

 **Fundraising for Hilary’s Dream Trust**

First make a plan...

**What?** Do you want to plan a big event (members of the public) or a small event (family and friends)?

**Where?** Where are you going to do your fundraising – inside or out? What facilities do you need?

Tip – if you tell the venue your event is for charity you may get a reduced rate or discount.

**Tell us** Let us know what you are planning and we may be able to help or provide collecting tins, information, and merchandise.

**Want some help? Many hands make light work...** Make a list of what needs to be done then recruit some willing volunteers to help.

**Don’t be afraid to ask**

Holding a raffle? Ask local businesses to donate prizes.

Need equipment? See if you can borrow rather than buy stuff. You will be surprised how generous people can be when they know you’re fundraising for charity.

**Give yourself a target**

Set your fundraising goal and tell everyone! Seeing your progress helps inspire people to give generously.

**Spread the word**

Media coverage is a great way to promote your fundraising and encourage support. Tell us about your event – WHEN it will take place, WHAT you are doing, WHY you are raising money for the Trust and HOW people can support or contact you – and we can help promote the event on our website, Facebook and Instagram pages.





 **What can you do?**

Here are a few ideas to trigger your imagination...

**BBQ/dinner party:** invite your friends round, offer drinks and some good food and charge £10 to enjoy your fundraising hospitality. 20 pals = £200!

**Quiz Night:** create a brain-busting quiz for your friends or colleagues.

**‘Guess the…’** weight, amount, name, baby photo etc. If you’re putting something in a jar it’s probably best to make it something people would like and offer it as a prize.

**Themed Party:** international, Murder Mystery, Hawaiian ...the choice is endless!

**Sensory Tea Party:** host a tea party, but blindfold guests and they have to guess food by smell, touch or taste. Kids love this! Peeled grapes make great eyeballs!

**Office Olympics:** organise a series of mini-events to crown the Office Champion. Throwing rolled up paper into the recycling bin (points for distance), speed typing/texting, synchronised chair swivelling, timed filing.

**‘Blue-Sky Thinking’ swear box:** challenge your work colleagues not to useoffice jargon for the day, every timethey do, they pay up. Make a hit list ofbanned terms.

**Go Cold Turkey:** sponsor people to give up their bad habits for a week.

**Involve the kids:** hold a child-friendly event like a Teddy Bear picnic.

**50/50 Raffles:** sell raffle tickets and offer half the proceeds as prizes.

**Birthday/Christmas Pledges:** ask for donations to the Trust as a birthday/Christmas present.

**Boot fair stall, cake bake, jumble sale...the suggestions are endless...**





 **Challenge yourself**

Whether on your own or in a team, what better way to raise money and enjoy an adrenaline rush than taking on a challenge? Push your physical limits, overcome a fear or do something totally new, but get double the fundraising feel good factor!

Here are a few challenging ideas:

**•** Run a marathon

• Organise a sports tournament

• Skydiving

• Cycle challenge

• Tough Mudder

• Triathlon

• Challenging walk or climb

• Sailing adventure

Got another challenge in mind? Share your ideas with us and we may be able to help you to make it happen.

**Raising the Cash**

**Create an online fundraising page**

Go online and set up a fundraising page for your event with Virgin Money Giving. This will allow you to reach a wider audience who can donate in a fast and secure way.

A step-by-step guide on how to do this can be found below.

**Start social networking**

An easy way to share your fundraising page with a wider audience, post updates about your event or challenge to keep people up to date and engaged. The more of a ‘story’ you tell, the more people are likely to start rooting for you and donate.

**Matched Giving**

Some workplaces operate a matched-giving scheme, where they will match the amount you raise. Give them credit by publicly thanking them at your event and/or in your social media posting and any press releases/media commitments.

**Gift Aid**

This is a government scheme allowing charities to claim an extra 25p for every £1 sponsored. The money comes direct from the government; we are simply reclaiming tax already paid on donations. Get UK taxpayers to tick the Gift Aid box on your sponsorship form and include their full name and home address including postcode.

**How to set up your Virgin money giving page**

**Step 1: Your fundraising challenge**

Click the ‘Create your page’ button on the homepage. You will be asked the what, when, where and who about your event. If you’re taking part in an organised event the details may already be pre-loaded so you can just search for your event.

**Step 2: Your charity**

Next you will be asked the name of the charity you wish to support. Just enter ‘Hilary’s Dream Trust’ and Virgin Money Giving already has us saved.

**Step 3: Register or sign in**

To set up your page you will be asked to register or, if you already have an account, sign in with Virgin Money Giving. Register by simply entering your contact details and choosing a password for your Virgin Money Giving account.

**Step 4: Customise your page**

Click the ‘create my page’ button. Now you can give your page a title, enter information about you and your event and add special features like a countdown calendar, photo gallery and history of the other fundraising events you’ve done.

Top tip – set a fundraising target as research shows pages with targets raise 8% more than those without!

Already raised money outside of Virgin Money Giving? Add this to your page via the ‘offline fundraising’ box. Update this page whenever you like by signing in and choosing ‘update my page’.



**Step 5: Get sponsored!** It’s time to tell everyone about your fundraising. From your Virgin Money Giving account share a page link with friends, family and workmates by email, Facebook and Twitter. You can add a ‘sponsor me’ button to your website or blog too.



 **5 ways you can raise funds using email**

*Email is powerful tool for fundraising. Here are a few tips on how to send an email to hit the sponsorship spot.*

**1. Spread the word**

Family, friends and workmates are great starting points but think creatively too. What about people at clubs you belong to, school, church, neighbours, even local businesses and the press. Tell more people and you’re likely to raise more money.

**2. Give your fundraising a WOW factor**

The subject line for your email can make or break it. ‘Do you want to see Dave without any hair?’, ‘I’m going to run through the middle of London in my pyjamas’ and ‘Want to see me chase Mo Farah for 26 miles?’ could all raise interest.

**3. The Personal Touch**

You probably have quite strong reasons for doing what you are so share some of that passion and motivation! Why is fundraising for the Hilary’s Dream Trust important to you? What training or preparation are you doing? Your chosen event is a challenge in itself, but so is all the hard work that goes into the build up.

**4. Prove you’re the real deal**

People are wary of emails nowadays, especially ones asking for money. It’s important people know your message is 100% genuine. Give people a legitimate and secure way to sponsor you and follow your progress via your Virgin Money Giving page. Link to www hilarysdreamtrust.org too so they can see what we do.

**5. Never think its job done**

You know how it is with emails; sometimes you have good intentions but are too busy to read them. Don’t be embarrassed to email again. Perhaps use... ‘3 weeks in and fundraising

is going well, I’ve raised £xx so far and only another £xx to go.’ Gentle reminders are welcome!



Your event – **a handy checklist!**

A few things to think about in the build up to your event...

**Keep everyone safe**

Holding an event with food? Make sure it is cooked thoroughly. Alcohol? Make sure people drink responsibly. Ensure crowds and traffic are managed properly. Who is your first aider(s) and how are you dealing with lost children etc.

**Licensed to Thrill?**

You may require a license if your event is going to incorporate dancing/music, sale of alcohol, selling of goods in a public place, collecting money in a public place, extended hours and provision of food or drink. Don’t overlook this!

**Be Prepared**

Write a list of what needs to be done before people arrive and get there early to make sure everything starts on time!

**Brief your volunteers**

Let all your volunteers know what their responsibilities are for the event and make sure they have got all of the equipment/information they need to carry them out. Think about badges or tee shirts to identify your volunteers.

**Take lots of photos**

Make sure you get consent to use photos taken during the event. Use photos on social network pages and local media to raise more money/awareness of your event.

**SAY THANK YOU!**

Everyone likes to receive a thank you so make sure all your supporters know how your event went and how much vital cash you raised!

**Send us your funds**

You can do this in a number of ways:

• **By cheque** – include details of how you raised the money and include your contact details so we can say thank you.

• **Bank Transfer** – contact us via the website link and we will send through bank details.

• If you have any paper sponsorship forms, send them back to us with the cash you have raised so we can claim Gift Aid.



**Share your story**

Inspire others to follow in your footsteps by sending us any photos or stories from your event - we can use them on our website and social media pages to encourage others to get involved like you!

The difference **YOU make**

Your help will allow us to inspire and support even more disabled and disadvantaged adults in building their resilience, supporting their recovery and confidence, and providing happy memories when life becomes a challenge.

**THANK YOU for raising funds for Hilary’s Dream Trust. We hope your event is a great success and everyone has a great time!**

**Don’t forget:** We would LOVE to hear how it goes so email us with your story and any photos to info@hilarysdreamtrust.org

(Please note that by sending photos you are consenting for their use in future Trust promotional materials).

Other ways you can support Hilary’s Dream Trust:

**• Become a Friend of the Trust**

**• Volunteer**

**• Leave a donation in your will**

