

DOTTING THE I'S & CROSSING THE T'S

If we're going to do it, let's do it right!

Check out the
Fundraising Regulator's
website to make sure
you are keeping
everything legal!

fundraisingregulator.org.uk/code

1. **Collections** - you are not permitted to collect on the street, or carry out door-to-door collections, without an official permit from the PSNI. Contact us if you want to know more about the procedures for organising a street collection.
2. **Raffles** - if holding a raffle and selling tickets outside of on the day/night of your event, you will require a special license. If only selling tickets at your event, you do not. In this instance, you must make sure that you do not charge more than £1 per ticket and you must not offer any discounts (e.g. 5 for the price of 4). Tickets must not be sold to anyone under the age of 16.
3. **Licenses** - depending on the kind of event you are holding, you may require a special license such as alcohol, collection or public entertainment licenses. If you are unsure, ask your local council or give our Fundraising Team a call!
4. **Insurance** - please remember that you are responsible for the activity you undertake. Action Mental Health cannot accept liability for your event. Please make sure that you have the correct insurance, if required, based on the type of event you are doing.
5. **Food hygiene** - if you are providing food at your event, free or not, food safety laws do apply. Check out the Food Standards Agency's website for more information. Make sure to follow their food hygiene procedures!
6. **Consent** - if children are helping at your event, you will require parental consent. Also, if you are taking photographs or videos at your event, you will require permission from anyone included before posting or sharing anything either if your local papers or online.
7. **Money** - if you are counting the money you have raised before submitting it to Action Mental Health please ensure that you do so with another person present and have them verify the total amount raised. We ask that you forward any donations raised to Action Mental Health within one week of the event taking place. Make sure that until this time, it is stored in a secure place.

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Remember to be respectful online.
If in doubt, don't post it!
Ask our team if you need any help.

Let's make a little noise...

1. Social Media

It is time to embrace the power of social media and get the word out there about what you are doing and who you are doing it for! Facebook, Twitter, Instagram, WhatsApp, LinkedIn... every platform provides you with an opportunity to let people know about the wonderful things you are doing and will hopefully encourage people to either attend your event or give you a donation. Or maybe both! Remember to tag us in your posts and photos too. We want to see what you are up to!



@amhNI



@amhNI



@action_mental_health



2. Local Press

Get your local press involved! See if a local journalist / photographer can attend your event to take a few snaps. If not, make sure to take plenty yourself and forward them on along with your fundraising story afterwards. I guarantee your local community will want to hear about the amazing work you are doing. If this is something you would like to do and you would like some help in writing a press release, do not hesitate to get in touch with our Fundraising Team.