



Pub Fundraising Toolkit

Thank you for fundraising for the British Forces Foundation in support of the men and women of our Armed Forces. This document was written to provide some guidance about raising money in your venue. We hope you find it useful.

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Morale, The British Forces Foundation & Your support



Morale and our Armed Forces

The British Armed Forces serve with immense professionalism across the world. Often thousands of miles from home they have to cope with danger, extreme physical conditions and witnessing traumatic events that can affect both them their loved ones, for years.

Maintaining the morale of the soldiers, sailors and airmen is vital to the welfare and effectiveness of men and women who depend on each other every day.

About The British Forces Foundation

The British Forces Foundation exists to boost the morale of British servicemen and women – typically through top quality entertainment with big name stars. The shows, and the Charity’s other projects, convey the gratitude of the British public for the work of the Armed Forces and the sacrifices they make.

Your support

The money raised by you will help BFF continue to provide shows for our troops as well as our other initiatives to show our appreciation of them. Knowing that they have the support of the public at home makes a huge difference to our serving troops. Please support to the BFF and help us give our guys a day they will remember, for all the right reasons.

Testimonials

“Christmas was a hard time for all of us. I was apart from my husband and daughters (aged one and three). It was hugely appreciated that these people had made the effort to come and entertain us, so close to their own family Christmases.”

- Regimental Medical Officer, 1 Bn RIRs

“It made my soldiers feel like they had not been forgotten. That you journeyed out for no reward to this sad country (Iraq) at Christmas time is a huge tribute. The British Forces Foundation is well respected, its work is appreciated and we all admire your dedication.”- Brig, 7th Armd Brigade

“I know the work of The British Forces Foundation is much valued by the Armed Forces, in particular the way you encourage a dazzling array of performers to entertain personnel in the most hostile of environments.”

- Former Prime Minister, Gordon Brown

“The aim of providing a thank you to the NHS and military staff who look after injured and wounded Service personnel at Selly Oak and Queen Elizabeth Hospitals was fully achieved and the event was enormously well received by everybody. Mission accomplished.” -
CO, Royal Centre for Defence Medicine

On behalf of our troops, thank you.

Fundraising Ideas - A to Z

Fundraising is a great way to attract customers, keep people spending in your venue and involve them in a cause that really matters to them.

There are loads of ways you can raise money to support BFF, here are just a few for starters:

A

Auction
Ale night

B

Bar games
Beard – grow or shave a beard or moustache
BBQ
Beer Festival

C

Curry night
Collection box – contact BFF and we'll send you one. Sorry, there are too few of us to collect in person.

D

Darts competition
Disco

E

Eating competition – baked beans are a favourite...

F

Fancy dress night – Military, superheroes etc.
Fantasy league teams

G

Golf day
Games - monopoly, chess tournament, team trivial pursuit, scrabble – pay to enter, donated prizes
Guess - the number of bottle tops in a jar

H

Halloween party

I

Indoor games evening

J

Juke box DJ – Donate and control the music for a set period

K

Karaoke evening

L

Lucky dip for a pub prize, meal or a drink

M

Meal – pick something from the menu and every one sold includes a donation to BFF
Mastermind

N

Name that tune on the jukebox

O

Pub Olympics

P

Pool competition

Q

Quiz
Quit something for charity

R

Raffle - ask local businesses to donate prizes
Race night

S

Sports sweepstake
Skittles
Sponsored challenges – ask your locals to go above & beyond

T

This Pub's Got Talent competition
Tug of war
Treasure hunt – send your locals off on a search

U

Unwanted and unused gifts – ask friends and family, colleagues: use for prizes or car boot sale

V

Valentines evening

W

Wine tasting

X

Xmas Quiz

Y

Yard of Ale challenge

Z

Zero tolerance – swearing fine box

Fundraising tips

- 1) **Keep it simple** – You know best what your customers will like. Whether it's wine tasting, karaoke or a pool competition, run activity you are sure everyone will enjoy.
- 2) **Advertise it early** – Let people know as early as possible when activity is taking place and try to avoid events and occasions that might compete with yours for attention like sports fixtures.
- 3) **Offer prizes** – Everyone loves the chance to win something and you can often get prizes donated so that your costs are minimal.
- 4) **Involve the local press** – Local press are always looking for local stories and a great opportunity to get your pub some publicity.
- 5) **Tell BFF about it** – We would love to hear about your fundraising exploits for us. Please let us know so that we can thank you.
- 6) **Safety and legality** – A few key pointers about raising funds for BFF.
 - All your publicity materials, including tickets and posters must include the words: "Raising funds in aid of The British Forces Foundation, Reg. Charity No. 1075109"
 - If you are organising a lottery such as a raffle, tombola or sweepstake you should be aware that there are strict laws concerning what you can and cannot do. For the rules relating to England, Wales and Scotland look at the Gambling Commission's website at www.gamblingcommission.gov.uk
 - We are hugely grateful for all your efforts to raise vital funds for serving personnel, but BFF cannot accept responsibility or liability for any loss or damage, or any personal injury or death arising out of any fundraising.

Setting up a Justgiving page for your fundraising event

Fundraising using online sites instead of chasing people with sponsorship forms has never been easier. Here's how:

- Go to www.justgiving.com/bffcharity
- Click on 'Make your page'.
- You will then need to sign in if you already have an account or create an account if you don't.
- Choose The British Forces Foundation as your charity.
- Select what sort of event you are taking part in or create your own
- Complete further details on your event, including Event Name and Date. You will then be asked to choose a web address for your page.
- You will then be able to customise your page including a page title, photos and other various features that are available.
- Once your page has been created you will then be able to email it to tell everyone about your fundraising and invite individuals to sponsor you or publicise your fundraising page's website address to customers
- If you need help at any stage when creating your profile, simply click on the 'Help & FAQs' at the bottom of the page.

If you do need a traditional paper sponsorship form just download one from the www.bff.org.uk

Buy Our Heroes a Drink

For the past two years BFF have teamed up with leading breweries and pub chains to offer each of our 23,000 troops currently serving overseas one FREE drink when they return home.



Buy Our Heroes a Drink



BRITISH FORCES FOUNDATION
In the business of morale
www.bff.org.uk

A cool drink at the end of a hard day at the office is one thing, but quite another when you've spent six months on the frontline. And how much better must it taste when it's been bought by a member of the public saying thanks for what you do?

Everyday stories from Afghanistan put the lives of our troops into sharp focus and remind us just how hard life is out there. The British Forces Foundation exists to help boost their morale, and we're asking you to put a little in the kitty as a way of saying thanks. In association with a number of Pub Companies and Breweries we are sending a token, representing one free drink, to every one of the 23,000 troops on operations away from family and loved ones.

Show your support. Text and buy one of our deserving heroes a welcome home drink. If they walked into your local – you would!

TEXT 'HEROES' TO 70099
Text messages cost £3 plus one message at your standard network rate

From most users BFF will receive £2.99 and with a minimum of £2.95 received dependant on your network operator. **Donations from handsets registered in UK and Northern Ireland only. The British Forces Foundation Registered Charity No: 1075109.

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drinkaware.co.uk
For the facts about alcohol

The BFF are asking members of the public to support this campaign and 'Buy Our Heroes a Drink' by simply texting 'HEROES' to 70099 to donate £3.

Please support the campaign by displaying posters in your pub. Contact us with your details and we'll send some A3 posters out to you.

Contact us

If you have any queries please contact us:

Jamie Grier, Head of Fundraising: Tel: 01672 564 911. email: jamie@bff.org.uk

Post: The British Forces Foundation, 10A High Street, Pewsey, Wiltshire SN9 5AQ.

Follow us

Download our FREE BFF App:



Please download the FREE BFF smartphone app and encourage all your customers to do likewise – so stay touch with BFF’s shows, news and events and send messages to our troops.

Visit www.bff.org.uk or stay in touch with BFF via:



www.facebook.com/BritishForcesFoundation



@BFFtweets



How to send funds raised to BFF

Thank you for supporting The British Forces Foundation. Unfortunately as a small charity we are not able to collect money you raise for us in person.

To help us receive and track the money you've raised, and so that we can thank you properly, please complete this form:

Pub/venue name:	
Address	Postcode
Contact name:	
Telephone:	Mobile:
Email:	
Details of event:	

Please indicate how BFF will receive the funds you have kindly raised for us:

1) **CHEQUE** - I enclose a cheque for £

Please make payable to **The British Forces Foundation** and post to us at: The British Forces Foundation, 10A High Street, Pewsey, Wiltshire SN9 5AQ.

2) **CARD** - I'd like you to debit my credit/debit card for £

Card Type: Visa/MasterCard/Switch/Other (Delete as appropriate)

Card No:

Start date: / Expiry date: /

Issue Number:

3 digit security number:

3) **DIRECT TRANSFER** - I will make a direct bank transfer to BFF for £

Bank	Holt's, Farnborough
Sort Code	16-19-26
Account Number	10452856
Account name	The British Forces Foundation

We may wish to send you further details about the British Forces Foundation. Please tick here if you **do not** want to receive correspondence.