



# JOIN OUR TEAM

Kick It Out  
fundraising pack



WELCOME TO TEAM KICK IT OUT

TOGETHER WE CAN CHANGE IT

FUNDRAISING IDEAS

OTHER WAYS TO FUNDRAISE

5 TOP TIPS

ONLINE FUNDRAISING

# IT'S GREAT TO HAVE YOU ON THE TEAM.

Thanks so much for thinking of fundraising for Kick It Out.

With you on our side, we'll stand up to discrimination in all its forms. Racism. Sexism. Homophobia. Transphobia. Disablism. On the pitch. In the stands. At grassroots level.



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# TOGETHER WE CAN CHANGE IT

Every pound you raise will go direct to our work to make sure football is a game for everyone.

Thanks to supporters like you, we'll:

- Run more education programmes for academy players, parents and fans.
- Campaign to make sure football is always welcoming – to everyone.
- Support people from under-represented and minority communities to make a career in football and thrive.
- Call out discrimination wherever it happens – from your local park to the Premier League to your social feed.



## FOOTBALL VS FUNDRAISING. IT'S A MATCH MADE IN HEAVEN.

Seriously. There are so many ways you can set up a fundraiser involving football. How about...

- **A keepy-uppy competition.** Charge people to enter and arrange a prize for the winner.
- **Kids vs adults matches.** Everyone pays to play and then the adults start straining muscles and pretend they're losing on purpose.
- **5-a-side tournaments.** The perfect way to get loads of people involved in your fundraising.
- **Fancy dress football.** Ever tried taking free kicks in wellies? No? Then now's the time.
- **A football themed quiz.** Nothing brings fans together like arguing about their favourite teams and players.



### DON'T FORGET THE EXTRAS!

These ideas can easily be combined to create a football fundraising extravaganza – and you can add in extras too, like food and drink stalls and a raffle with prizes from local businesses.

## DON'T FANCY FOOTBALL? NO PROBLEM.

If you're thinking outside the penalty box, there are an endless number of ways to raise vital donations for our work that don't involve football.

How about a car boot sale or a karaoke night or a wine and cheese night or a swear jar or a cycling challenge or a barn dance or a car wash or a darts tournament or face painting or a tug of war competition or a silent disco or a bake sale or a golf tournament or a sponsored head shave. It's a list as long as your imagination.



# 5 TOP TIPS FOR WINNING AT FUNDRAISING

## 1 Get your tactics right

Making a plan makes a big difference, so get yours made early. Choose a venue if you need one and get it booked. Decide on a time that will work for most people (and remember to take things like school holidays into account). Make a list of everything you need to do and carefully work through it.

## 2 Get a team involved

You know what they say about teamwork making the dreamwork? That's definitely true of fundraising. Get your friends and family to share the load and you'll achieve more, more easily.

## 3 Make a lot of noise

Fundraising without publicity is like football behind closed doors – it just doesn't work as well. So think of every possible way you can shout about what you're doing and then turn the volume right up.

Get in touch with the news desk of your local paper and radio station. Send them a press release and photos they can use (if you make life easier for busy journalists, they are much more likely to respond). Use social media to let people know what you're doing and share updates, videos and photos - and don't forget to tag @kickitout.

## 4 Set a fundraising goal

Having a target is a surefire way to encourage people to donate (and if you meet your target easily, you can always increase it and keep going).

## 5 Collect donations at JustGiving

Using JustGiving makes life easier for you and for everyone who wants to donate. Simply head to JustGiving, choose KickItOut as your charity and follow the instructions to set up your page.

Make sure you set a target, give your page a name and explain why you're fundraising for us. Adding photos and a personal story increases donations, so don't hold back. And when you're done, share that link with everyone you've ever met and get ready to keep nudging people towards your page (and towards the Gift Aid box too).

Once your fundraising is over, your donations come direct to us. It really is that easy.

# ONLINE FUNDRAISING

- 1** Go to our approved fundraising website, JustGiving, and select Kick It Out as your charity
- 2** Follow the instructions to set up your page
- 3** Choose your fundraising target, page title and team members (if applicable)
- 4** Tell people why you are fundraising for Kick It Out and how their donation can help us
- 5** Once your page is set up, share the link with your friends, family and colleagues



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# THANK YOU

We really can't thank you enough for fundraising for Kick It Out.

We hope your fundraising goes brilliantly. If you need us, we're always here for you.

Make sure you make time to celebrate after the big day. You deserve it, and you can think of us as your very happy teammates, sprinting after you when you've smashed that match-winning goal right into the top corner.

If you have any further questions please [email us](#) or call us on 020 3967 8989

Kick It Out is a registered charity (number 1104056).