



# Saffron Walden Symphony Orchestra

## Charity Fundraising

The committee of the Saffron Walden Orchestral Society (SWOS) receives requests for charity fundraising at Saffron Walden Symphony Orchestra concerts. Generally the committee is supportive. The purpose of this document is to outline the activities that need to be considered for fundraising for other charities.

### Benefits for the SWOS/Saffron Walden Symphony Orchestra

The benefits for SWOS/Saffron Walden Symphony Orchestra of the Charity Fundraising should be identified. This could be:

- Increasing tickets sold for the concert, as the nominated charity promotes the concert
- Providing an opportunity to get positive media coverage, which has the potential to increase ticket sales.
- The Charity pays for all costs of the concert.

### Logistics

If fundraising at a SWSO concert is agreed by the committee, then the person requesting the fundraising needs to organise the following:

- Provide Information about the charity that can be included in press releases and the programme. This should be provided to the person that drafts press releases and coordinates the programme.
- A speaker – to spend 5 minutes talking about the Charity (It may be possible to organise a complementary ticket)
- Buckets for bucket collection – need 4, 1 for each exit. The charity may provide these.
- Identify people to undertake the bucket collections. These people should not be orchestra members.
- Brief people undertaking the bucket collection.
- Before starting bucket collection, place money in buckets to encourage donations eg £10 or £20 notes.
- As less people are carrying cash, it may be more appropriate to organise card readers.
- If using buckets, collect buckets together, and count the money with another in attendance.
- Arrange for money to be submitted to the Charity. Get a receipt.
- Return buckets if they have been provided
- Organise letter of thanks to SWOS.

Enquiries should be made to: [enquiries@saffronsymphony.org](mailto:enquiries@saffronsymphony.org)