FLAG DAY 1982

... the lost chance to raise £40,000?

Assuming that most branches have an annual budgeted expenditure in excess of £2,000 I should like to know how they raise the bulk of this money - excluding membership subscriptions and local authority grants. Assuming also that most branches have a Fund Raising sub-committee active throughout the year, can anyone tell me what other activity can compare with the potential of an annual house-to-house collection and flag day?

It is clear from Cruse House letters that a large number of branches have refused to co-operate and this means that Cruse National Flag Day is a dying cause*. Why is this? Is not our national organisation and its work worthy of a national flag day? Consider the valuable publicity and recruitment of helpers obtained as a result of house-to-house collection. Our referral secretary came to us this way and we found several potential counsellors simply because we knocked on their doors.

We make use of 'What is Cruse' leaflets (A5 size) wherever interest is expressed. Our collectors always make clear that we are a local branch. all voluntary workers and that money is required to enable us to provide an effective and valuable service to the community. We explain that we do not give any money to bereaved families.

Do not tell me that all widows and widowers in Cruse are reluctant to sell flags. One of our social members collected over £72 house-to-house between September 6 and 13; another £40 and so on. The ideal is to recruit a large number of collectors from the 'outside'world (and this needs some effort and organisation). There are,however, many people out there who could help in this way and no other.

Some branches may take the narrow view, seek the easy way out and do nothing except perhaps send a cheque in lieu to Cruse House. As to the amount paid to Cruse House it should in theory produce a worthwhile support since 80 branches averaging £1,000 net - a perfectly reasonable target - would yield £40,000.

Our 84 Cruse branches vary enormously in the emphasis they place on fund-raising. Despite instructions in the Cruse branch manual (page 17, under Finance Sub-Committee) some committees may not encourage workers to submit full expenses, perhaps because if they did they would have to raise more cash. Yet voluntary organisations compete with each other for helpers and many people who would like to work with the bereaved in Cruse or perhaps in hospices may find they cannot offer their services unless their expenses are paid. Here, two workers describe what they consider to be the best ways of making money. PATRICK LANGFIER secretary of Twickenham, Barnes and Richmond branch, urges positive thinking about Flag Days; CHRISTOPHER SPENCE. who combines chairmanship of the counselling sub-committee and the fund-raising committee at Kensington and Chelsea branch shows how an income can be raised through the post.

Reference books for fund-raisers

Fund Raising and Grant Aid, *a practical and legal guide for charities and voluntary organisations, Ann Darnbrough and Derek Kinrade; published by Woodhead FaulknerLtd.£7.75p*

Raising Money from Industry *and* ***Raising Money from Trusts,*** *edited by Michael Norton, price £2. 95p each, published by the Directory of Social Change, 9 Mansfield Place, London NW3.*

In my opinion 50 per cent is too much to give and I understand that this level no longer applies. Our branch collected more than £1,100 in this year's Flag Week, 79 per cent of this total was raised from house-to-house collection and with greater organisation this could have been £2,000 at least. An average house to house collector should bring in £12 to £15 per evening and even poor performers bring in between £6 and £9.

***Nine branches arranged Flag Days this year; 16 branches held Flag Days in 1981; 32 branches held Flag Days in 1980.**

WE RAISED MORE THAN £3,000 TO GET us through out first year as a branch by writing about half a dozen letters. The contents of each letter were most carefully considered before being sent to a charitable trust, and each charitable trust was carefully chosen as well.

We explained what the Cruse service aimed to do, our expected expenditure, and, in particular, we stressed the aspects of the service that a particular Trust was empowered to support. That is the key to success: to make sure each letter is individually shaped and aimed at the right place. We did not make personal contact with trustees.

We hope to be able to win the same response each year. In the meantime, we are to consider forming a Friends of Cruse, and through a good local contact have received the promise of three hundred pounds a year for the next three years from a local branch of a chain store.