

5. FUNDRAISING

It is useful for groups to have a specific bank account to hold funds collected at events and via membership fees. You will need limited funds to cover campaigning costs such as postage, photocopying, venue hire for meetings and events, and materials and props for stunts. However, remember that you can always apply to the groups project fund for additional money if required; we want to enable groups to carry out effective activities, without finances being a barrier.

LOCAL MEMBERSHIP RECRUITMENT

Your group may decide to charge an annual member subscription. This fee varies across WDM groups (from £3 to £10 a year), so feel free to set a membership sub which you feel is reasonable and which will adequately support your activities. For fundraising purposes, it may be useful for this sub to apply to members on your wider mailing list as well as to core members who regularly attend meetings.

For example, you may have a sign up sheet at events where people can give contact details for your mailing list, and in addition people can choose to be 'a supporter of X group', giving a donation of £5 a year. You may find that plenty of people are willing to donate in this way, particularly if they support the aims of the group but do not have the time to be actively involved.

NATIONAL MEMBERSHIP RECRUITMENT

Becoming a national member is in itself an important way to take action. As a member, you receive *Action* magazine three times a year, plus you will become part of a democratic membership organisation. But most of all, your membership fee helps support our vital campaigning and policy research work.

An annual membership costs just £24 (waged) or £12 (unwaged). To find out which of your members are already national members, contact the network team.

When encouraging new people to join your group you can use the 'free membership' forms. These provide new group members with a year's national membership for free; after a year we will contact them, asking if they would like to continue their membership at a paid level.

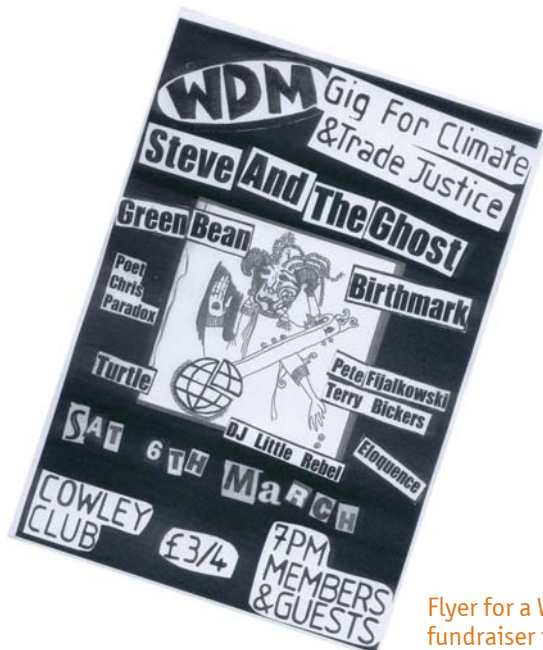
EVENTS

Events are a great way to raise money to support WDM's campaigns; although of course they can act as an effective way to raise awareness of our issues as well. In the past WDM groups have held pub quizzes, themed dinners, film screenings and coffee mornings. Funds raised at events such as film evenings can be boosted by group members making cakes and snacks to be sold on the night.

Sponsored events are also a good way to raise money. If you or anyone in your group, or even a friend or family member, is taking part in a sponsored event why not raise funds for WDM? This form of fundraising has become even easier since the 'Just Giving' website (www.justgiving.com) and similar online fundraising sites have been set up.

Just set up your own page and circulate the link far and wide. You'll be surprised at how quickly people can meet their fundraising target. To request an information pack about sponsored events with WDM, contact the fundraising team on 020 7820 4900.

For more ideas on raising funds locally you could try the book *Tried and tested ideas for local fundraising* by Sarah Passingham, published by the Directory of Social Change. Your local library or voluntary resource centre may have a copy, or you can buy it from www.dsc.org.uk/publications



Flyer for a WDM fundraiser in Brighton