



# 2017 Fundraising Guide







<b>INTRODUCTION</b>	4
<b>QUICK TIPS FOR FUNDRAISING SUCCESS</b>	5
<b>BUDGETING AND PLANNING</b>	6
<b>EVENTS FUNDRAISING</b>	10
<b>ONE OFF DONATIONS</b>	14
<b>REGULAR DONATIONS</b>	16
<b>SAYING THANKS</b>	18
<b>THE LEGAL BIT</b>	19
<b>FAQS</b>	22
<b>APPENDIX</b>	23

# INTRODUCTION

One of our party's greatest strengths is our collective spirit and sense of common purpose. I've seen throughout my political life how people from all communities and backgrounds have joined together to achieve amazing things in pursuit of a shared goal.

This is also true of how we can fundraise - both on a national and a local level. By everyone doing a little, together we can make a big difference.

Whether you want to learn more about hosting a dinner or a film night with friends, running a raffle or simply asking members to make a contribution to a particular campaign, this fundraising guide is for you. Inside you'll find hints, tips and suggestions for how to run the best fundraising programme you can, ensuring your vital campaign activity is properly funded - and even have a little fun along the way.

I hope you'll find this guide useful. If you'd like to share what you've been doing, or get any further advice, then do please get in touch with the training team on [training@labour.org.uk](mailto:training@labour.org.uk).

Good luck, and many thanks on behalf of all in the Labour Party for your on-going support.



**Jeremy Corbyn MP**  
**Leader of the Labour Party**

*"By everyone doing a little, together we can make a big difference"*



# QUICK TIPS FOR FUNDRAISING SUCCESS

## 1. PLAN

Set up a CLP fundraising team, including your CLP Treasurer and Fundraising Officer, and ask for volunteers in your CLP or Branch to help too. Make a fundraising plan and set targets for the year. Set a target for how much you aim to raise from each event, and meet regularly to monitor your progress.

## 2. INSPIRE

Members and supporters are more likely to attend events, and donors more inspired to give, if they feel that their donation really will make a difference. Keep each event distinct and different, and make sure potential donors know where their donations will be used; for example raising £500 for an important leaflet or £200 for volunteer training.

## 3. ASK, ASK, ASK

Ask for people to volunteer to help with fundraising; ask people to attend events; ask people to make regular donations (online and in person). The key is to keep asking and in different ways.

## 4. STAY LEGAL

Don't undo all your good work by forgetting to follow legal guidance, and ensure that gifts are reported correctly and on time. You'll find everything you need to know on page 19.

## 5. THANK

For every gift you receive, from money to time, make sure you take time to thank each act of support. Thanking sincerely and promptly shows people that their contribution is valued and they haven't been taken for granted. What better way to inspire people to stay involved than to thank them for what they've already done, and letting them know what a difference their contribution has made?

Members and supporters are more likely to attend events, and donors more inspired to give if they feel that their donation really will make a difference

Great campaigns always start with a budget. Start by working out how much money you have, as well as how much more you'll need to achieve your goals.

If you haven't already got one, set up a CLP or Branch fundraising team. This could be made up of your Treasurer, Fundraising Officer, Secretary and any other volunteers who'd like to help. You can then work together to make a fundraising plan.

### DEVELOPING YOUR FUNDRAISING PLAN

It can be helpful to write a statement in support of your fundraising aims – getting it down on paper makes it clear what you're aiming to achieve and how you will go about it, and gives you a form of words to use when making the case to those you're asking to give. This is called the case for support.

- 1. Vision** – what does your fundraising campaign hope to achieve (e.g. get your MP re-elected, take or keep control of the Council or particular key wards)
- 2. Mission** – how do you achieve your vision? (E.g. leaflets, phone bank, organisers)
- 3. Financial need** – how much will it cost? Income – what are your current income streams? Subtract income streams from the financial need and to give you your funding gap, which is usually your fundraising target
- 4. Call to action** – how can people give? (attend events, give directly, volunteer)

### SETTING TARGETS

Remember, campaigns cost money and you need to plan for the cost of everything from rosettes and posters to a campaign office. Start by working out what you expect your expenditure to be.

These are just a few examples of the typical costs of common campaign items you may need:

ITEM	QUANTITY	COST
DL Calling Card	2000	£50
Rosettes		£1 each
Newsletter A4 folded to DL	5000	£162
A4 personalised posters	200	£19

*Tip: Successful campaigns don't look at their current resources and scale their campaign back, but look at what they need to do to win and raise the resources to achieve it.*

When setting your fundraising target think about:

- Current spending and outgoings, including rent, phone lines and regular leaflets
- Projected spending and timings
- A small contingency fund for emergencies
- Current balance and cash flow
- Current regular and irregular incomes, e.g. direct debts and existing fundraising events.

**Current balance + current incomes – current spending – projected spending – contingency = fundraising target**

- £10,000 Current balance
- + £3,000 Current income
- £5,000 Current spending (basics)
- £20,000 Projected spending (2019-2020)
- £2,000 Contingency
- = £14,000 Fundraising target

## **MAKING IT HAPPEN**

Now you have a clear target, in the next part of your plan you'll need to work out how you're going to make it happen. In the next sections we'll cover the different types of fundraising you might do. You'll need to think about:

- How much time you have – when is your deadline for reaching your target and what other deadlines are there along the way?
- How many 'asks' you're going to make and what form they will take

Start by planning out a calendar of important dates and deadlines. From there, you can slot in your fundraising events and activities.

# YOUR EVENTS CALENDAR



MONTH	WEEK 1	WEEK 2
<b>JANUARY</b>		CLP meeting – raffle takes place (target £20) & 100 Club draw
<b>FEBRUARY</b>		CLP meeting (raffle – target £20)
<b>MARCH</b>	100 Club draw	
<b>APRIL</b>		Quiz night (target £300)
<b>MAY</b>	Polling day	
<b>JUNE</b>		CLP meeting with guest speaker
<b>JULY</b>		CLP meeting – raffle takes place (target £20) & 100 Club draw
<b>AUGUST</b>		CLP meeting
<b>SEPTEMBER</b>		
<b>OCTOBER</b>		CLP meeting
<b>NOVEMBER</b>		CLP meeting (raffle – target £20)
<b>DECEMBER</b>		Christmas social & 100 Club draw

WEEK 3	WEEK 4
	Campaign day on Saturday
Campaign day on Saturday	Fundraising email to members and supporters
CLP meeting (bake off after meeting – target £50)	Campaign day on Saturday
Campaign day on Saturday	'Final push' fundraising email to members
CLP meeting & post-election thank you drinks	
	Summer BBQ (target £250)
CLP meeting	Annual CLP dinner (target £2500)

## BEST PRACTICE

Last October we launched a fundraising appeal; MKLabour18# - a reference to our next set of elections in 2018 - with a target to raise £40,000. So far we have raised £3,800. Having a target is important as it helps keep us on track. We wrote to all members seeking donations and or regular donations via the bank. We now receive over £200 per month in regular donations.

We have dinners three times a year, with raffles and sometimes auctions thrown in (whatever we can get our hands on including signed bottles of wine). One of our Councillors owns a curry house which helps! They make great social events too.



We are planning a major fundraising social for 6 May, celebrating the Centenary of Milton Keynes Labour Party, where we hope to raise well over £1,000. We also bought some specially designed mugs showing the old and new labour logo for the occasion which are selling well with a profit of £1 each (selling at £5 each).

**Milton Keynes North & South CLPs**

## EVENTS FUNDRAISING

Events are a great, fun way to fundraise – as well as an opportunity to raise the profile of your campaign, and for members to get to know one another too! CLP or branch events don't have to be for members only - you could open up fundraisers to Registered and Affiliated Supporters, encourage attendees to bring along friends or family, or invite local businesses or community groups.

The list of possible events you could hold is endless - from dinners to sporting events. Think about holding a varied range of different events across the year to appeal to different audiences. Not everyone is comfortable going to event in a pub, and some people will want to help but may not have much money, so a very expensive event could be off-putting.

### Here are some of our favourite fundraising event ideas:

- Quiz night
- Summer BBQ
- Coffee morning
- Wine and cheese night
- Seasonal celebrations; Chinese New Year or Christmas party
- Bingo night
- Sporting events
- Progressive dinner
- Fish and chip supper
- Film night
- Q&A with a special guest
- Annual dinner
- Bake off



## PLANNING YOUR EVENT – STEP BY STEP GUIDE

### 1. 3 – 6 months before: Set the date

The first thing to decide is when and where your event is going to take place. On page 7 we talked about making a fundraising plan for the year, so this will help you to think about when in your campaign would be best to hold your event.

If you're hoping to secure sponsorship for your event, now is the time to approach potential sponsors. You can then credit them on invite emails and letters, maximising the publicity they get from being involved.

Before you can set the date, you'll need to make sure the venue you want to use is available, and if you're going to have a guest speaker, that they're available on the day too. You'll know your CLP best – if you have a go-to venue that you always get a good deal on, great! If you need to do a bit more research, think about asking for suggestions at your next CLP meeting – you never know what connections your members might have. See the legal section on page 19 for information on gifts in kind – if you get free or discounted use of a venue you may need to declare it.

## **2. 3 – 6 months before: Plan the details & set the price**

Now you've got the big things sorted, the next things to think about are ticket prices, timings, and promoting your event. You'll also need to think about the logistics - how many volunteers you need to run it, catering and equipment you might need such as a PA system and mic or flowers for tables.

When setting the price, you will need to consider your overheads. For a big CLP dinner, your initial outlay per head will of course be much greater than for a quiz night or bake off. Also consider what members can afford – you could think about offering unwaged or reduced rate tickets too.

## **3. 2 – 5 months before: Save the date and sell, sell, sell!**

Once you have a plan in place, get the word out to your members and supporters. If it's a big CLP dinner where you need to sell a minimum number of tickets, the earlier the better to let people know. For a smaller, more informal event, a bit less notice is fine but you should still aim to advertise it at least a month in advance.

Get an email out to members in your CLP and whoever else you'd like to invite. Don't forget to include:

- Date, time and location
- Why you are holding the event and what the proceeds will go towards
- A brief description of the event, including speakers if you're having them
- Price of tickets and how to order them

Keep promoting your event regularly - mention it at CLP and Branch meetings, and plan to send a couple of emails, and mention it in your regular comms. You could make this more interesting by sending out an email from your guest speaker, or from different key people in the CLP. You can also ask people to help in other ways - donations of raffle prizes or for volunteers to help on the night.

#### **4. 1 week before: Planning makes perfect**

Before the event, meet with your CLP fundraising team to make sure everything is in place – and make any last minute changes that might be needed. The best way to make sure everyone knows where they need to be on the night and that you have everything you need, is to put together a running order for your event. You'll find a sample running order in appendix II.

#### **BEST PRACTICE**

Newcastle Labour Women and the local branches do lots of different fundraising events, but one of the most successful is the Progressive Dinner. The idea is that members volunteer to host one course of a three course dinner in their home. We sell tickets and guests are allocated a house to go to for their starter, then split up to move on to another house for their main course. We all then meet up at a final house for dessert and cheese. It works really well - guests get to eat some great food, and get to know other members. It doesn't cost much to put on because members donate their time and skills (and the food) as hosts – so we're able to really maximise the funds we raise. With, say, 24 people at the event, we can make as much as £300 – and there's always a raffle (of course!) to top that up.

**Sheila Spencer – Newcastle East CLP**

#### **5. On the day: Enjoy the event - and raise some money!**

You've done all the prep work, now you just need to wait for the attendees to arrive! Invite all your volunteers to arrive a bit early for set up and so you can walk through the running order together. Don't forget things like registration lists, CLP or campaign banner stands and a PA system if you need one – a list of items to bring can be included on your running order. Take some great pictures to promote your campaign, and enjoy yourself!

You could use your event as an opportunity to recruit members and supporters to making regular donations. Ask them to join your 100 Club (details on page 16), ask for regular donations and hand out forms during the evening, or have a stall promoting your regular giving appeal to members.

#### **6. The next day: Follow up!**

Send a thank you email to attendees after the event – let them know how much you raised and how the proceeds will be spent. It's a great opportunity to publicise future events too. Don't forget to especially thank anyone who donated a raffle prize, and all your volunteers who helped make the event a success.

## RAFFLES AND AUCTIONS

Holding a raffle at your events is a simple and cost-effective way to maximise the funds you raise. Think about asking for ideas during your CLP or Branch meeting. Some examples of good prizes could be:

- Vouchers for meals in local restaurants
- Prizes donated from local businesses - beauty vouchers, pet care session
- Prizes donated by individuals locally – guided walking tour of local area, dinner for 6 cooked by CLP treasurer!
- A bottle of whisky or wine signed by the Leader, MPs, members of the House of Lords etc
- Signed political biography
- Memorabilia purchased from the campaign shop
- Boxes of chocolates, bottles of wine and toiletries always go down well!

*Tip: Successful campaigns don't look at their current resources and scale their campaign back, but look at what they need to do to win and raise the resources to achieve it.*

## AUCTIONS

For bigger events, you could think about holding an auction. Remember to think about who your audience is and what they'll be able to afford when selecting your items. Auction prizes need to be 'money can't buy' type experiences and items. Auction items that people enjoy bidding on could be:

- Holiday experiences – people donating a week's stay in holiday properties or caravans
- One off experiences – behind the scenes cooking lesson at popular local restaurant
- Lunch with a politician

*Note: Raffle and auction prizes should not be offered in the House of Lords or Commons, as this contravenes parliamentary estate protocol.*

## ONE-OFF DONATIONS

Making an appeal for one-off donations is a great way to boost your campaign fund. Make sure you keep these 'asks' for very important points in your campaign – a polling week final push or just before the short campaign kicks off – that way donors will really feel their contribution is making a difference. On these, less is definitely more!

The way you ask should be tailored to who you are asking, how much you are asking for and what you will be using the funds to support. These tips should help you plan out how you ask for one off donations:

### ASKING FOR DONATIONS

- Have a detailed plan of what you are asking money for – refer to your fundraising plan. Remember, you're asking individuals or businesses to contribute a part towards achieving a goal, not just for the money itself. As everyone knows campaigns costs money – from leaflets to Facebook adverts – it is good to share the information on how much the CLP's plans will cost and how people can help deliver their part of that vision through a financial contribution.
- You can make the ask for donations in several ways – by emails with a link to donate online; by post with a detailed overview on what funds will be used for or in person.
- Plan and space out your requests for one off donations. Making only one or two 'asks' throughout the year will make your requests more powerful. As long as people know what they are being asked to support and don't feel bombarded with requests for money, they will understand the need to ask.

### ONLINE DONATIONS

An online donation page makes it as simple as possible to make one-off or regular donations in a safe and secure way that you can keep track of. If your CLP doesn't already have a donate page, setting one up is very simple – just drop us an email at [membershipaction@labour.org.uk](mailto:membershipaction@labour.org.uk) to request one. Your CLP will be provided with a URL which can then be linked to on your CLP's website via a 'donate' button and included in campaign emails.

The donations you receive through your donate page are transferred to your CLP's account on a monthly basis by the Finance team, and you can view these using the CLP Donation report on MemberCentre. Treasurers also receive a monthly donation report



The screenshot shows a web browser window displaying a donation page. The header is red with white text: "Donation - Newcastle Upon Tyne Central Clp" and "Help us campaign for a Fairer Britain". Below the header, there is a form titled "Select an amount" with several buttons for different donation amounts: £5, £10, £20, £50, £100, £250, £500, and £1000. There is also a text input field for a custom amount. Below the amount selection, there is a "Frequency" section with radio buttons for "One" (selected), "Quarterly", and "Monthly". At the bottom of the form, there are three buttons: "Cancel", "Donate", and "Help".

via email which lets you know what you've received within that month.

Think about including a section on supporting the CLP on your website too. This could include information on:

- Making one-off donations and setting up direct debits
- 100 clubs (read more about these on page 16)
- Fundraising events
- Any other campaign related fundraising
- Contact details for the Development team (you'll find them at the end of this guide)

For further help with CLP donation reports and pages, contact [membershipaction@labour.org.uk](mailto:membershipaction@labour.org.uk).

## FUNDRAISING APPEAL EMAILS

Here are some of our top tips to get you started writing great fundraising emails.

- Keep the whole email simple – no funny fonts, just one simple image or none at all
- Try to find a specific reason for them to take action now: why right now?
- Always put the link to where to donate near the top of the email
- Try to add how long the action will take; "it takes just 3 minutes to donate"
- Set a deadline to create a feeling of urgency
- Where possible, set a target – this makes it feel achievable and people know they are making a tangible contribution
- Send a follow up email – let them know how many people have already donated and say thanks to generous people "we're 62% of the way to our target!"
- Use inclusive language like you, we, our, us
- Use the same headers, images, fonts and logos throughout each page
- Ideally, the email should come from a person, not just the CLP

## FUNDRAISING AT MEETINGS

CLP and Branch meetings are the perfect time to make your fundraising case to members. Ask your CLP Chair for a slot on the agenda to talk about fundraising; highlight any events you've got planned and report back on the campaign budget, and why it's so important that you raise money.

Some members might feel pressured if they're asked face to face to make a donation, but you could leave a collection box to one side so members can make a donation at the break if they wish. You could even think about holding a raffle at meetings for a box of chocolates or a bottle of wine. Remember to announce what you raised at the end of the meeting.

## REGULAR DONATIONS

One-off donations are an essential part of any fundraising plan and allow us to get the campaign essentials we need, but regular donations mean you can plan out your campaign budget much more effectively, and work out how much more you need to meet your targets.

Potential donors for regular gifts may come from a variety of avenues. Think about targeting:

- Members or supporters who've already made a one off donation - they're more likely to go on to be regular donors. Keep a list of members and supporters who've donated before and target them when it comes to future fundraising appeals
- Current members who may increase their subs to include a donation
- Supporters who aren't ready to become members, but would like to make a financial contribution to their local party
- Individuals who attend events
- Constituents who have expressed an interest in the Party. You could even organise a welcome 'get to know' event where they can learn about what membership involves and you can discuss the benefits of making a regular donation to the CLP

### REGULAR DONATIONS BY STANDING ORDER OR DIRECT DEBIT

As well as one off donations, your online donate page allows members to set up a monthly direct debit to the CLP, or you could ask donors to set up a standing order. You'll find an example standing order mandate in appendix I.

Why not ask members and supporters to set up a regular donation up until your next set of major elections – that way you're not asking them to commit indefinitely, and they'll know their donations are going towards something really important.

### 100 CLUBS AND PRIZE DRAWS

A 100 Club is a really good way of raising regular donations. 100 Clubs are a form of private lottery, where members sign up for stakes for a certain amount each month – they can have more than one stake if they like – and the more they buy the better the odds of winning! They are then entered into a monthly prize draw, usually for a cash prize. If you have 100 members, each paying £1 per month, and your monthly prize is £20, you'll make £80 a month for your campaign fund, and the odds of winning a prize are good for the members too!

CLP 100 Clubs are generally private fundraising clubs, so as long as only CLP members are involved, you shouldn't need a license. However you should always follow legal guidance when organising lotteries and you will need to ensure you keep accurate records of the club's membership. You'll find more information on this in the legal section on page 20.

## HOW THE DEVELOPMENT TEAM CAN HELP

The Head Office Development Team undertakes all fundraising for the national Party and raise vital funds to help us deliver our campaigns.

## THOUSAND CLUB

The Thousand Club is a higher level giving club for those who donate £100 a month up to £5000 a year. Individuals contributing at this level receive a free pass to Annual Conference and invitations to national party events throughout the year, including special summer and winter drinks receptions. There is also a small discount offered on tickets to national party fundraising events.

*Tip: If you are aware of someone who has capacity to give at this level and if you make an introduction to the Thousand Club, the donor can choose to allocate up to 25% of the income of their donation to come directly to the CLP, region, or both. You can reach the Thousand Club at [thousandclub@labour.org.uk](mailto:thousandclub@labour.org.uk).*

## FUNDRAISING EVENTS

National Party fundraising events are held throughout the year and election cycle. Focusing on different interest areas of Party supporters – e.g. the arts, LGBT campaigning, sport and women's issues – these events tend to have higher ticket and table prices than local events. If you are able to sell a table or tickets at this higher level, the national party will divide the income from those sales equally between the CLP and Head Office.

## MAJOR GIFTS

Major gifts to the Party are defined as those above £7,500. Gifts of this level have to be declared to the Electoral Commission and the name of the donor published on their website. Again, if you are aware of someone who might be interested in making a gift at this level, whether through donation or sponsorship, please contact the Development Team at [development@labour.org.uk](mailto:development@labour.org.uk) and an income split between CLPS/Regions and head office can be arranged for major gifts also.

## SAYING THANKS

As with all fundraising, thanking is vital to ensuring donors feel acknowledged, involved, respected and appreciated for the contribution they have made. No matter what sort of appeal, or what size of gift, donors should receive an acknowledgement of their gift by email as quickly as possible. This informs the individual that their gift has been received as well as thanking them. A further thanking email or letter should be sent at the end of the campaign to let people know what the appeal achieved overall and how individual donations made a difference.



Thanking not only ensures that people feel appreciated for their efforts, but makes it more likely that they will be involved in future fundraising efforts.

### Here are some suggestions of ways to say thanks to your donors:

- Send an email to event attendees
- Send a handwritten thank you note from the CLP chair to businesses or individuals who sponsored your event
- Send thank you flowers or a token present and a personal note to fundraising committee members
- Send out photographs from an event along with a personal note
- Include a thank you page with names of donors in a brochure at an event, ask your speaker to name check significant donors or sponsors during a speech, and send a handwritten note following their contribution
- Hold a thank you drinks party at the home of a CLP member
- Send a letter of thanks from someone prominent in the local community, such as a Peer



In addition to any initial acknowledgement and thank you, it's best practice to report to donors further down the line on how the funds raised from an event or campaign were used, and what difference their support made. This will remind them of their involvement and demonstrate what you were able to achieve with their support.

Donations are regulated by the Electoral Commission under party funding laws. Political parties are legally required to check that sources of donations are “permissible” before accepting them, and report the details of certain donations to the Electoral Commission every quarter.

### KEY TERMS AND DEFINITIONS

- **“Cash donation”** – A gift of money to the party. The party funding rules only apply to donations of more than £500.
- **“Donation in kind”** - A gift to the party of property, goods or services on non-commercial terms. This might include for example specially discounted hire of a venue for an event or a gift of a prize for an auction. The party funding rules will apply to donations in kind with a commercial value of more than £500.
- **“Sponsorship”** – Sponsorship covers payments made to a political party to meet the defined costs of events, publications or research. The party funding rules apply to sponsorship payments of more than £500.
- **“Permissible donor”** – Individuals and organisations the party is allowed to accept donations from. This includes individuals on a UK electoral register, trade unions, registered political parties and companies that are incorporated in the EU and registered and trading in the UK.

### WHAT YOU NEED TO DO

When organising fundraising events, it is really important that you **IDENTIFY** any potential donations, **CHECK** that they are permissible, and **REPORT** them after the event.

**Identify any potential donations given as part of your event** – this might include:

- Free facilities or services such as a local restaurant providing free catering or the use of a venue at special discount. Anything free with a value of more than £500, or a special discount worth more than £500 counts as a donation. You will need to work out the usual commercial value to check whether the donation rules apply. For example, a supporter offers you the use of a venue for a gala dinner that would usually cost £1,500 at a 50% discount. The value of the discount is £750, so this would count as a donation from the supporter.
- Sponsorship of your event – any sponsorship payments of more than £500 are subject to the party funding rules.
- Mark up on ticket sales – to work this out, compare the price you are charging per ticket with the commercial cost per head of the event. The difference between the two is a donation if the value is more than £500. This is unlikely to apply to most events.

- Cash donations of more than £500 – for example through pledges.
- Auction or raffle prizes worth more than £500 and winning bids. For example, a local artist offers you a painting that has been valued at £2,000. This means that the artist has made a gift in kind of £2,000. At the auction, the winning bidder pays £3,000 for the painting. As the commercial value of the painting is £2,000 a second donation of £1,000 has also been made by the winning bidder.

**Check donors are permissible** – you will need to make sure that any donations of more than £500 are from permissible sources within 30 days of receiving them. You can check whether individuals are on the electoral register using Contact Creator. Further information about how to check whether organisations are permissible is available on the Electoral Commission website.

**Report donations to head office** – CLPs must report the details of all donations of more than £500 that they receive to head office every quarter. The Governance and Legal Unit will contact every CLP with a reminder well in advance of the deadline each quarter. As a summary, you will need to include the following information in your reports:

- The name and address of the donor (for individuals, this must be their address as it appears on the electoral register)
- The electoral number (including polling district letters) for individuals or registration number for companies
- The value of the donation and a description of the item, facilities or services for donations in kind
- The date on which you received the donation

You can report your donations online here: [members.labour.org.uk/reporting](https://members.labour.org.uk/reporting)

## DECLARATION LEVELS

The national party is responsible for reporting donations received by every unit of the party to the Electoral Commission every quarter. Donors who contribute more than £1,500 to a local party or the Scottish Labour Party in a calendar year will have their name and the amount published on the Electoral Commission website. This applies to single donations of more than £1,500 or cumulative smaller donations of more than £500 that exceed £1,500 in a calendar year. The same principle applies to donors that give to the national party, but at a higher threshold of £7,500.

## **LOTTERIES, RAFFLES AND THE LAW**

Most raffles and lotteries (including 100 clubs) organised by the party are not subject to licencing or regulation under gambling laws. Lotteries where tickets are sold only to party members, or “incidental” lotteries (such as raffles) where tickets are sold at an event and the total value of prizes awarded is less than £500 are not covered by licencing laws.

The party maintains a licence for small lotteries where tickets are sold to members of the public in addition to party members. Under the terms of the licence, there are rules about the amount of income that can be generated from a small lottery and how they are marketed. If you are thinking about promoting a lottery for which tickets will be sold to members of the public in addition to party members, it is essential that you contact the Governance and Legal Unit for advice in advance. You can reach the team at [legal\\_queries@labour.org.uk](mailto:legal_queries@labour.org.uk) or 0207 783 1498.

## **FILM NIGHTS AND THE LAW**

Film nights make a great social event, but you should make sure you hold a film licence for the film you want to show - these can be bought through a number of distributors. Check that the film music is included in the license. If it is not, you must also apply for a PRS Licence.

The venue you use will also need to be licenced to show films - check with your local authority, who will be able to advise on the licensing status of the venue.

You may need to apply for a Temporary Events Licence or premises licence in order to show the film. Again, you can check with your local authority, and they will be able to guide you through any necessary processes involved.

You should also check with your local licensing authority to ensure your event is compliant, and you must ensure all necessary licences are granted from your local authority before any film is shown to a public audience.

You'll find lots of useful information on these requirements on the British Film Institute website; [bfi.org.uk/neighbourhoodcinema/licensing-your-community-cinema](http://bfi.org.uk/neighbourhoodcinema/licensing-your-community-cinema).

## **WHERE CAN GET MORE INFORMATION AND HELP?**

If you have any questions about valuing donations, checking permissibility or the reporting requirements, contact the Labour Party's Governance and Legal Unit on 0207 783 1498 or [donations@labour.org.uk](mailto:donations@labour.org.uk)

### **Is it right that the Labour Party asks for donations; aren't members already contributing through their subs?**

The Labour Party relies on the generosity of all of its supporters to campaign and win elections. Stakeholders who financially support the Party include members, supporters, individual donors, unions, councillors, MPs, businesses, friendly societies and a range of other organisations. With each group giving according to their ability to donate, we can amass the best possible financial basis from which to fight the Tories. Individuals do give generously through their membership. Contributing additionally where someone can, whether through events or donations, enables us to run the best possible, fully resourced campaigns.

### **How can we get an interesting speaker to attend our fundraising event?**

Try to plan in advance who you would like to have and make multiple asks concurrently. If you get more than one person to agree, that will only benefit your event, and help prevent disappointment if one of the speakers has to pull out unexpectedly. You can ask MPs, Lords or notable local residents directly by email or post, but it is always best to try and establish a connection in person, either at an event the individual is attending or through a mutual connection.

### **We often have the same solid audience to our events, but need to grow. How do we attract new people to attend our fundraising events?**

Fundraising events should maintain your current audience and acknowledge their loyalty, but it is always positive to grow your current attendees list. You can advertise your events at local community groups, through Facebook or flyers. You could flyer door to door about your event in areas where you would like to attract new attendees. You could even state openly 'Looking forward to extending a warm welcome to people who've never attended a Labour Party event before. Bring your friends or come on your own – all welcome'.

### **We have a very effective fundraising committee already, but others would like to be involved in fundraising – what do we do?**

There is no limit to the number of individuals who can be involved in fundraising and as long as activity is planned together to avoid clashes and individuals being asked multiple times by different groups of people for the same cause, there is no reason why different groups shouldn't work side by side on different strands of fundraising activity.

## USEFUL CONTACT DETAILS

### Development team

Fundraising Events – 020 7783 1545  
Thousand Club – 020 7783 1054  
development@labour.org.uk

### Training team

training@labour.org.uk

### Membership team

labourmembership@labour.org.uk  
0345 092 2299

### Campaign Technology

0345 092 2299  
campaigntechnology@labour.org.uk  
For setting up CLP donate pages, contact nationbuilder@labour.org.uk or  
membershipaction@labour.org.uk

### Governance and Legal Unit

For queries on donation reporting and legal guidance on fundraising, email  
donations@labour.org.uk



## APPENDIX II: SAMPLE RUNNING ORDER

Putting together a running order means everyone knows what they need to do on the day, and you have all the information you need about running your event in one place.

<b>&lt;CLP name&gt; quiz night: Running Order &lt;date&gt;</b>		
Time	Activity/venue	Notes
5:30pm	CLP Secretary, Vice Chair (Membership) and events volunteer arrives at <venue name> for set up  To bring to venue: Quiz sheets 100 Club forms Raffle tickets & prizes CLP banner stand Cash box & change for float	
6:00pm	Rest of volunteers asked to arrive  Set up room: PA system and mic by bar for quiz (use of venue's PA) Banner stand behind mic Raffle prize table next to bar 1 quiz sheet per table 3 100 club forms per table	
7:00pm	Guests arrive - <Vice Chair (Membership)> on door taking entrance fees <CLP Secretary> circulates to chat to attendees and introduce themselves <volunteers> sell raffle tickets	Attendees can sit at any table and teams no bigger than 5 people  Bar open for guests to get drinks
7:15pm	MP arrives - met by <CLP Secretary>	
7:30pm	Event starts - MP introduces the event and says words of thanks, hands over to <name>, quiz master	
8:30pm	Break	
8:45pm	Raffle takes place	Tickets drawn by <name> and winners choose prize from prize table
9:00pm	Quiz continues	
9:45pm	Quiz ends - winner announced and prize presented by <MP>	
10:00pm	Event ends, bar open for guests until 11pm <volunteers> pack up room	

## APPENDIX III: SAMPLE EVENT INVITATION EMAIL

Dear <name>,

**Pit your wits against the finest minds in the Labour Party at our CLP Quiz Night with <Speaker>!**

Taking place on <date> at <venue>, contestants will have their knowledge put to the test, with some great prizes for the winners – all while helping to raise vital funds for our local election campaign.

Along with <Speaker name>, we'll also be joined by <local MP>. Friends and family are welcome, and it's a great chance to catch up with new and old friends as we prepare for May's elections.

**Tickets are £3 each, or £10 for a team of 5. To book your place, click here or get in touch with <CLP Secretary> on <phone number> or email <email address>.**

Hope to see you there!

Best wishes,

<name>

<role>

CLP name

<CLP website>



