

Fundraising Toolkit

Fundraise for Pride — power a radically inclusive London

Whatever you love doing, you can turn it into a fundraiser for Capital Pride London. This toolkit walks you through every step — from your first idea to getting what you raise safely to us. Print it, scribble on it, share it with your team.

WHY YOUR FUNDRAISING MATTERS

<p>Events all year round</p> <p>Helps us put on welcoming community events and festivals — through Pride season and beyond — that bring people together.</p>	<p>Safety & accessibility</p> <p>Covers venue hire, staging, insurance, security and the access measures that keep everyone welcome and safe.</p>
<p>Education & advocacy</p> <p>Powers education, support for local LGBTQIA+ groups, and our work pushing for fairer policy beyond Pride day.</p>	<p>Visible & proud</p> <p>Helps us hold a joyful, visible presence that builds acceptance and pushes back against isolation and prejudice.</p>

HOW TO FUNDRAISE IN FIVE STEPS

- 1 Pick your fundraiser**

Choose something you'll enjoy — a supper club, a challenge, a quiz night, a collection or your own bright idea. See the ideas overleaf.
- 2 Set a target & a plan**

Decide how much to raise, pick a date, work out any costs and line up a few helpers. Use the planning checklist and budget tracker in this kit.
- 3 Set up your donation page**

The simplest way to collect money is an online page on JustGiving or GoFundMe. Add a photo and your 'why', then tell us so we can cheer you on.
- 4 Spread the word**

Share your page everywhere: social media, group chats, email and posters at your venue. Post updates and thank people as donations land.
- 5 Celebrate & send what you raise**

Enjoy your event! Then get the funds to us safely (see the back page) and email us within seven days so we can thank you and send a receipt.

Need inspiration?

FOOD & FRIENDS

Community Supper Club

Host a shared meal — supper, brunch or a potluck — and ask guests to give what they'd spend on a night out.

GET ACTIVE

Challenge Event

Run, ride, swim or walk. Take on a 10k, a marathon or your own dare, and collect sponsorship.

BIG NIGHT OUT

Queer Quiz & Bingo Night

Put on a pub quiz or drag bingo. Charge for entry, sell a raffle and make a night of it.

EVERYDAY GIVING

“Proud to Be” Collection Drive

Sell merch, pass a bucket at work, or set up a donation jar. Small, regular asks add up fast.

YOUR PLANNING CHECKLIST

Plan it — tick as you go

Your fundraiser

Date

Target to raise (£)

Helpers / team

- Pick your idea and a date that works
- Set a fundraising target
- Line up a few people to help
- Confirm a venue or route (if you need one)
- Work out your costs using the budget tracker
- Set up a JustGiving / GoFundMe page
- Tell Capital Pride London your plans
- Promote it: social, email, posters, word of mouth
- Run your event — and enjoy it!
- Bank the funds and send them to CPL
- Email us within 7 days with the total raised

BUDGET & TARGET TRACKER

Know your numbers

Jot down what your event might cost and what you hope to bring in. Aim to keep costs low so more of every pound reaches the cause.

Item	Estimated (£)	Actual (£)
Venue / space		
Food & drink		
Decorations & signage		
Prizes / raffle		
Marketing & printing		
Other		
Total costs		

Target to raise (£)

Estimated net to CPL (£)

PROMOTE IT

Spread the word

- Tell your story: say **why** Pride matters to you — people give to people.
- Post your donation link early, then share updates as you hit milestones.
- Tag **@CapitalPrideLondon** and use **#CapitalPrideLondon** so we can reshare.
- Ask 5 friends to share with 5 friends — reach grows fast.
- Thank every donor publicly; it nudges the next person to give.

READY-TO-POST CAPTION

"I'm raising money for **Capital Pride London** to power its year-round work for the LGBTQIA+ community. Every pound helps — please chip in and share! [your link] #CapitalPrideLondon"

The finish line

Event done? Thank you! Please get the funds to us safely using one of the methods below — and always include your name or group name as a reference.

Bank transfer (BACS)

Our preferred method. Contact us for the bank details and a unique reference code.

Cheque

Made payable to 'Capital Pride London' and posted to our registered address (available on request).

Online giving page

JustGiving or GoFundMe usually pay us directly. Let us know when you set yours up so we can track it.

Cash

Please don't post cash. Contact us to arrange a safe drop-off or direct deposit.

One last thing: email fundraising@capitalpridelondon.com within seven days of your event with the amount raised and how you're sending it, so we can issue an official thank you and receipt.

Thank you for fundraising for Capital Pride London.

Every pound you raise powers our year-round work for the LGBTQIA+ community.

fundraising@capitalpridelondon.com · capitalpridelondon.com