



## “ FREQUENTLY ASKED QUESTIONS ”

Roma Fundraising (Part of Roma Publications Limited)

**Address:** 1 Livsey Street, Rochdale **T:** 01706 719972 **E:** [hospiceteam@romauk.net](mailto:hospiceteam@romauk.net)

### 1. Who are Roma Fundraising?

Roma Fundraising is a company developed from the foundation of Roma Publications, one of the UK's leading independent publishing houses.

### 2. What does Roma Fundraising do?

We provide various publications to non-profit organisations free of charge, while also providing an additional stream of revenue where possible.

### 3. Is Roma Fundraising a charity?

No, we are not a charity; just an ethical company that shares the profit with our partners.

### 4. How do you provide the products free of charge?

Our campaign team contacts local businesses within your catchment area and we obtain revenue by charging for advertising space within the publication.

### 5. Who do you contact for advertising support?

Local businesses which we believe to be in appropriate business sectors.

### 6. Does the charity have any say in which advertisers go in the publication?

Yes, during the briefing process we will discuss the suitability of certain business sectors and some can be omitted from the campaign. In addition we are happy for the charity to give us a limited list of individual companies they would rather we did not contact. Lastly, final say on the inclusion of an advertiser remains with the charity and all adverts will be proofed prior to going to print.

### 7. How do you approach local companies?

We advise who we are and what we are doing. We will always ask for an authority letter from the charity to include in any correspondence. Above all we take a friendly professional approach, as we are acutely aware we are working on behalf of the charity and this only works if this is promoting your cause.

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**8. Can you produce products for us without including any advertising?**

Yes: We can provide the design and print of publications without advertising, at a pre-agreed price.

As part of the profit share deal we could produce further publications without including advertising, instead of paying you cash.

**9. If we agreed to go ahead, but Roma Fundraising does not get enough support for the product, will we be charged?**

No, if we agree to produce a product free of charge then it stays free of charge. We back ourselves to obtain the required support, but in the unlikely event we do not, then it does not affect us producing the product.

**10. My charity is in sparsely populated area, can you make that work?**

Yes, we have worked with a number of charities where they did not think there was enough support, some now for six years!

**11. Can Roma Fundraising help with distribution of the products?**

Yes, we can provide quotes on the mailing of the products, or where the profit share is sufficient, carry out the mailing for you free of charge.

**12. How much do you charge for advertising space?**

It depends on a number of factors – the circulation of the product, the number of pages available, and the cost of the product. We will happily give you our recommended list price per advert prior to you agreeing any publication.

**13. Can you help us with copy for the publication?**

Yes, we have professional in-house photographers that can come to your premises or even provide you with a wealth of imagery for your publications and marketing.

**14. What if we already produce a newsletter and want to keep it similar?**

Not a problem. Our designers will match any guidelines you have. Where there are a large number of publications to distribute we will make sure that any increase in page numbers from advertisers does not adversely affect the costs of postage.

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**15. Can you produce one-off publications?**

Yes, we regularly produce one-off publications, such as annual reviews, anniversary brochures and event brochures. If it is not listed in the website please contact us and we will do our best to assist.

**16. How many copies will you provide?**

To some degree that is up to you. A certain number of copies can be provided free of charge. For larger print runs a pre-agreed charge may be levied.

**17. How long does it take to produce a publication?**

This can vary, please contact us if you have a specific product in mind, however a production schedule would be agreed prior to starting any project.

**18. How can I find out more information/request a quote?**

If you want to find out more information and/or request a quote please contact us and we will be glad to assist.



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**FUNDRAISING  
REGULATOR**

