

GUIDE FOR FUNDRAISERS





CARE OF POLICE SURVIVORS

'Rebuilding Shattered Lives'

Introduction

Thank you for choosing to fundraise in aid of COPS

This guide is full of inspiration, advice and tips on how you can make the most of your fundraising activity – whatever you choose to do for us.

If you would like to discuss your fundraising idea or would like to request any resources to support your activity, please get in touch.

Email: fundraising@ukcops.org
Telephone: 01543 410 790
Online: www.ukcops.org



[/ukcops](https://www.facebook.com/ukcops)



[/uk_cops](https://twitter.com/uk_cops)



[/ukcops](https://www.instagram.com/ukcops)

Good luck with your fundraising and thank you for your support.

We look forward to hearing from you soon.



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How the money you raise will help

About COPS

COPS is a UK charity dedicated to helping the families of police officers who have lost their lives in relation to their duty, to rebuild their lives.

Our mission

To offer peer support and access to professional services to help families rebuild their lives following the death of their policed officer or member of police staff.

In an ideal world, there would be no need for our objects and our charity would not exist, because no police officers or police staff would die as a result of carrying out their duty.

Why COPS is needed

Police forces do not have the resources to maintain support beyond the immediate aftermath of the death of an officer. Family Liaison Officers can only support families for a limited time before having to return to operational duties and forces can struggle to achieve the long term contact and care they would like to provide to affected families.

This is where we can help by managing the transition from intensive force support to lifetime COPS engagement. Once we learn of an officer's death, our process for contacting and connecting with a surviving family is carried out sensitively by those who understand by virtue of having been in the same situation themselves. The COPS network is able to provide peer support to survivors ensuring they have all the help they need to cope with such tragedy and that they remain part of the police family.

What COPS does

We are a peer support charity enabling survivors from around the UK to support other survivors in practical ways. We arrange local and national events that enable survivors to build friendships and bonds that support them through good times and bad. For those who need additional support, we provide access to professional guidance and counselling through our partners RedArc and Winston's Wish.

The annual survivors' weekend, which culminates with a Service of Remembrance at the National Memorial Arboretum, is where survivors are joined by representatives from police forces across the UK. This annual event provides the surviving families, the police family and the public an opportunity to remember those officers and loved ones who have lost their lives on duty.

Regular communication through the COPS website, quarterly newsletter and social media sites engages and connects survivors, the police service and supporters of COPS. COPS aims to build and maintain an active community where support and friendship is available to those in need.

The services we offer are only possible due to fundraising and charitable donations; so by fundraising for COPS you are ensuring we are able to reach out to more people who need us.



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Fundraising ideas

You may have already chosen your fundraising activity, but if you are struggling to decide what to do and where to begin, below are a few tips which may help you get started...

What?

- Pick something you enjoy doing.
- Ask friends and family if they like your idea.
- Keep it simple.
- Write a plan.
- Have a fundraising total in mind and keep an eye on your costs.
- Consider ways of maximising fundraising at your event, such as holding a raffle.

Who?

- Ask friends and family for support. They may have skills or contacts that could help.
- Approach local groups like the Scouts, Lions or Rotary to help.
- Ask for a charity discount or a donation from suppliers.

Why?

- The more people know about a charity, the more they will give. Tell everyone what COPS does and how its services depend on charitable donations.
- Use the resources provided in the fundraising pack to raise the COPS profile in your community.
- Use blogs, social media and contact your local press to spread the word.

When?

- When planning your activity, avoid clashes with national and local events.
- Consider seasonal weather conditions.
- Plan your activity enough in advance to allow time for training. Also be aware that travel and accommodation can be very expensive if booked at short notice.

Where?

- Book your venue before publicising your activity.
- Make sure the venue is accessible for all.
- Plan for all weather conditions.



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Fundraising Resources

We have a range of fundraising resources available to support your fundraising activity. Below is a list of the items you are able to order (by completing and submitting your *Fundraising Registration Form*).

Letter of support

We can supply you with a letter of support, stating the details of your fundraising activity along with information about COPS, for you to present to potential sponsors.

Available by post or as a pdf document.

Sponsorship form

Our official sponsorship form allows your sponsors to opt into giving Gift Aid (where appropriate) meaning their donation is worth 25% more at no cost to them.

Available by post or as a pdf document.

Information leaflets, posters and newsletters

We would be more than happy to send a supply of COPS literature and newsletters for you to distribute to your supporters.

Available by post.

COPS banner

We are able to supply single or multiple COPS banners to display at your event.

Available by post.

Collection bucket stickers

These self-adhesive stickers, displaying the charity's contact details and registered charity numbers, which can be attached to buckets and boxes.

Available by post.



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Keeping your activity safe and legal

Organising and taking part in a fundraising event is great fun, but it is also important to keep it safe and legal for everyone involved.

We are very grateful to you for raising funds in aid of COPS but please remember you are responsible for all aspects of your fundraising activity and COPS will not accept any responsibility or liability for your event.

Planning ahead is key to getting it right and below is a list of issues you should consider when planning your activity.

- If you are holding your event in a public place, make sure you have permission either from the local authority or property owner.
- If your event involves the general public, it's a good idea to have public liability insurance. Check first to see if your venue already has this.
- If you are holding an event involving a number of people it's a good idea to have first aid supplies on hand, and qualified first aiders if possible. You can get advice from www.sja.org.uk or www.redcross.org.uk
- Holding a raffle is a great way to raise funds, but it's important to be aware of the legalities and whether you'll need a license for your event. You can check the latest information and advice at www.gamblingcommission.gov.uk
- Whether you're selling cupcakes or putting on a banquet, food safety laws will apply. Check in with the Food Standards Agency at www.food.gov.uk for more information, just to be safe.
- Please be aware of costs associated with holding your event and keep receipts, especially if you intend to deduct the amount from the fundraising total.
- If you are using collection buckets, they must have a lid and be sealed if you are collecting in a public place.
- By undertaking a fundraising activity in aid of COPS, you are responsible for ensuring all monies be transferred to COPS in full, quickly and efficiently. Please contact the COPS team on 01543 410 790 or fundraising@ukcops.org for instructions.



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Collecting Donations and Sponsorship

Once you have decided on your fundraising event, you will need to decide how you are going to raise sponsorship and collect donations.

Sponsorship Form

We can provide you with an official COPS sponsorship form. You can request a sponsorship form when completing your *fundraising registration form* or by emailing fundraising@ukcops.org.

JustGiving

Setting up a JustGiving page is the quickest and easiest way to let people know you're raising money. Your supporters can donate via JustGiving and their donations will automatically be transferred to us without the need for you to do anything. It's that simple!

Visit www.justgiving.com/careofpolicesurvivors and follow the instructions to set up your own fundraising page.

JustGiving can offer you tips and advice on how to promote your event and connect with your supporters.

Collection boxes and buckets

Collection buckets are a great way to collect loose change at events. As they are bulky and costly for us to post, we would ask that you use your own boxes/buckets and we will send you COPS stickers with all our information to decorate them. ***Please note that if you are collecting in a public place you will need to use buckets with a lid and it must be sealed.***



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Publicising your event

Promoting your event is very important if you want to maximize how much money you raise – the more people who know about it, the more donations you're likely to receive.

Share what you're doing

Whatever your favourite means of communication - be it email, social media, text message or smoke signals - use it to generate interest and promote your event in your community.

Tag us in your social media posts for our support in publicizing your event:



/ukcops



/uk_cops



/ukcops

Generate publicity

Publicise your event as widely as possible, tell people about COPS and why you support their work:

- Get in touch with local media – Contact your local newspaper, radio station, use contacts in the police media network. Use our *press release template* to get started.
- Write a blog – Free blog platforms like Wordpress are a great way to document your fundraising journey.
- Take photos – Whatever you're doing, take plenty of photos and post them on our Facebook page or tag us on Instagram.
- We would love to share your fundraising success with the COPS community. Please let us know if you are willing to be interviewed and your event featured in our newsletter and on our website.



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Saying thank you

We are very grateful to you for taking the time and effort to fundraise for us.

Please let us know when your fundraising activities are complete so we can thank you for your efforts.

We would also like to share your achievements with the COPS community; please check out www.facebook.com/ukcops in the days following your fundraising activity to see what people are saying about you.

You may also be contacted in the subsequent weeks or months by *Martis Media* to talk about your fundraising efforts so that your story can be included in the COPS quarterly newsletter.

We know that COPS would not be able to continue its work supporting police families without people like you. By fundraising for COPS you really are making a big difference to how far we are able to reach out to families who need us in times of tragedy. Thank you.

Please remember to thank all those who have supported you during your fundraising journey.

