

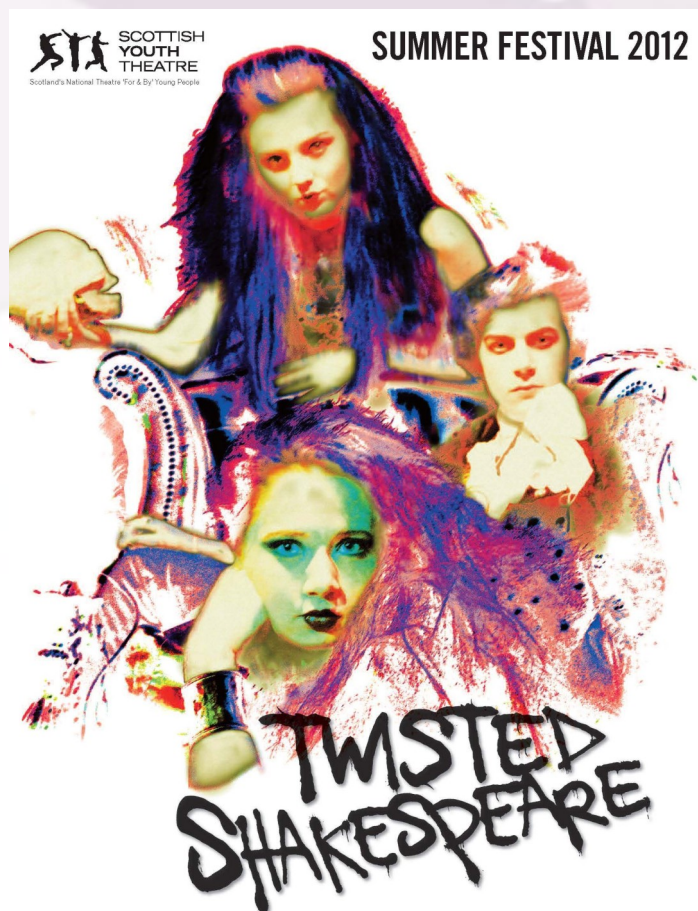


SCOTTISH  
YOUTH  
THEATRE

Scotland's national theatre 'for and by' young people

0141 552 3988

# Participant Fundraising Guide



## Summer Festival 2012

Create Imagine Inspire

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The Scottish Youth Theatre Limited,  
Registered in Scotland (64430),  
A Scottish Charity SCO 14283,  
VAT Registration Number 552271066



## Summer Festival Fundraising Guide 2012

A simple guide to help you secure additional financial support for your Summer Festival experience

Hello!

In this guide, you'll find information and ideas on how to help generate funds that can go towards the cost of taking part in Summer Festival.

It's unlikely that you'll obtain the full amount to cover your course and/or residential fees but that shouldn't put you off trying - there is money out there! And the satisfaction of raising extra funds yourself will feel rewarding, no matter how big or small the amount.

To give yourself the best chance, you need to be well informed and motivated. And that's what this guide intends to do - inform and motivate you to get results.

### First thing's first: what are the main fundraising options?

There are several possible routes for you to go down. To give yourself the best chance of success, you must try a combination of the suggestions below. Simply sending letters to businesses asking them to donate will not be effective, so mix things up! What you're aiming for is a fundraising campaign that is made up of different approaches and activities.

We believe one of the best ways to draw attention to your efforts and track your progress is through blogging. Tying everything together in a fundraising blog can be the key to your fundraising success - more on this later.

We'll explain the points overleaf in more detail further on in this guide, but for now, here's a brief explanation of each.



## Fundraising Options

**Blog your progress**—Blogging is a great, free and fun way to keep a live online journal of your progress. Using a blog as a fundraising tool itself will work well, ('click to donate' buttons can be easily added to most blogs). Further on in this guide, we'll feature the blog of a participant from SF'11 who raised £1800 – all by showcasing her fundraising efforts on her blog and then asking people to support these efforts by using the donate button.

**General fundraising**—There are lots of straightforward ideas that you can easily organise and implement yourself. If you promote your activity in good time and are well organised, you will be in a good position to raise funds. Later on we'll give examples of activities we believe could prove to be very useful.

**Private sponsorship from commercial businesses**—Have you heard of Corporate Social Responsibility (CSR)? Many commercial businesses nowadays believe that they have a responsibility towards supporting their local communities. Approaching local businesses to sponsor you should be carried out formally in writing. An example of the type of letter you should write is included further on in this guide.

**Local press campaigning**—Engaging with your local paper to help raise awareness of what it is you are fundraising for and efforts

**Grant making trusts**—There are organisations that have been set up with the sole purpose of providing financial support for people that want to take part in various courses, projects and other ventures, but need additional financial assistance to do so. \*

\*Different trusts are available to different categories of people, and require you to meet certain criteria. In other words, make sure the trust you are applying to actually recognises your application. Otherwise this will be a waste of time. More on this later.



## 1. BLOGGING

Before you read on, visit this link:

<http://kyrahharder.com/KyrahHarder/FUNDRAISING.html>

If you regularly use the internet, you will be familiar with the world of blogging. Sites like Blogger and Wordpress are free and easy to use.

SF 11 participant Kyrah Harder realised the importance of raising her own funds and used a blog to:

- Highlight her cause – her need to raise funds to take part in Scottish Youth Theatre's Summer Festival
- To showcase her fundraising efforts by uploading 'engaging content' – video clips, eye-catching images and regular blog posts (nearly all mobile phones have a built in camera, and many also have video cameras ... put them to good use!)
- To enable people to make donations easily
- To publicly thank those who had made donations by adding their names to a prominent section of the blog
- To clearly explain why she wanted to take part in Summer Festival, what should would gain from the experience and to talk about her passion for performing in general

**'Click to donate' and Paypal** Firstly, you must be 18 or over to have a PayPal account and you need a Paypal account to add a donate button. If you are under 18, ask if a parent or guardian would be willing to set up a Paypal account on your behalf. The 'click to donate' button can be added to your blog as a widget. Both Blogger and Wordpress have step by step guides on how to add this feature to your blog.

**Promote your blog!** If you have a facebook and/or Twitter page, these are ideal places to post links to your blog every time you make a new post. By linking back to your blog in this way you are getting the word out to lots of people in a few easy clicks. Sending email updates to everyone in your address book when you update is also quick and effective.

**Remember!** You must be clear on your blog *why* your asking for donations. Explain *exactly where* it is that the money you raise will be going. And ALWAYS thank those that donate. This is essential. Add names to your blog and post thank you's on facebook, Twitter and send personal emails.

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Useful links:

[Kyrah's blog](#) – PLEASE visit this link to see a working example of a blog that included the 'click to donate' function ... and raised £1800

[Blogger](#)

[Wordpress](#)

[Paypal](#)

[Donate with Blogger](#)

[Donate with Wordpress](#)



## 2. GENERAL FUNDRAISING

Below are some suggestions of simple and effective ways that you can raise funds. These suggestions will also provide you with blog content. You can record your efforts by making video clips and taking pictures to make interesting posts for your blog. This way you can show the wider world how serious you are about taking part in Summer Festival and how hard you are prepared to work make it happen!

PLEASE REMEMBER: when organising any fundraiser, it is important to check legal constraints beforehand and always ensure that everyone knows exactly what they are donating money for and how you will benefit. Not sure? Contact SYT on 0141 552 3988 / [info@scottishyouththeatre.org](mailto:info@scottishyouththeatre.org)

**5 Minute Theatre**—Our friends at the National Theatre of Scotland last year carried out an online project called '5 Minute Theatre' where members of the public performed their own work live on the internet on the NTS website. Why don't you show off your passion and talent for performing by getting together with a group of friends and create your own short theatre performances? Record these performances and upload them to your blog. Need inspiration? Watch some of NTS 5 Minute Theatre online here: <http://fiveminutetheatre.com/24-hour-running-order/>

**Recycling**—Recycling is a part of everyday life, but it can be a bit of a chore. Approach family, friends and neighbours and offer to take their recycling to the nearest recycling spot on a weekly basis. People are likely to respond well to this idea as everyone wants to help the environment. And you'll be helping them as they help you.

**Bag packing**—Many of the larger supermarkets have Community Engagement Officers, members of staff who are happy to work with people in the local community, often relating to charity work and fundraising. Contact your nearest (large) supermarket's Community Engagement Officer and see if they would be willing to let you and a group of friends pack bags over a weekend. If you're feeling brave (or silly) do it in fancy dress – that way you'll have better images for your blog :)

**Housework**—No one likes it, everyone has to do it. Offer to take on the responsibility of ironing and washing dishes a few times a week for a fee until Summer Festival starts.

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**Fashion Show**—Arrange a fashion show, maybe even with items of clothing that you, your family and friends no longer use. Get creative! The show could have a theme, it could be a comedy fashion show and it could even happen in your own back (or front!) garden. Again, if you can pull something like this off, you will have excellent content for your blog.

**Non uniform day**—Ask your school if you can hold a non-uniform day that would involve all pupils paying a small fee.

**Organise a raffle**—In order for people to buy raffle tickets, you need to have good prizes. Approach local businesses that may be willing to donate items that you can then put 'up for grabs'. Maybe family or friends would be willing to donate items, too.

**Sponsored events**—This can be anything from staying awake, remaining silent, doing a sponsored run / swim / bike ride. If it seems challenging and / or is entertaining, people will be more likely to sponsor you. So think outside the box!



### 3. LOCAL PRESS

Your local newspapers, whether free or sold, are very good ways to help your fundraising get off the ground by informing the local community about your Summer Festival adventure. There are a few ways that you can use a local paper to help your efforts:

**Contact the news desk**—Phone direct or email the news desk. Explain about your acceptance to the course and ask if you could appeal to their readers for funds, sponsorship or moneymaking ideas. They may be willing to arrange for a journalist and photographer to do a feature on you.

**Send in a short release**—Write a short piece about making it through the audition process, why you want to take part in Summer Festival, why you love performing and include information about Scottish Youth Theatre. Also include information about the fundraising efforts you intend to carry out and direct readers to your blog. A fun image of yourself to go with the piece will give it a stronger chance of going to print.

If you're not sure about doing this yourself, would like to see what a sample press release looks like or would like a second opinion before you send in a release, contact [emma@scottishyouththeatre.org](mailto:emma@scottishyouththeatre.org)

**Letters Page**—Write to the letters page to appeal for funds now that you have successfully passed your audition.



## 4. COMMERCIAL BUSINESSES

Some participants manage to get sponsorship - usually from small local businesses. The only way to obtain money from small firms is to write requesting their support. For addresses, use the yellow pages or [www.yell.com](http://www.yell.com) or try your local Chamber of Commerce. Remember to state that any amount will be greatly appreciated. Scottish Youth Theatre will also be more than willing to provide proof that you have been accepted onto your course.

**Annual Reports**—It may be useful to give potential supporters a copy of such publications. You can download our Annual Report 2010 / 11 here:  
<http://www.scottishyouththeatre.org/docs/file/reports/SYT-Report-10-11WEB.pdf>

**BLOG TIP!** It's also a good idea to add this type of publication to your blog, you never know who might land on your homepage.

**Why should local businesses support you?** Local businesses can gain positive publicity from sponsoring your course. At the beginning of this guide we mentioned 'Corporate Social Responsibility'. Try to look for local businesses that clearly state that they have a 'CSR Policy'. Try to find businesses that tie in with what your doing, e.g. businesses in the creative field or businesses that also work with children and young people.

**Publicity for businesses**—If you tell local businesses that you are trying to get coverage in the press it may encourage them to help you as they will get free publicity when you mention them. Also, If a business does sponsor you, you could ask the local press to run a story featuring both you and the business. When approaching local firms, the key is to try as many as possible and it helps if you have a friend of family connection e.g. a relative who is an employee.

Remember to send a letter of thanks to any business that offers help.



## 5. GRANT MAKING TRUSTS

Grant Making Trusts are charities that exist to give money to other charities or individuals. The majority of trusts prefer to give to charities, however, there are trusts out there that are in a position to give to individuals to take part in projects such as the Summer Festival. Some are particularly interested in children and young people; others in general welfare or education; others in certain geographical areas.

Most grant making trusts are swamped with applications and could easily give their money four or five times over on the basis of the applications they receive. This does not mean that you should not apply, but rather that you will have to put time and effort into making a good application to an appropriate trust. Applying to trusts can be a complicated business as each has their own policies, application deadlines and preferred method of application. The trick is to find ones that match your personal circumstances. Again, Scottish Youth Theatre is happy to look any applications you make if you would like a second opinion.

**The Princes Trust**—The Prince's Trust is an important funder of work with young people. It also fundraises itself to promote its own programmes of work. The Prince's Trust can offer a Development Award grant of up to £500 if you are:

- Aged 14-25
- Looking to improve your skills or get into work
- Unemployed, underemployed, under-skilled, leaving care, disabled, parenting alone or facing discrimination

Visit the following link to read full information and to apply online:  
[http://www.princes-trust.org.uk/need\\_help/grants/development\\_awards.aspx](http://www.princes-trust.org.uk/need_help/grants/development_awards.aspx)

### **Other possible sources of funding online:**

[www.ideastap.com](http://www.ideastap.com)

[www.youthlinkscotland.org](http://www.youthlinkscotland.org)

[www.awardsforall.org.uk/scotland](http://www.awardsforall.org.uk/scotland)

[www.communityforce.rbs.co.uk](http://www.communityforce.rbs.co.uk)

[www.funderfinder.org.uk](http://www.funderfinder.org.uk)

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**Local Councils**—Although many local councils have recently been faced with cut backs, there may still be grants available to young people. Approach your school guidance teacher for info on what your local education authority may have on offer

**When making applications**— It is very important that any applications you make or letters you write are clear and give the relevant information. Make sure you include the following:

- Your **name, address** and **age**
- Your **occupation** or the **school, college** etc. you attend
- **Why you are applying for a grant** i.e. give details of the Scottish Youth Theatre course you wish to attend, and of your family circumstances and family background. Remember to include details on your personal interests and passions as well as why you want to do the course.
- The **cost** of your **fees** and **expenses** for the course. It is a good idea to list all fees separately; e.g. course fees, residence or accommodation fees, travel expenses (including the cost of getting to and from residences at the start and end of the course if this is relevant) and additional expenses, e.g. money for meals.

**Always** include a stamped addressed envelope as this increases your chances of getting a reply. Keep copies of all letters you send and any replies, even refusals, as this will help you keep a record of all the places you have tried.



## SAMPLE LETTER

If you want to write to local business, funding bodies, the press or your local council to gain funding for Summer Festival, but are having difficulty getting started, here is an example letter, which you could copy.

**(If you are under 16, please inform a Parent/Guardian of your intention to send out letters)**

If organisations reply to you, needing more information or proof of your participation, contact the **SYT** office on **0141 552 3988** or email **info@scottishyouththeatre.org**

Date  
Address

Dear Sir or Madam, **(TRY TO FIND OUT A CONTACT NAME IF POSSIBLE)**

My name is **NAME** and I attend **NAME OF SCHOOL/COLLEGE**. I have successfully auditioned for a place in the Scottish Youth Theatre **NAME OF COURSE**, as part of Summer Festival 2012.

The course will take place on **DATE &** at **VENUE OF COURSE**.

**(BRIEF SUMMARY OF WHY YOU WOULD LIKE TO PARTICIPATE IN SUMMER FESTIVAL AND HOW YOU WILL BENEFIT FROM IT AND YOUR INTEREST IN AND PASSION FOR PERFORMANCE AND THEATRE)**

I am currently seeking sponsorship and would really appreciate any support **YOU/ YOUR ORGANISATION** could offer me.

Summer Festival is a fantastic experience and hopefully, with your help, I can be a part of this event.

I look forward to hearing from you.

Yours Sincerely

**Your Name**



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7. AND FINALLY ...

GOOD LUCK!

If you're not sure about anything at all, would like to chat about your ideas or are having trouble getting started – get in touch ASAP!

Contact SYT on 0141 552 3988

Or by email:

[emma@scottishyouththeatre.org](mailto:emma@scottishyouththeatre.org)

[iainc@scottishyouththeatre.org](mailto:iainc@scottishyouththeatre.org)

[info@scottishyouththeatre.org](mailto:info@scottishyouththeatre.org)

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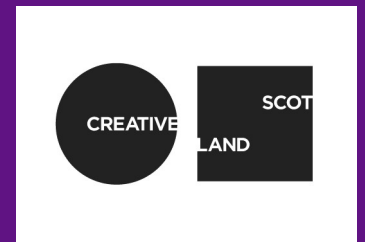
**Scottish Youth Theatre contact:**

**Summer Festival Fundraising  
Scottish Youth Theatre @ The Old Sheriff Court  
105 Brunswick Street  
Glasgow  
G1 1TF**

**Tel: 0141 552 3988**

**Email: [info@scottishyouththeatre.org](mailto:info@scottishyouththeatre.org)**

**[www.scottishyouththeatre.org](http://www.scottishyouththeatre.org)**



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