



## **Local Fundraising Groups – An Overview**

Being a part of a Local Fundraising Group is a fantastic way to engage your local community, have fun and raise vital funds for The Lullaby Trust.

### **What are Local Groups?**

Local Groups are made up of dedicated individuals in a community that come together to raise funds for The Lullaby Trust.

Local Groups will design their own calendar of fundraising events, planning and organising how they can best raise funds in their area.

Joining a Local Group should be an enjoyable experience for all, allowing individuals to come together to support The Lullaby Trust. It will give you the opportunity to pool your expertise and allow you to put on bigger and better events than you could individually.

It's so important that we are able to raise awareness of The Lullaby Trust and our safer sleep messages across all of the UK. We are particularly reliant on Local Groups to support us with this, as they will be in a great position to engage with their local community and know how best to do this.

Each Local Group is unique and their members will have different strengths, passions and resources available to them – that's the fun of it!

### **Who can join a Local Group?**

Anyone! As long as a person is willing to support you in fundraising for The Lullaby Trust, they can be a member of your Local Group. You'll find that people will be willing and able to give up different amounts of time and commitment towards your Group, so it's about working with people to find a structure and time commitment that suits them.

Whilst we advise against having too rigid a structure for your Groups in terms of time, meetings and committee positions, we recommend having enough commitment from members to ensure the Groups longevity and you have the required support when needed. We recommend that members meet a minimum of once every two months. During our National Campaigns or when your Group is organising a local event, you may be required to commit more time and have more volunteers.

As your Local Group becomes established, you may find more people are interested in becoming members or that you need greater assistance and want to recruit more volunteers. Think about how best you can recruit in your area; is it through word-of-mouth, local advertising, local papers, social media or something alternative?

Your contact at The Lullaby Trust can assist in recruiting for new Group members and will connect any supporter interested in joining a Group with their Local Group Leader.



## **What is a Group Leader?**

Although we don't encourage Local Groups to have official committee positions, a Leader is needed to be the main point of contact between the Local Group and The Lullaby Trust. They may also need to take responsibility in other areas, depending on the structure of the Group and what others are willing and able to do. The Group Leader will of course be supported in this role by The Lullaby Trust. The Leader may want to consider doing this role as a job share with another member.

## **How do Local Groups Fundraise?**

However they like! Being a part of a Local Group gives all members the chance to plan exciting and fun fundraisers, based on their Group strengths, passions and resources. We've seen fundraisers do everything from a bake sale to a barn dance and everything in between! Whatever your Group decides to undertake, we are here to support you in making it a real success.

## **National Campaigns**

Local Groups are a vital part of our National Campaigns, supporting us in not only raising funds but also increasing awareness of the charity across the UK.

**Our National Campaigns are the key areas that we will need your support, so we encourage you to really get involved with these and do all you can!**

### Safer Sleep Week

Safer Sleep Week is The Lullaby Trust's national awareness campaign targeting anyone looking after a young baby.

For one week in March, The Lullaby Trust and partners aim to make sure parents in the UK know the importance of safer sleep and are aware of how to reduce the chance of Sudden Infant Death Syndrome (SIDS).

[lullabytrust.org.uk/safer-sleep-week](http://lullabytrust.org.uk/safer-sleep-week)

### Baby Loss Awareness Week

Each October Baby Loss Awareness Week allows bereaved parents, family members and friends to commemorate the all-too-brief lives of their babies, knowing that thousands of other families elsewhere in the world will be doing the same. The week also provides a crucial opportunity for people to talk openly about the subject of and raises awareness of baby loss.

[babyloss-awareness.org](http://babyloss-awareness.org)



### Wear It Yellow

On the 19th May, join us for our brand new campaign where we ask the nation to show their support for The Lullaby Trust by wearing yellow for the day. You could organise a dress down day at your workplace or local school, where everyone pays £2 to get involved or gets sponsored to take part. Outfits can be as wacky as you like but they have to be yellow! Watch this space for more news about the day.

### Bake it for Babies

Bake it for Babies takes place in October and is The Lullaby Trust's simplest fundraising event which everyone can get involved in. Hold a bake sale in your local community, school, workplace or anywhere else that people may fancy a cake! You may want to make it even bigger and serve other refreshments or even hold a raffle. We can provide you with special Bake it for Babies materials to help you out, just get in touch.

[lullabytrust.org.uk/bake-it-for-babies](http://lullabytrust.org.uk/bake-it-for-babies)

### **How much time are Group members expected to commit?**

Joining a Local Group is a voluntary role. We appreciate members have their own personal commitments so each Group is free to set its own hours and will often plan their activities around the commitment of their members.

We recommend that members meet a minimum of once every two months. During our National Campaigns or when your Group is organising a local event you may be required to commit more time and have more volunteers.

### **How much do Local Fundraising Groups raise?**

Each Group is different so will raise different amounts! We recommend that a good target for the first year is £3,000. This total, broken down into the four National Campaigns, (Safer Sleep Week, Baby Loss Awareness Week, Bake it for Babies and Wear Yellow), equates to £750 a campaign.

### **What does the role of a Local Group member involve?**

Roles will vary depending on the activities your Group decides to carry out. A Group may decide to keep it simple by focusing on public collections and supporting our National Campaigns, or they may want to boost their fundraising by organising their own events in the local area. Each Group is responsible for allocating appropriate roles to Group members.



## **What support will I get?**

Your Group will have a dedicated member of The Lullaby Trust fundraising team who will be on hand to answer queries and support you through your fundraising journey.

There are always two members of staff working with all our Local Groups, ensuring that there is always someone available should you need to get in contact about anything.

Hopefully this document answers any questions you have regarding being a part of a Local Fundraising Group. If you need any further information though, please don't hesitate to get in contact.

**Thank you for your kind support of The Lullaby Trust.**

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