



Office Fundraising Ideas

Fundraising

At the National Literacy Trust we want you to have fun while raising as much money as possible. Follow our ideas and tips to hold a successful fundraising event and get closer to your target!

Top recommendations

We have selected some top tips from our supporters to help you plan your next big fundraising event.

Dinner

Hold a ticketed dinner or drinks party for staff and their clients. You could do this within your team or department with the departmental head hosting the evening. This is also a great opportunity for networking and raising awareness about the National Literacy Trust. Hold a raffle or auction on the evening to raise additional funds.

Quiz night

Hold a staff quiz in the office or at a local venue. We can give you special National Literacy Trust questions for your quizmaster to incorporate. Teams pay an entry fee, and bonus points can be sold off at a premium. Invite clients to play in teams and get really competitive!

Silent auction

Ask partners, senior staff and clients to donate prizes, anything from tickets to the cricket to a short stay at their holiday home, and hold a silent auction evening at a local venue.

Golf day

Show off your golfing expertise and network with clients on a bespoke golf day, charge teams to enter and donate the fees to the National Literacy Trust. Hire a bar for some post-match celebrations and prize-giving or make it an extra special day by holding a dinner and auction after the competition.

Seasonal activities

Make the most of the holiday spirit and plan some themed fundraising activities around different holidays. Hold a pumpkin carving competition on Halloween or an office treasure hunt at Easter and charge your colleagues to enter. You could even maximise on special events, such as holding a sweepstake for the World Cup or a Wii tournament during Wimbledon with a prize for the winner. Donate the entry fees to the National Literacy Trust.

Corporate membership

If your company has any corporate memberships, maximise on this as a cost-cutting opportunity by incorporating it into your fundraising event. You could hold a bespoke 'lates' evening with clients at a museum or gallery.

Bright ideas

Still stuck for the right event? Continue reading for more inspiration. Many of these ideas involve minimal organisation and could be held regularly in the office.

Wigs for gigs

Encourage everyone to come to work in a wig and make a £2 donation for the privilege! Why not add in a lunchtime karaoke or air guitar contest?

Donate lunch money

Ask colleagues to bring in a packed lunch and donate the money they would typically spend on lunch. Make it into a social affair by creating a picnic area and show a film or sports match.

Friday fundraising

A Friday drinks or sweetie trolley is a surprisingly good way to raise money on a regular basis over the year. It's also a great way to keep up awareness of your company's support of the National Literacy Trust.

Dress-down day

Have a monthly dress-down day in the office, a perfect initiative for regular fundraising. Add a twist by introducing a different theme every month, such as 80s day or dress-up day.

Bake off

Hold a bake off in your company's atrium or cafeteria and have a prize for the best culinary creation. This is a great event to do around Mother's Day when you could challenge participants to make their mum's favourite recipe. You could even make it an ongoing competition between departments with a different member of the team cooking each month and the winning department announced at the end of the partnership.

Photo match

Ask partners or managers to take photos of their homes and get staff to guess which house they live in. Alternatively ask staff to bring in baby photos and hold a guessing competition with a charge to enter.

Trash or treasure party

Invite your friends to bring five unwanted items to a trash or treasure party at your house. One person's trash may be another's treasure! Provide drinks and nibbles and then get swapping. Ask them to make a donation for the evening.

Forfeit jar

Put a ban on swearing for the day with penalties varying according to the severity of the word. You could also put a forfeit on a word over-used by someone in the office.

Office Olympics

Invite staff to join an Office Olympics, taking part in activities from chair-swivelling to fast-letter franking.

Bright ideas

Games party

Hold a board games or Wii tournament. This could take place in your office with colleagues or with friends at home.

Fundraising pledge

Give up something for a week and ask your colleagues, friends and family to sponsor you. It could be anything from giving up chocolate to handing over your mobile phone.

Caption competition

Use photos from the last office party and hold a caption competition with the funniest captions winning prizes.

Glass and fire walking

This is a great fundraising activity for the daredevils of the office. Trained professionals will come and demonstrate how to do it and then you can show off your skills to the rest of the office. Contact your National Literacy Trust Account Manager for details.

Christmas party

Transform a floor or room of your office into a Christmas wonderland and hold a party for staff's children with an entrance fee.

Discretionary donations

If you're a restaurant or hotel this is a brilliantly simple way for you to support the National Literacy Trust by adding a discretionary £1 donation to food or room bills.

Payroll giving

Check with your company's payroll department to see if they have a payroll giving scheme. If so, you could potentially double everything you have raised in one fell swoop!

Fundraising tips

We know you want to raise as much money as possible at your fundraising event, so we have included a few additional tips below..

JustGiving

An online site you can use to safely collect and track donations for your event. Visit <https://www.justgiving.com/literacytrust> to create your page.

Gift Aid

Familiarising donors with Gift Aid will boost your fundraising total and really benefit us as we will be able to receive the tax on the donation. Online donors can tick the Gift Aid box; all other donations require the completion of the Gift Aid declaration below.



Gift Aid Declaration

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Make your donation worth 25% more

- YES** I want the National Literacy Trust to treat all donations I have made over the past four years and all future donations as Gift Aid until I notify you otherwise. I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify.

Name: _____

Address _____

_____ Postcode _____

Signature: _____ Date: _____

- We would like to keep in contact with you about your donation. If you would like to receive further information about the National Literacy Trust, please tick here. We will not pass on your details to any third parties.

Please send this form to: Fundraising Department, National Literacy Trust, 68 South Lambeth Road, London SW8 1RL