services, youth groups, house groups, and other events.

MEDIA

Consider which media to contact and make a list, remembering local newspapers, radio, TV, magazines, specialist publications, company newsletters or intranet sites, and church newsletters.

LOCAL NEWSPAPER

Consider advertising in the local 'What's On' newspaper column or internet page.

THE LOCAL GRAPEVINE

People hear about things in all sorts of ways, so tell everyone: friends, family, neighbours, colleagues, customers, suppliers, etc. (And don't forget to use any available social media).

NOMINATE A SPOKESPERSON

This person needs to be well briefed on the event as well as UCB, and ideally they should be quoted in all promotions.

WRITE A PRESS RELEASE

See the next page for more guidance on writing press releases.

AUDIENCE

Remember to keep your target audience in mind at all times as well as your overall objective.



WRITING A PRESS RELEASE

DO'S...

- Give it a date and a snappy headline that tells the story in less than seven words.
- Keep it objective and factual.
- Type it but keep it short, simple, and preferably on a single sheet. Use approximately three sentences per paragraph. Double space the entire release so it's easier to read.
- If you do have more than one page, number the pages; end the first with 'more follows'; start the second page with a new paragraph; on the final page, finish off with 'ends'.
- Try to get all the crucial information in the opening paragraph or two, including who, what, when, where, why, and how.
- Include a sensible, interesting 'quote' from an identified spokesperson.
- If you are promoting an event, double check you have included the correct start and finish time, correct day and date, clear and

full location (including postcode), and cost. If there is no cost, make it clear that it is free.

- Provide contact name(s) and phone number(s). Make sure that all of your key people have a copy and that at least one person is available outside office hours (with a copy of the release and any useful background information).
- If the story is photogenic, give details of what, when, and where photographs can be taken or enquire about editorial specifications and supply your own.
- Add brief extra background information in a 'Notes to Editors' section if necessary.
- Check deadlines in advance make sure that your release arrives in time for journalists to follow it up.
 - Follow up with a phone call if it hasn't been received, send over another copy at once.

DONT'S...

- Don't use flowery adjectives or 'church •
 language' that someone who doesn't go to
 church might not understand.
- Don't pad out your release with unnecessary details – keep to the important points.
- Avoid repetition, clichés, jargon, and abbreviations. Don't try to write the journalist's headline for them with clever puns – just tell the facts simply.
- Never make claims you cannot prove, and avoid exaggeration overstating your case is more likely to wreck than to win your argument.
- Sloppy presentation, mistakes, and bad grammar damage credibility – get someone to check for sense, accuracy, and spelling.

FUNDRAISING SUCCESS TOP TIPS:

HAVE FUN

Choose a fundraising project that you will enjoy. If you are having a good time, people are more likely to respond.

KEEP IT SIMPLE

The best fundraising projects are the simplest. Be realistic and cost out your event carefully.

KEEP IT LEGAL

Make sure everything you do is legal. Check out www.how2fundraise.org which has lots of external advice.

DO YOUR SUMS

Make sure you keep an accurate report of all the financial transactions that you make for your event. If you use a sponsor form to capture names and addresses of donors, and they are eligible, we can claim Gift Aid on every donation – from cake sales to marathons! Also, see if your employer is willing to match fund donations. Please don't send cash in the post.

WHY ARE YOU DOING IT?

If you have a personal reason for supporting UCB, share it with potential supporters because it will help bring your fundraising to life.

CHOOSE YOUR DATE CAREFULLY

Be aware of major sporting events and school holidays and work around them or with them.

TELL US ABOUT IT

Please let us know what you're planning so that we can encourage you.

TELL OTHERS ABOUT IT

Tell your friends, family, and work colleagues about what you're up to and let your local paper know. If you're online, then use the internet and social media – it's a great way to keep your friends (and their friends) updated. Work with local media (including TV and radio), especially if you are planning a large event.

FUNDRAISE ONLINE

Especially if you are getting sponsored, use www. justgiving.com/ucb or other online fundraising platforms and create your own page. This way you can email it to your friends, family, and colleagues!

EXTRAS

Sell treats and refreshments to raise extra money.

THANK EVERYONE

Let people know how grateful you are for their support, and when you know how much you have raised, tell them so that they know what a valuable contribution they have made.

MAKING YOUR MONEY GROW

ONLINE DONATIONS

You can set up your own JustGiving page or donate to UCB at justgiving.com. It's easy to set up your own fundraising page, which can be shared with friends and family who want to sponsor you and support UCB. It includes an option for donors to Gift Aid their donations, and you can even add in donations that you've received offline. You could also use a crowdfunding site like GoFundMe.'

SPONSORSHIP FORMS

We recommend that you use our sponsorship form when fundraising for us because this will help to maximise the amount of Gift Aid that can be claimed, where applicable. You can download it from the Forms Section at ucb.co.uk/teamucb When asking for sponsorship, you will need to make sure that you store people's data securely, and use the information they give you fairly and lawfully so that you abide with the Code of Fundraising Practice. You can find out more at fundraisingregulator.org.uk/code.

Don't forget to send all of your sponsorship forms in, along with the money you've raised, as soon as you have completed your event. We can then process any Gift Aid payments. We will not use any of your sponsors' data for marketing purposes because your sponsors have not signed up for any direct communication with us.

GIFT AID

Gift Aid allows UK charities to reclaim tax on most donations made by a UK taxpayer. That means UCB can claim an extra 25p for every £1 given by an eligible donor. That's a lot of money and it doesn't cost your sponsors anything. Please ask donors to Gift Aid their donations if they qualify.

DOUBLE YOUR MONEY

Some companies will consider match funding where they will donate £1 for every £1 you raise. It's a great way to boost the money you've raised and is an extra incentive for all your friends and colleagues.



PAYING YOUR MONEY IN...

Once you've raised money to help UCB continue in our work, what do you do with all those cheques and coins? Simply download the 'Paying In' Form which can be found at ucb.co.uk/teamucb and post it in to UCB. Please don't send cash in the post – pay it into your bank account and then write us a cheque or pay online.

CHEQUES

Make all cheques payable to UCB Ltd.

PAY ONLINE

You can pay in a lump sum to UCB online – visit justgiving.com/campaign/TeamUCB

PAY BY PHONE

To pay your money in over the phone, please call us on 01782 911 000.

PAY BY POST

If you'd like to send your money in this way, please send your cheque, made payable to 'UCB Ltd' with a 'Paying In' Form and all your sponsorship forms to the following:

Team UCB
United Christian Broadcasters Ltd
Westport Road
Stoke on Trent
ST6 4JF

Company Registered in England 2182533
Registered Charity 299128 | Registered Office: Stoke on Trent ST4 8RY



YOU HAVE MADE A DIFFERENCE!

Val organised a sponsored walk to climb up Crook Peak in the Mendips because it was on her bucket list.

£646.65 raised for UCB!

Margaret organised a Coffee Morning

'I didn't have the means to support UCB myself, so I decided to hold a coffee morning and cake sale... we now hold an annual

UCB coffee morning.'

£2,332 raised for UCB!

THANK YOU!

The funds you raise could make a life-changing impact...

£35

can help get a copy of the UCB Word For today to nearly 40 people!

£80

covers an hour of UK-wide prayer support through UCB Prayerline

£240

covers more than an hour of Christian radio on UCB 1 or UCB 2.



READY TO PLANYOUR EVENT?

Head over to

UCB.CO.UK/teamucb

to tell us what you're planning so that we can support you!





UCB.CO.UK/teamucb

