

Fundraising Planning Guide

Thinking of fundraising for Age UK East Sussex, but don't know where to start?

You have come to the right place, and our fundraising team is always here to help, so if you would like to speak to someone directly, please [email](#) our Fundraising Manager.

In this guide we will provide a step-by-step guide to organising a fundraiser and if you want to help, but are struggling to think of how, we also provide some [ideas of different fundraisers](#) you could host.

But firstly, thank you! Thank you for thinking of a fundraising for Age UK East Sussex, it means so much that you are willing to dedicate your time and energy to support our charity. We want to make East Sussex a great place to grow older, and with your help, we will be one step closer.

How to plan a fundraiser

1. Think of an idea

It could be a sport challenge, organizing a party/dinner, a bake sale. There are so many different ideas out there. To begin with you should think of something which suits your likes and talents.

For example, if you really enjoy trivia nights you might enjoy thinking of your own questions and organising this event? Maybe you are into fitness and could challenge yourself to complete a triathlon or bike ride, whatever is more suited to you?

The possibilities are endless, but remember if you are passionate about the activity, you are more likely to be successful in getting people to join in and support you.

2. Create a plan

Nail down the details of the event e.g., date and time, venue, budget. Ensure you plan enough time to organise and promote the event. If it is a set event, *i.e.*, *running the Brighton marathon*, make sure you set up your fundraising page at least six months before.

3. Set up a fundraising page

Set up a fundraising page on [JustGiving](#) or [Givepenny](#).

Givepenny is suited to fundraising for sporting events, challenges, and online/gaming fundraisers. For more information email us or visit their website.

To set up a fundraising page you will need to prepare a brief summary describing the charity - you can make this as personal as you like, sharing your reasons for fundraising for this cause. You will also need to provide the key details of the event and a fundraising target.

For each platform you will be asked to create an account, select start fundraising, and choose a charity. You can enter our charity number 1139470 or Age UK East Sussex (be careful not to select Age UK).

Watch this [video](#) for more information on how to set-up a fundraising page.

4. Find a team

Now is a good time to find extra volunteers to help you bake those cakes, or promote the event, or even complete the challenge with you! If you recruit more people to help, the chances are you will fundraise more money.

5. Marketing and Promotion

You can distribute the fundraising page link on social media to tell everyone about the event and provide a way for them to support you.

Social media and email are brilliant ways of spreading the word. You can create an event on Facebook and share it on other platforms, as well as recruiting 5 to 10 friends to share you page too! If you get in touch or tag us, we can also share the information on our social media platforms.

If you want to make extra steps to promote your event/challenge, you can spread the word in your local community. If you would like an alternative to fundraising online, you can use our sponsorship form.

[Paying in the money](#)

If you have set up a fundraising page on either of the suggested sites, you do not have to do anything else. If you would like to send the money via bank transfer, please get in touch for our bank details.

To send a cheque, please make it payable to **Age UK East Sussex** and send to **54 Cliffe High St, Lewes, BN7 2AN**.

[Sponsor form](#)