

# Dying for cash? Why more fundraisers are turning to crime to raise funds.

*Targeting the public obsession with murder mystery is a sure fire hit when it comes to fundraising.*

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/EINPresswire.com/ -- With detective fiction in the best seller lists since the early 1900s it's easy to see why fundraisers turn to crime when it comes to events.

Targeting the public obsession with murder is a sure fire hit when it comes to [fundraising](#) – which could be why big charities such as MacMillan have taken the step of supplying a murder mystery fundraising pack two years in a row.

But what can small charities do to jump on the murder mystery bandwagon when they don't have the marketing budget of a bigger national charities?

Quite a bit it seems. As help is at hand from one of the leading international murder mystery companies [Red Herring Games](#).

"We've been helping fundraisers for over 10 years" Jo Smedley the Managing Director of the firm said. "We originally started the company after working with a local church youth group – so we know what people are looking for when it comes to small scale fundraising events."

Red Herring Games are one of very few companies that supply murder mystery scripts without the need to buy in acting services.

"We realised that small scale fundraisers needed to shave upfront costs dramatically if they were going to raise any money hosting a murder mystery event." Jo Smedley said. "Typical event managed murder mystery shows cost anything between £600 and £2000 per evening, and while it guarantees everyone a quality night's entertainment, that figure puts a significant dent in the budget. Once you've factored in food, venue hire and the marketing, you need to raise an awful lot of money



Crime Scene - Dying to raise funds



Murder mystery evening in progress

to make any donation to your chosen cause.”

“We looked at the numbers ourselves many years ago – and it’s the reason we decided to supply our event management services as script only too. A downloadable murder mystery script for fundraisers is just £49.99. So hosts have already saved between £550 and £1950 by doing it themselves.”

Red Herring Games have several different formats of script available and can cater for an audience of six right through to several hundred at a time. Each script is content rated to ensure you can pick the right storyline for your audience.



Charity event - 1920s flapper style

“I wouldn’t like to hazard a guess as to how much money has been raised through our scripts”. Jo Smedley said. “We sell hundreds each year and those charities who do come back to tell us about their events have sometimes raised thousands of pounds.”

Jo’s top tips when it comes to fundraising are:

Keep it Simple. It’s very easy to be fooled into thinking a big event will raise more money – sometimes the simpler the idea the more money you make. Don’t be flattered into organising something big. Just because other people are doing it – doesn’t mean it’ll necessarily raise you a lot of money.

Get sponsors. The more people you have supporting the upfront costs of the event – the more money you can make from event. Don’t be afraid to ask. Small donations from many businesses are often much easier to obtain than large donations from bigger businesses. If they can’t donate financially – ask them for raffle prizes.

Raise money on the night. Many fundraisers feel shy about asking for more money on the evening itself – don’t be. If your guests are there to support the charity – they expect to dig a bit deeper. Host a raffle, do a name card, play a game – anything that will bring in a little more money. Sometimes even just leaving a small donation jar on the table for loose change will net a few hundred.

If you’re interested in exploring murder mysteries to raise money – Red Herring Games have a three week [email guide](#) you can sign up to. There’s no hard-sell, just three weeks of hints, tips and advice to help you find the right script for you. They’ve even included a few free extras in there too which are instantly available for use.

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