



CHARITY GIG?

HOW TO RAISE MONEY

YOUR GIG. YOUR CAUSE. YOUR CALL.

☐ CHOOSE SOMETHING YOU OR YOUR COMMUNITY CARE ABOUT.

A charity, community project, school, football team, neighbour, grassroots project, donkeys ... whatever!

There is no rule. If something could do with some help and it's important to you - choose it.

☐ NOT SURE? ASK AROUND.

You'll almost certainly find somebody with a cause you'd love to support.

☐ ASK THE CAUSE WHAT WOULD ACTUALLY HELP.

Don't assume it's only money. They might need awareness, volunteers, equipment, customers, members - or simply more people knowing they exist.

☐ IF YOU'RE FUNDRAISING, TALK TO THEM FIRST.

They may already have a fundraising page, QR code, collection buckets, banners or materials you can use.

☐ WHERE POSSIBLE, LET THE MONEY GO DIRECTLY TO THE CAUSE through its own donation arrangements or an established fundraising platform. It saves lots of hassle and stops arguments.

☐ USING A FUNDRAISING PLATFORM? CHECK IT.

Make sure it works in your country, supports your chosen cause and you're happy with any fees or conditions.

☐ MAKE DONATING RIDICULOUSLY EASY.

Donation links, smartphone apps, collection points and a STATIC QR CODE can all help. AND there's still a role for buckets, so use them.

☐ GET ONE & THEN TEST A QR CODE!

Charities use them and apps can make one. Get somebody else to test it too.

☐ INVITE THE CAUSE ALONG.

Give them somewhere to meet people. Better still, if they're comfortable, get somebody on stage to explain what they do and why it matters.

☐ DON'T BE EMBARRASSED ABOUT ASKING.

You're putting the gig on to help something you and your audience care about. That gives you common ground. So remind them.

☐ MAKE FUNDRAISING FUN.

Games, challenges, competitions and audience participation can raise money and entertain people.

☐ AFTERWARDS, TELL EVERYBODY WHAT YOU ACHIEVED.

☐ SAY THANK YOU.

BUT PLEASE ... BE CAREFUL!

LET'S NOT TURN CHARITY GIGS INTO CHRISTMAS FOR SCAMMERS.

Fake charities and fundraising pages can look incredibly convincing. Check before you collect, donate or share. If you're unsure, contact the cause directly.

The world's biggest day of music... making a difference.

FUNDRAISING
IN AID OF



Save the
Children