

From afternoon tea, to book sales, fancy dress, quiz nights and everything in between - this A-Z will help inspire you to start fundraising for BookTrust!

Many of the ideas below can work as in person events or as virtual fundraising activities. Please contact the Fundraising team if you would like to discuss your idea with us.



Afternoon tea

Host a tea party for friends and family with strawberries and cream, cucumber sandwiches and dainty fairy cakes in return for donations.



Art & Craft

Get together virtually with friends or family and spend an afternoon creating your own piece of art. Anything goes – from designing your own cover for a favourite book to recreating a scene from a well-known story or painting. Alternatively, you could knit or crochet a favourite character. And don't forget to share your creations with your group and donate.



Bake off

Following the format of the popular TV programme, why not host a baking competition? You could charge a fee to enter or invite people to donate

and vote for their favourite treat. Or get your wooden spoons and oven mitts at the ready and throw a **Bake sale** and get everyone involved for this classic fundraiser.



Book inspiration

Invite friends/colleagues to get together and recommend a favourite book and share what they loved about it – in return for a donation.

Bike ride

Choose your own route or join an organised cycling event suited to your ability and ask friends and family to support and sponsor you, and don't forget your helmet! Just head to [Discover Adventure](#) for ideas or to join one of their organised cycle challenges.

Birthday Fundraiser

Set up a birthday or celebratory fundraiser on Facebook and select BookTrust as your charity of choice; or open a page on [JustGiving](#) and make your birthday even more special.



Coffee morning

Whether it's outside, virtual or face to face, have a cuppa, and some treats, a good old chat, and raise money.



Collection tin

Contact us at fundraising@booktrust.org.uk to request a collection tin and other fundraising materials to raise money in support of our work. Place them in a communal area at work such as the canteen, or at your own book club meeting, and invite folks to make a donation.



Dance competition

Get everyone to perform their very own version of a famous dance routine in front of a panel of judges. Get spectators and contestants to donate –

or get sponsored to see how long you can keep dancing!

Don't send me a card

Go paperless by sending e-cards to friends and family on special occasions and donate the cost of a physical card to BookTrust. Visit www.dontsendmeacard.com

Drawing challenge

If you'd like to get involved in a [draw along](#), why not visit our [HomeTime hub](#) for inspiration from some of our authors and illustrators? Share your creations online and tag us @booktrust and see if friends will support your creativity with a donation.



Ebay

Organise an online fundraising auction through Ebay for charity to sell items you think others might want to buy. It is easy peasy, just go to [Ebay](#), select BookTrust

as your chosen charity and follow the instructions for selling for charity.



Fancy dress or Fashion show

Take inspiration from favourite book characters and get dressed up! Are you brave enough to

encourage work colleagues to join you and spend the day at work dressed as a pirate? All in exchange for a donation.

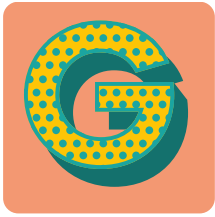
Film night

Choose a selection of film adaptations of your favourite childhood stories and watch with friends.

Fun runs

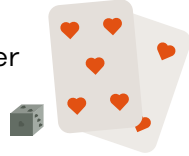
Organise your own or book a place at an official event. Visit www.discoveradventure.com to book a place on your own or with a group of friends or colleagues and embark on a 5k run – you could even go dressed as a favourite book character!





Games night

Set up a board or console night to raise funds for BookTrust with your friends and family or organise a bridge or poker tournament.



Give as you shop

Sign up for [Amazon smile](#), [Easyfundraising](#) or [The Giving machine](#) and you can make a donation to BookTrust every time you shop!



Halloween

Celebrate the best ghosts, ghouls, and monsters with a fancy-dress party. Have a best-dressed competition, get a DJ, and go all-out on snacks and

decorations - and ask for an entrance fee.



Indoor sports

From football tournaments to a 24-hour relay, sports events are a great way to raise money and get the local community involved. If you belong to a sports

club you could also persuade them to hold a charity day.



International cooking competition

Together with a few friends or colleagues, take turns to host a dinner party over one or a few weeks. At the end of each evening, rate the host's performance. Ask for a donation to take part.



Jumble sale or car boot sale

Have a house clear out and sell unwanted items in a jumble sale or at a local car boot sale and donate the money raised and help us to

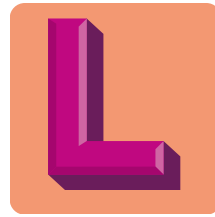
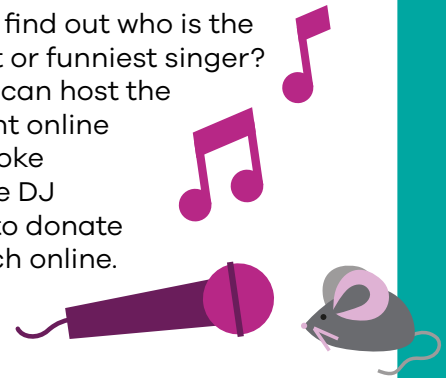
reach more children to get reading.



Karaoke

Organise a Karaoke event, online or at a local venue and find out who is the best or funniest singer? You can host the event online

on ZOOM or hire karaoke equipment or a mobile DJ and get participants to donate by taking part or watch online.



Leave a legacy

Share your love of reading with the next generation by leaving a gift in your will. Contact our [Fundraising](#) team for more information.



In Memory

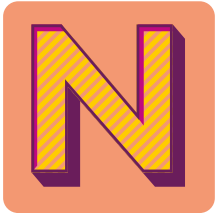
Remember a loved one. Donating to BookTrust is a very special way to remember someone you love and help a child discover the magical

world of reading as they did. Simply set up an in memory page on [JustGiving](#) to collect donations or contact our Fundraising team: fundraising@booktrust.org.uk

Matched Giving

Ask your HR department whether your company supports this scheme. Any fundraising you do could be match-funded by your company.





Nominate

BookTrust as your charity of the year at your school, work, or your local club/ society and organise fundraising activities to raise vital funds.



Quiz

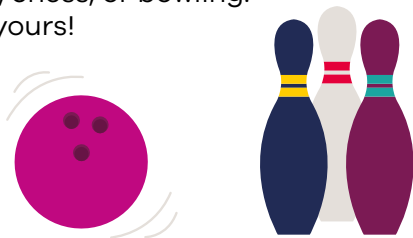
Organise a story-based quiz featuring some of your favourite characters and books and host the quiz at a community centre, pub or virtually at home.



Office Olympics

Organise an after-work sports event with colleagues - there are many events you can compete in to become an Office Olympic champion! From Rounders,

darts, football, chess, or bowling. The choice is yours!



Readathon

Set yourself a reading target and see how many books you can get through in a month or a year? Whether you read a book a week or one a

month, donate a £1 for each successful read.



Poetry evening

Organise a fabulous evening of spoken word and poetry either at home, at school, at work, in your local community or virtually. It's simple to create an event

through [Eventbrite](#) and ask participants to share their favourite verse and donate the cost of admission to BookTrust.



Secret Santa

Struggling to think of an idea for your Secret Santa gift? Why not make a donation to the BookTrust Christmas appeal which sends festive book parcels

to children who are vulnerable or in care on someone's behalf? You will receive a gift certificate which you can present to your Secret Santa knowing that you've brightened a child's Christmas.

Literary pilgrimage

Go on a literary pilgrimage to a favourite author's birthplace, home, or grave. You could also organise a trip to sites which have inspired great works of fiction.

Pyjama day

Support BookTrust's [Pyjamarama](#) event and wear your PJ's to work or school and donate £1 and support BookTrust in giving every child a bedtime story.



Skydive

Take to the sky and see the world from a bird's eye view through a charity sponsored [skydive](#). with a team of friends or as a personal challenge. Contact the [Fundraising team](#) for more information.



Treasure hunt

Whether it's for Easter eggs or a treasure book hunt, select an outdoor location send the clues to participants in return for a donation fee.

Themed day

Why not organise a book themed day at school or in the office based on a favourite book? Whether it's pirates, wizards, animals or space and have some fun along the way.



Writing competition

Create a writing event for your school or community group including a range of categories, such as poetry, short fiction or journalism, and target different age groups. You could invite a 'guest judge' or set up a student vote to decide the best entry. Ask everyone who enters to make a small donation and the winner could get a small prize.

Walking challenge

Tick a challenge off your bucket list by taking the plunge and challenge yourself to a walking marathon. Whether it is a hike around the capital, along a famous path or route or a visit to an area of outstanding natural beauty – those boots are made for walking!



Upcycling

Take inspiration from the Money for Nothing TV programme and give old unloved items such as a bookcase or a chest of drawers a new lease of life

and donate the sale cost to BookTrust.



Virtual Fundraising

Many of the ideas in this guide can be adapted to work virtually. Set up a 'Virtual Fundraiser' on [JustGiving](#) and promote your activity to friends,

inviting them to donate.



Xmas

Organise a Christmas raffle or host a virtual mince pie and mulled wine event and help support our Christmas [appeal](#) which brightens Christmas for children who

are vulnerable or in care.



Yoga

Are you a yoga teacher, or do you know someone who is? Why not hold a not-for-profit class to raise money while improving flexibility and decreasing stress and anxiety?



Wedding collection

Nominate BookTrust as your charity of choice for guests to support on your special day. This could be through including a donation to BookTrust on your gift list or setting up a [JustGiving](#) page and sharing with your guests!



Zip Wire

Challenge yourself to go on an incredible adventure and see the world from above. Look online to find the [challenge](#) that is right for you and don't forget to

encourage friends to sponsor you!

Whatever idea you choose, these digital fundraising materials can help make your fundraiser a success. To find out more about BookTrust, visit: booktrust.org.uk

