

---

Company Introduction

The Fundraising Opportunity

The Multi-Service Benefit

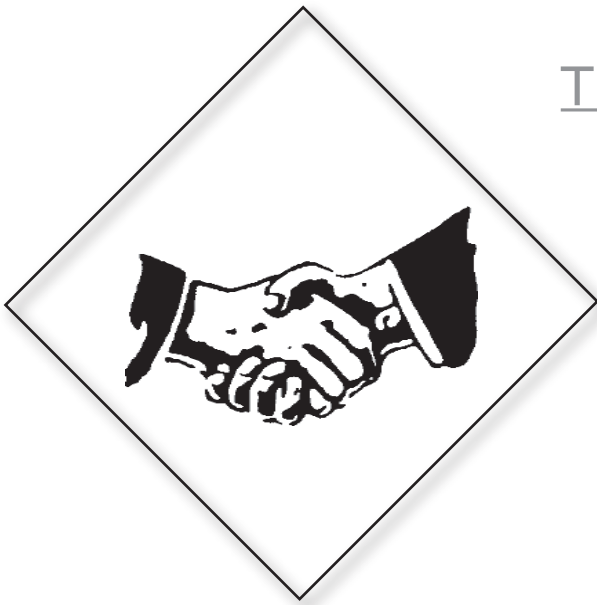
Fundraising Plan

Policies and Procedures

Information Sources

Code of Practice

Additional Information



## Your Fundraising Opportunity

This is a unique fundraising opportunity. The people in your community can help you raise funds, just by living their normal lives, and they will be saving money at the same time. And the great advantage for your chosen cause is that they will benefit from a regular monthly income, which is much more reliable than hoping for occasional donations.

Each CFR position is established for the benefit of a specific Charity, Organisation or Community Group (the "CFR"), and will have a nominated Administrator who is responsible for promoting the scheme within the community (the "Administrator").

### **So now it's time to get going!**

You may not be an experienced fundraiser, you most likely haven't spent much time talking about utilities to your friends before, and you are probably going to be doing this on a part-time basis. So we have tried to make it as easy as possible for you. Your role as Administrator is to encourage as many people as possible to call our Community Fundraising Team in Head Office (making sure that they quote your CFR Appeal Number).

The role of the Community Fundraising Team is to explain what we offer, to answer any questions, such as explaining how the process of transferring services works, and to help callers to sign up. They will not pressurise your friends and contacts into joining the Utility Warehouse if they decide that isn't what they want to do.

### **What do I need to do?**

You will have a good idea as to who in your community is most likely to participate in this fundraising scheme. These are the first people to contact and encourage to call our Community Fundraising Team.

A good way to start is to put together a list of your "easy wins" - everyone who you think will be most interested in contributing to your cause and saving money at the same time.

Next, you need to raise awareness of the scheme in your community - just because you know about it doesn't mean that everyone else does! There are likely to be plenty of people who would be willing to support your cause if they knew just how easy it is to make a significant contribution.

### **Motivating Your Community To Support You**

The key to a successful fundraising campaign is personalising it to your specific audience and focussing on what will motivate them to act.

There are countless different factors that may prevent a member of your community from making the all important call, but a targeted campaign that reminds people of the reason to act will minimise the levels of inactivity and maximise the success of your scheme.



### **What will motivate members of your community to pick up the phone?**

**Aspiration** – to achieve a clearly stated objective of raising funds  
**Confidence** – that the transfer of services will be seamless and easy  
**Understanding** – of what services the Utility Warehouse can supply  
**Status** – ability to tell others of what they have done  
**Peer pressure** – the fact that others have acted and they haven't  
**Explanation** – of how the scheme works  
**Reminders** – that the scheme exists and that they haven't acted yet.

### **What may prevent members of your community from picking up the phone?**

**Too busy** – and haven't got round to making the call yet  
**Lack of confidence** – in a company they have never heard of  
**Lack of understanding** – of how the scheme works  
**Forgetfulness** – we all have busy lives  
**Concern** – that the transfer of services will just cause trouble  
**Worry** – that their bills might increase  
**Not interested** – in helping their community.

When marketing the fundraising scheme to members of your community it is crucial to cover as many of the factors that WILL motivate them to pick up the phone, and to address the factors that could prevent them from acting in advance.

## **How to promote the Fundraising Scheme**

People need to know about your fundraising campaign to support it, so you have to make sure that it is well publicised for all to see!

We have provided you with some materials and ideas to help you to do this easily and effectively:

**Posters** These are for promoting the Fundraising Scheme to as many people as possible in your community – so put them up in the most obvious places... not on the back of the door, but on the front!

Noticeboards are there for a good reason – to spread information. So make sure you get your posters on them: in the school hall, staff canteen, village hall, sports centre lobby, local newsagents, and so on.

Be brave – no-one is going to criticise you for supporting a good cause, and the more posters you get up in the most eye-catching places, the more successful your scheme will be.

Remember to put your CFR Appeal Number on all the posters that you put up – without it a potential supporter can't join up, and so they will not be contributing to your chosen cause.

When you write the name of your chosen cause in the space provided on the posters, make sure that what you write will make sense quickly and easily to a passer by: keep it short, simple and legible for best effect!



**Postcards** These are the best promotional tool as you can have them with you all the time and people can keep them. Whether you put one on every chair before a meeting, or keep a pile at the front door, or simply have some in your pocket or handbag, these postcards are a really good way to spread the word and encourage people to call the Community Fundraising Team.

It really helps if you can explain the basic facts of the scheme in one sentence – you might need to practice! Then ask them if they would like to help.

Here's our suggestion: "We're trying to raise money for [new playground equipment] [a new organ] [to buy more books for the library] and we have come up with a fantastic way for everyone in the community to help without actually costing them any money. In fact, everyone who helps will be saving money at the same time! Can I [give you a card] [send you a letter] explaining how it works?"

If they're interested in raising money for your cause, and saving money for themselves, then all they have to do is phone the Freephone number on the postcard.

Again, remember to put your CFR Appeal Number and your chosen cause on every postcard that you hand out. A supporter can't join up without the number and they will not be able to contribute to your chosen cause.

**Meetings** These are really the best way of spreading the word. A large group of people will get excited by the possibilities, particularly if you point out to them how much money you could raise together if everyone signed up. And you can add the personal touch by talking about how much it will help your chosen cause.

We know that public speaking can be difficult, especially at first, so we have prepared a suggested presentation for you (on the CD). Of course, it's up to you whether you want to use it or not. If you do, you'll be able to add more of your own personal touches, as you grow more confident.

A meeting is also is the ideal opportunity for you to use your postcards, so that everyone there has something in their hands to take home and remind them to take action!

**Badges** These are to put some fun into your fundraising! Wear the badges with pride wherever you go and you will be amazed by how many people ask you why you are wearing it, and what it is for. This is the perfect excuse to tell them about your fundraising scheme and to give them a postcard to remind them to pick up the phone and support your cause.

**Letters and Mailshots** These are for promoting your scheme in a more directed way and a great way to follow-up after a meeting at which you have launched the scheme. Do you have a community whose details are on a database that you have access to



– for example a list of members or a list of parents for a school? If so, these are the perfect means of letting a large number of people know about the scheme with minimum hassle - and we've done much of the preparatory work for you!

All you need to do is mail-merge the addresses into your letters and pop them in the post. If you can't do this, you may well find that the owner of the list will be happy to print out a sheet of address labels for you, once they know why you want them.

We've put some suggested letter formats on the CD for you to use. You can of course personalise these with details of your own fundraising scheme, but you should not change any of the paragraphs about the Utility Warehouse and our services to ensure potential customers do not receive any misleading information. Remember that every supporter has to know your CFR Appeal Number so don't forget to include it in your letters.

### Top Tips for Writing a Fundraising Letter



**Make your case quickly and grab their attention.** Don't beat around the bush. Talk about your organisation or project at the top of the letter and get to the point right away. What is the good news about the scheme? What problem will it solve?

**Appeal to your supporter's emotions first.** Appeal to their heads with facts and figures later on. Personalising the impact that their actions could have, and hinting that others in the community have already acted are both very important - peer pressure will be a huge factor in persuading your supporters to act. "If everyone joins in..."

**Don't exaggerate or over-promise.** Nothing will destroy your credibility faster than giving a false impression of the impact of the scheme.

**Appeal to supporters' sense of urgency by providing a deadline.** The sooner your supporters make the call, the sooner they will start saving money and you will start raising funds.

**Include a PS at the bottom.** The bulk of your letter will go unread by many people. A PS creates a sense of urgency and will be read by skim-readers.

### Being Realistic

You are unlikely to be able to introduce enough people to the Community Fundraising Team to raise a substantial amount of money by next week!

The Community Fundraising scheme won't raise a huge amount of funds overnight. What it will do is allow you to build a steady income for your chosen cause which will continue for as long as your supporters remain with us. Most charitable and community organisations are hard-pressed to find this sort of long-term, regular, dependable income, and this scheme allows them to do just that.



**Keep reminding people!** The best way to start is one step at a time. Once you have created your list of those who you think are most likely to understand what you are doing and who will be ready to support your cause, you have to work out how to approach them. Some people are better approached in person, others might prefer a group meeting.

You can't simply leave a pile of postcards in a corner of a room and expect everyone to find them and then call the Community Fundraising Team. You need to promote this scheme actively within your community and then follow it up relentlessly, possibly even on a one-to-one basis, to make sure that people are calling.

It is very important to keep a record of who you have spoken to about the scheme: for every person who calls the Community Fundraising Team immediately, another five will need to be reminded, and you're the only one who is going to do this.

Keep a record of who you have promoted the scheme to, and if you haven't received an email from us letting you know that they have called us and joined as a customer within a month, then you should talk to them about it again – they may simply have forgotten.

## Reaching out further

Once you've spoken with the obvious members of your community about the fundraising scheme, you need to start thinking about how to reach more people. You probably know, or can think of, hundreds of people who would like to save money and benefit from using our services, while supporting your chosen cause at the same time.

### There are...

- ⇒ People you know well now: your friends and family, neighbours, colleagues...
- ⇒ People from your past: old friends, colleagues and school or college peers; ex-employees or employers; friends you made on holiday; the people who came to your wedding or big family parties...
- ⇒ People you know socially: people who go to the same pubs, clubs and parties as you; those you know through your voluntary or community work; the religious or political group you are involved with; people in your sports club, drama group or choral society...
- ⇒ People you know through your hobbies or interests: people you play sports with; people you know through evening classes; fellow musicians, actors, collectors, artists, games enthusiasts...
- ⇒ People who provide you with services: your local shops and tradespeople, plumbers, electricians, painters and decorators; your local estate agents, insurance brokers or financial advisers; the hairdresser, gardener, the garage; your local healthcare services; your favourite restaurant...
- ⇒ People you know through your children: their friends' parents, teachers, the PTA, the school governors, the youth group and its leaders, their sports coaches or special interest leaders...



We are not suggesting that you get on the phone and ring everyone today – far from it. Making a success of this fundraising scheme relies on personal recommendation. Just add them to the list of people to



talk to about the scheme the next time you meet or speak to them. You are a fundraiser, not a sales person!

It is important to remember that you are not trying to explain to your contacts the details of the individual services we offer. That's what the Community Fundraising Team at head office is for – to speak to the people you encourage to call us, answer their questions and help them with the sign-up process. As we've said, they will not be pressured into signing for our services if they don't want to.

Many people will immediately ask you questions like, "How much does it cost?" or, "Will I still be able to watch Sky TV?" Your response should be that they can find out all the answers by calling the freephone number that you have given them. Our Community Fundraising Team know the answers to all these questions.

You need to focus on telling as many people as possible about your fundraising scheme – you don't need to get bogged down in the details of our services. You're telling people about the unique concept of saving money and supporting your cause at the same time. You can leave the details to us!

## The "I'm not interested" person

Before you talk with your first potential supporter, take a couple of minutes to imagine how you hope the conversation will go. What will you say? How will they react? How will you feel? How will they feel? And what will be the outcome?

Now take a minute or two to think about the person you were relying on most to love the idea, want to help you and call us straight away to sign up. What happens if they say they're just not interested?

Don't worry.

Think of yourself as a waiter offering after-dinner coffee in a restaurant. If someone says 'No' it's simply because they don't feel like coffee at that moment. It's not a reflection on the waiter, or the coffee! So don't be disheartened by a negative response: there can be lots of reasons why this may not be the right time for "coffee". Your friends will certainly respect you for respecting their answers – you certainly won't be able to force them to support you.

But – do remember to ask whether they can think of anyone they know who might be interested in saving money on their phone calls or energy bills and supporting your cause – they almost certainly can, and that will leave you both feeling that something positive has come out of the conversation.

## Tips

Be yourself. You will mainly be speaking to people who know you. If you are explaining the scheme to a colleague or old friend, don't become a 'secret agent' mumbling something about 'phone bills and gas.'

**Do:** tell them that you have found this great new way of raising money for your chosen cause, while saving people money on their telephone, internet, gas and electricity bills at the same time... and ask them whether they've got a few minutes for you to tell them about it.



### Always be Prepared

Here are some pointers to help you make the most of the people you speak to:



- ⇒ Make sure you always have your postcards with your CFR Appeal Number and the Community Fundraising Team freephone number on them to hand or in the car. You never know when you will meet someone who is interested in contributing to your cause, or saving money.
- ⇒ Have fun and be enthusiastic when talking about your involvement with the Utility Warehouse Community Fundraising Scheme. It's a great thing you're doing!
- ⇒ Explain the simple concept – raising money, saving money.
- ⇒ Be honest! The Utility Warehouse Discount Club services are great. Let the facts speak for themselves. You don't need to exaggerate any of the benefits; do not feel you need to bluff your way around anything you don't know - just suggest they call the Community Fundraising Team to find out more.
- ⇒ Remember – you're fundraising, not selling!

### Presenting the Services

Presentations tend to be most effective where people see the benefits first hand. Always show prospective supporters a copy of your monthly bill. This demonstrates the simplicity of having all your utilities on one bill, and the savings that you are making.

Again, you don't have to know every detail about each of the services – that's what the Community Fundraising Team is here for. You should, however, know the basic facts about what we offer. You should certainly understand:

- ⇒ the services we can supply
  - Home Phone
  - Mobile Phone
  - Internet
  - Gas
  - Electricity
- ⇒ the great value that we offer
- ⇒ the fact that your chosen cause will benefit from everyone who signs up using your CFR Appeal Number
- ⇒ the simplicity of receiving just one monthly bill for all utilities.

### Possible Outcomes

The scheme will only work if your potential supporters act and make the phone call to the Community Fundraising Team.

There are three possible responses to your presentation:

#### 1. Yes.

They go away and phone the Community Fundraising Team at once. You will receive an email to confirm that your supporter has become a customer. Your chosen cause starts to receive income (once you have six customers on your account – see section 4 for details).



## **2. No – I'm not interested.**

OK. Once some of your supporters have become customers without any bad experiences and are benefiting from taking their services from the Utility Warehouse, the others may change their minds. Don't be offended, and don't spend too much time trying to work out why they responded as they did. You could suggest that you might speak to them about it again in a month's time.

## **3. I need to think about it.**

This is often considered the most difficult response.

Simply say 'I can understand you wanting to think about it, that's fine, but if I can show you a way of saving money while you think about it, would you be interested? Pause for the response which is normally 'Yes' then explain that 'Many of the services have no minimum term contract which means that if you are not happy with the savings you are making you can simply cancel the service. As you've nothing to lose, why don't you call the freephone number? And please remember that while you're thinking about it, and saving money, you're also raising money for [my chosen cause].'

## **Following up**

If one of your supporters becomes a customer of ours, you will receive an email to let you know. This process can take up to two weeks.

Do give them a ring to thank them for supporting your cause – if you are a Utility Warehouse customer yourself, and they have taken our Home Phone service then the call is free!

Alternatively you could drop them a thank you note to recognise the contribution they are making. We have provided you with a pack of Utility Warehouse Thank You cards to start you off. Thanking those who have signed up will generate an enormous amount of goodwill and will encourage the good news to spread faster.

If you do not receive an email telling you that your supporter has become a customer then the likelihood is that they haven't yet made the call. This is not something to worry about – they may have their reasons, but it is always worth a call or a visit to remind them in case they have simply forgotten, or never received your letter.

Remember – you're offering people the chance to help others, and themselves.

## **One Final Tip...**

Once your first few supporters have been successfully transferred, ask them to give you a testimonial confirming just how smoothly it all went and how they are benefiting from lower prices and free UK calls. Nothing works better than personal recommendation from someone else you know and trust!

