

Top Fundraising Hints & Tips

Find the ideal event space

Think carefully about the sort of space you'll need. Indoor or outdoor? Big or small? What facilities do you need? And remember to tell the venue it's for charity – you may get a reduced rate.

Give yourself time

Before you set the date, make sure you've given yourself plenty of time to get everything sorted, and for people to get it in their diaries. Always pick a date that's easy for people e.g. the weekend or a Friday, if you're doing something at work.

Make a budget

Work out what you hope to raise, once you've covered your costs. If you need equipment, it's always better to see if you can borrow it rather than buying it. You can also cut costs by asking local businesses to donate or sponsor prizes.

Set your target and share it

Once you've set your fundraising goal, tell everyone! Seeing how you're progressing helps inspire people to give generously.

Keep it simple

People are more likely to donate if they know where their money is

Top tip!

It helps to give a sense of urgency too. So make sure people know when you need the donation by.

e.g. "Every £5 could pay for a regular visit to a housebound older person's home by our visiting service. My goal is to help 100 housebound older people by the end of this year".

going. So tell people what you're trying to achieve.

Get creative and spread the word

Think about ways to get people excited about your project. Start telling the story behind it. What inspired you to get involved? How did you choose Age UK Notts to support? Why this fundraising event in particular? Give a title that will grab attention and make your event stand out from the crowd.

Make things personal

Your personal reasons will really help motivate your supporters. Twitter and Facebook are ideal for inviting and updating people. If possible, write a blog about your progress. It doesn't have to be a masterpiece, it just keeps your supporters involved.

Sending out blanket requests for sponsorship to everyone you know isn't the best way to make people feel wanted. You don't need to send out individual requests, but it's worth customising your messages by group such as family, friends and colleagues.

Get the ball rolling

There's no need to feel shy about asking for sponsorship. After all, what's the worst they can say? Just remember to have your information to hand so you can answer any questions.

Start by asking people you know well either in person, by letter, email or text.

Top tip!

Remember, be creative. There's no need to send out a dull email. Use pictures to help bring it all to life.

Push the boundary

People you don't know well won't necessarily know what you're up to or find your fundraising pages by accident. So ask your friends and family to spread the word on your behalf. Use the places you go to for work or leisure to promote your cause with posters or flyers. Some companies will

support employees with matched funding or time to fundraise. It's also worth asking your donors if their companies have a match gifts programme too.

Go viral

Be proactive. Why not add a link to your fundraising page to your e-mail signature? Blogs and networking sites like Facebook and Twitter are also useful for asking people indirectly, but also to remind them of how your project is going, and requesting those final additional donations to help you reach your goal.

Get in the press

Your local media can be a huge help. They want stories about what's going on in your area, and you want as much support as possible. Everybody wins! Just send a simple press release to the local paper, radio or TV stations – they'll all be in your local directory.

Top tip!

Bring your event to life with photos, videos, or even a website. You could even write a song. Go on, get creative.

Gift Aid it

Any UK tax payer who donates to you can include Gift Aid, which means the HMRC adds 25% to their gift without costing them a penny! That's another £1 for every £4 you raise! It makes a huge difference. So please make sure any UK taxpayers tick the Gift Aid box on your Sponsorship Form, and include their full name and home address including

postcode – we need this information to claim the Gift Aid.

Double up

Lots of businesses run a Matched Giving scheme, which double the amount you raise. Find out if yours is one of them – and if not, why not suggest they do? It's tax-efficient for them, too, which might help convince them!

Raise money online

Setting up an online fundraising page with MyDonate is a quick and easy way to collect donations. It'll save you hours of asking for sponsorship money and keeps your friends and family updated about your fundraising challenge. Plus it's totally secure and enables people living anywhere in the world to donate to you at their own convenience.

Did you know that people tend to give more when they donate online too? If you set a target, your page will tell you how your fundraising has grown.

Once you've set up a fundraising page on MyDonate, spread the word to your friends and family. To set up your fundraising page on MyDonate, simply go to <https://mydonate.bt.com/charities/ageuknotts> for further details.

Raise money in tribute to a loved one

Using MyDonate, you can create a unique fundraising page to remember a loved one, personalised with photos and stories. Family and friends can make donations and share memories to create a lasting tribute. Simply go to <https://mydonate.bt.com/charities/ageuknotts> for further details.

Are you celebrating something?

Birthdays, anniversaries, weddings and Christmas are all great reasons to fundraise. With MyDonate, you can set up and personalise an online fundraising page for any event and ask for donations instead of gifts. You can upload photos, leave a message and invite family and friends to make a donation. Simply go to <https://mydonate.bt.com/charities/ageuknotts> for further details.

Top tip!

If you can, try and find your most generous potential sponsors first. That way, when other people visit your fundraising page or fill up your Sponsorship Form, they may be tempted to match or 'out sponsor' them!

Stay safe

Whatever you're doing to raise money, please make sure it's legal and safe.

Know your charity

It's vital you are able to provide information or answer questions from sponsors about Age UK Notts and what donations will be used for.

Have a look at our charity's website. Contact us if you have any questions. Our fundraising experts love helping fundraisers like you. So don't be shy, give them a call on 0115 844 0011.

A thank you goes a long way

Don't forget to send a thank you message to your sponsors. They'll really appreciate it.

Whilst building your fundraising page you can create a personal thank you message that will be automatically sent to your donors from you. If you choose not to do this, a standard automated 'thank you' confirmation will be sent from MyDonate.

If you've received support on a large scale, why not write a letter to the editor of your local newspaper? You could also submit an article for your company newsletter, or put up a poster in communal areas to thank people for their support.

Keep it up

Just because your fundraising event has finished it doesn't have to mean your fundraising has. It's a good idea to keep your MyDonate page open for a little while afterwards to keep people updated on progress and results and to remind them how important your cause is. They may also be tempted to donate when they see just how well you did!

For every £1 you raise for Age UK Notts:

- 89p goes directly to fund charitable activities that support vulnerable older people across Nottingham and Nottinghamshire
- 9p is invested to generate further income
- 2p is spent on governance

Ethical Fundraising

- **We do not undertake any fundraising door to door activity.**
- **We do not ask for direct debit donations on the street.**
- **We do not share or sell people's data beyond Age UK.**
- **We do not 'cold-call' people for fundraising purposes.**
- **We only phone people with whom we have an existing relationship or who have already given us permission to contact them.**
- **Every communication from us to members of the public will always include information on how to opt-out from future communications.**
- **We always stop Direct Debits or standing orders received from donors if family and friends advise us that the donor is vulnerable in some way.**
- **We will always abide by the Institute of Fundraising Codes of Practice.**
- **We will keep our fundraising practices under review and we will work with others with the aim of improving practice across the charity sector.**



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