



Putting the FUN into FUNdraising!

Our fundraising pack is designed to help you raise money for The Watermill Theatre. As a registered charity (no. 261430), we are indebted to the generosity of people like you who want to support our work. It's crucial that together, we keep fundraising to ensure that we continue to produce great theatre for all to enjoy. Donations received will enable thousands of local people to take part in our education and outreach programme. Last year over 20,000 people of all ages participated in our vibrant programme of activities. With your help we can do so much.

For ideas about how you can fundraise for us, keep reading!

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Bright Ideas

There are plenty of fun things you can do to raise money for The Watermill Theatre. Here are just a few examples to get you started:

- Coffee Mornings/Bake Sales
- Non Uniform Days
- Fancy Dress Parties
- Sports Events/Marathon
- Knit-a-thon
- Sky Dives/Bungee Jumps
- Auction
- Bric-a-brac/Craft Sales
- Bike Rides/Swimathon
- Dog Walks
- Weddings/Birthdays - ask your friends/relatives to donate to The Watermill instead of receiving a gift
- Sponsored Silence



TOP TIP

If you are using a sponsorship form, ask a close relative/friend to be the first to sponsor you as their level of donation will encourage others to give similar sized amounts.

We'd love to hear about your fundraising ideas. Please contact the Development Team development@watermill.org.uk or call 01635 570915.



Case Studies

Samantha Mills, Marathon Runner for The Watermill Theatre

"I've run marathons before but this is the first time I have collected sponsorship. Running for a charity helped keep me going as those long lonely runs can get a little difficult at times. I chose The Watermill Theatre because they provide so many fantastic opportunities for local young people."



Harry 'the duck' Armytage running the Bath Half Marathon

TOP TIP

It may be possible to access our wardrobe store to see if we have a costume for you to use!

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Easy Money

If you're not up to sprinting across a finishing line, or your baking skills would fail to impress the Bake Off judges, then you might like to consider supporting us in another way? Here are some suggestions:

easyfundraising
.org.uk



Recycle 4 Charity

Waitrose
Community Matters



- **Shop** online with www.easyfundraising.org.uk or www.giveasyoulive.com and nominate The Watermill Theatre as your chosen charity. We will receive a donation every time you shop - and it won't cost you a penny
- **Nominate** The Watermill as your 'Charity of the Year' at work, school or university
- **Recommend** The Watermill Theatre for local supermarket charity schemes
- **Recycle** your ink cartridges with us! Send us your old cartridges and we'll exchange them for donations with www.recycle4charity.co.uk
- **Volunteer** your time. We are always looking for volunteers to help us with the daily running of the theatre from ushering to envelope stuffing! To get in touch please contact admin@watermill.org.uk
- **Follow** us and like us on Facebook and Twitter and spread the word!



TOP TIP

Encourage your workplace to support us through easyfundraising.org.uk. We can earn donations on any train tickets, hotel stays and office supplies you might purchase - at no extra cost to you or your company!

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Advertising and Publicity

Don't forget to spread the word about your amazing event! Consider:

- **Social media** - it's free promotion! Share pictures, links and post what you are up to with your followers to spark their interest. Remember to tag The Watermill Theatre in your posts
- **Local Press and Radio** - the press and local media are always looking for a good story, so utilise them to spread the word about you
- **Personal Invites** - sending a personalised invite will encourage your friends and family to support you
- **Posters and Flyers** - make sure you include all the relevant information, e.g. date, time, location, contact details etc. Display in local shops and on community noticeboards as well as at your school/workplace
- **Branding** - we can supply you with a Watermill logo for use on all your publicity



TOP TIP

Let us know which press channels you want to use, as we already have a good local network and can put you in contact with the right people!



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Keep it Legal

There are a few things for you to consider when organising an event in our name. We ask that you take time to read the guidelines below and ensure that you fundraise in a safe and legal way and follow good fundraising practice. If you are unsure about anything, just give us a call on 01635 570915 or email development@watermill.org.uk. We're here to help.

- Notify your local police www.thamesvalley.police.uk if you plan to hold an event in a public place
- Make sure that you get a gaming license for big draws, raffles, bingo nights etc. This can be obtained from the Gambling Commission website www.gamblingcommission.gov.uk
- Risk assess your event - eliminate or minimise any hazards to ensure the safety of your participants and audience
- Have plenty of volunteers on hand to help ensure the smooth running of your event
- Be aware of First Aid and Fire Safety requirements
- If you're inviting members of the public to be a part of your event, you'll need to have public liability insurance in place
- Don't forget you'll need to get a license from your local authority if you plan to provide alcohol at your event
- If you are involving children in your event or want to take photos, make sure you get parental consent first. Children under the age of 17 must be accompanied by an adult

Please be aware that The Watermill Theatre cannot accept liability for your event.

Visit www.institute-of-fundraising.org.uk for further information on the fundraising Code of Conduct.

TOP TIP

Reading up on rules and regulations will prepare you for any eventualities. If any problems occur you can act quickly and correctly, safe in the knowledge that you are taking the right steps and notifying the relevant authorities.



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Raising the Money!

Sponsor Forms

For those who prefer to rally support using a sponsor form, you can create a simple word document to print out and carry with you when asking for sponsorship. To make life easier, we've created one for you which you can adapt.

After your amazingly successful event, you'll need to collect all that lovely sponsorship money. Here's what to do next:

- Count up exactly how much you've made and send your cheque (made payable to Watermill Theatre Ltd) to: The Development Department, The Watermill Theatre, Bagnor, Newbury, RG20 8AE
- If you have loads of coins and not much time, you can go into your local bank who should have an automatic coin counting terminal. You can deposit this into your account and then write a cheque to The Watermill Theatre, or transfer money to us directly (see below for details)
- If you would prefer to pay in the money you have raised using your personal bank card, just call the Development Team on 01635 570915 who will help you make a donation over the phone by credit or debit card
- Alternatively, for direct bank transfers, here are our bank account details:

Account Name: The Watermill Theatre Ltd.

Bank Name: Handelsbanken

Account Number: 24183601

Sort Code: 40-51-62

Ref: CF2017



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Setting up an Online Giving Page

If you are a techno-whizz and would prefer to raise funds online, we are signed up as a registered charity with BT mydonate which can accept donations easily.

We chose BT mydonate as they are very charity friendly and with over 8,000 charities signed up to their website, they are a frequent choice for fundraisers. There is no set up fee involved, or monthly charge for their services and they don't take commission on any donations we receive. Mydonate will also sort out all the gift aid on our behalf and only charge a small amount for debit and credit card transactions (credit card fee is 1.3%. Debit card charge is set at 15p for all transactions).

To view our page, please see here www.mydonate.bt.com/charities/thewatermilltheatreLtd



It's easy to set up an account, and nominate The Watermill Theatre as your chosen charity - just follow the simple step by step instructions online!

Here are a few pointers to consider:

- Set a realistic target - don't make it too easy to achieve, but make it manageable.
- Personalise your page - people love stories, so writing your story down for people to read and follow your progress will really make people want to support your cause.
- Snap happy - include pictures to bring the story to life.
- Encourage donors to Gift Aid - if a donor is a UK tax payer, 25p for each £1 donated will be collected from HMRC at no extra cost to the donor or us!
- Involve - update people on how you are doing and how far along you are with your target. If you have nearly reached your target, let people know as they may give twice to help you reach your goal.
- Remember to update your supporters once your event is over. People will continue to donate even after the event has passed and some may be waiting to see if you've completed your challenge
- Get social - get on social media and create a Facebook event page or tweet updates to your friends. Don't forget to tag us in your posts and we can share through our Facebook and Twitter pages too.
- Thank, thank and thank again - you've asked people to dig deep and donate as much as they can to support your endeavour, so remember to thank them.
- Match giving - some companies offer a 'match funding' scheme where they will match every £1 donated. Does your company offer this?
- In-kind giving - some people may not be able to give money but they can give their time. Ask a friend to help

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And don't forget

- Thank everyone who took part.
- Send us your photos and write up of your event - we may want to feature it in our newsletter or on our website.

The screenshot shows a mydonate fundraiser page for Samantha Mills. The page features a purple header with the mydonate logo, navigation links, and social media icons. Below the header, there's a section titled "Supporting the work of the Watermill Theatre". The main content area is divided into three columns. The left column has a photo of Samantha Mills and her name. The middle column lists benefits: "0% commission", "No set up fee", and "No monthly charges". The right column has a call to action: "Please donate to help make a bigger difference!". Below this, there's a progress bar showing "Total raised £783.11" and "Target £500.00" with a "100%" indicator. A "Donate now" button is visible. The footer includes a quote from Samantha Mills, the Watermill Theatre logo, and links to "View charity profile" and "View donation summary".

TOP TIP

Remember to set a personalised thank you message on your online profile, so that when anyone makes a donation to your page they receive an email thanking them for their generosity. A little goes a long way...

An example of a fundraiser's page on BT mydonate

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Bits and Bobs

People may ask you why the theatre needs to fundraise. We've put together a few Q & As to help you explain why a donation means so much to us.

Why should I support The Watermill Theatre?

The Watermill produces all its own shows. It costs the theatre around £3m each year to produce its plays, run the theatre and the education programme. The theatre receives around 20% in grants but has to generate the remaining 80% itself. Ticket sales alone do not cover the costs of running the theatre.

Why can't the theatre just increase its ticket prices?

We passionately believe that theatre should be affordable and accessible to all and we are committed to keeping our ticket prices as low as possible. Increasing ticket prices would exclude some people from enjoying our work and that's not what we want. We believe theatre should be available for all to enjoy.

Why can't The Watermill Theatre fundraise themselves?

We do! We have a team of two working in the fundraising department whose role it is to generate as much income as possible. This department engages with trusts, foundations, individuals and the corporate sector encouraging all to support The Watermill. Each year, they have to raise over £300,000.

What's the Friends Committee for?

As a volunteer group of about 12 people, the Friends Committee works tirelessly throughout the year to raise money for the theatre. They organise events, fairs, talks and manage the Friends membership programme.

How will The Watermill spend the money I raise?

We are hugely grateful to those who raise money for us. Whether you are donating a few pennies or bundles of notes, we feel privileged that you have chosen The Watermill. Our promise to you is simple. We promise to use the money raised with respect. We promise to spend your gift wisely. We promise that every penny from you will go towards our artistic programme - our work on stage - and our outreach programme (unless you tell us otherwise). We promise not to waste money and finally WE PROMISE TO PRODUCE GREAT THEATRE FOR ALL TO ENJOY.



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General Watermill Facts

- We produce around 8 main house shows each year
- We produce 1 schools tour, 1 rural tour and 2 youth theatre productions annually
- Around 90,000 people see a Watermill show in West Berkshire
- Around 20,000 people take part in our extensive outreach and education programme
- As a registered charity and not for profit organisation, it costs us nearly £3m a year to produce our shows, run the theatre and education programme
- Our auditorium seats around 200 people



Twelfth Night
performed by The
Young Company
aged 16 +



The Mad Hatter's tea party in our
Christmas Show *Alice in Wonderland*



Our summer musical *Calamity Jane*
starring Jodie Prenger
toured venues UK-wide and was
seen by over 220,000 people
around the UK!



Shoes worn by 33 local young
children who played the roles of street
urchins in our production of *Oliver!*

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And finally...

Thank you for choosing to support The Watermill Theatre.

Please keep in touch with us so we know how you are doing,
and good luck with your fundraising efforts!

The Watermill Team

The Watermill Theatre is a registered charity
no: 261430 and receives core funding from



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ENGLAND**

