

TIPS FOR SUCCESSFUL FUNDRAISING

Get organised and set yourself a target; this will give you plenty of time to come up with new ideas and ensure you achieve your goal!

Set up an online fundraising page; this enables everyone to see your fundraising targets and allows them to donate online and track your progress (see guide below).

It's not what you know, it's who you know! Think of everyone who might be able to sponsor you – friends, family, staff, suppliers to your company, work contacts, neighbours, previous employers, ex-colleagues, school – and everyone down the pub!

Payment Upfront; Ask people if they can pay you upfront, perhaps by post-dated cheque. This saves you having to go round everyone twice – and saves time chasing up the last few pounds.

Be Bold! Shout about what you are doing! Put up posters in your local shop or your canteen, place something on your company's intranet site or in their newsletter, and get yourself mentioned in your local newspaper, or on the radio.

Start Early; Don't leave the fundraising to the end. If you are looking to hit a target – get it done and out the way – then you can relax in the run up to the event.

Make it relevant. Tell people about Young Epilepsy, your connection, and the vital work that we do! Do they realise that 87 people a day are diagnosed with epilepsy?

Get your employer involved; investigate the opportunity of matched giving or sponsorship from your employer. If you work for a large organisation, don't just try one person, try different departments, all have budgets!

Update and thank everyone that has kindly donated to you. We can send you some Young Epilepsy headed paper.

SET UP YOUR OWN ONLINE FUNDRAISING PAGE

Just follow the 8 steps below to get started.

1. Go to the Just Giving homepage – www.justgiving.com and click ‘Sign up’ (or ‘Log in’)
2. Log into your Just Giving account via Facebook or by entering your email address. If you haven’t set up an account yet, click on ‘Sign up’ to create one
3. Select ‘Start Fundraising’ and search for ‘Young Epilepsy’
4. Click the correct icon to show what you’re taking part in: an organised event (like a marathon), celebrating an occasion, fundraising in memory or taking on your own personal challenge – always set a target!
5. If you’re taking part in an organised event, select the right one. If you can’t see the event listed, select ‘Add your own’
6. Finalise your selection. Indicate if you’re doing an event in memory of someone. If you’d like to stay up to date with your charity’s news, don’t forget to tick the box!
7. Choose your Just Giving web address – this is the link you’ll be sharing with friends and family for them to donate to your page.
8. Click ‘Create your page’.

Now you can start personalising your page and sharing it with friends and family. This is really important as it explains what it is all about. What you are doing, why you are doing it and what you hope to achieve. What is your connection? This information makes it easy for people visiting your page to understand your motivation and it shows the importance of what you are doing.

HOW TO MAKE THE MOST OF YOUR ONLINE FUNDRAISING PAGE

To enhance your page, you could add the following:

- A humorous theme.
- An image or a funny, imaginative video.
- A bit of information about Young Epilepsy. Visit www.youngepilepsy.org.uk

Top Tips:

You may be tempted to email the web address to all your contacts straight away. However, people tend to match what has already been pledged. It may be useful to first send it to people you think will sponsor a generous amount.

Use the 'update' tool to keep your page fresh and share it with your friends and family.

Sharing your page on Facebook and Twitter, or email it to everyone you know.

Take a look at Just Giving's social media guide too.

Your supporters can sponsor you by text message with JustTextGiving. Share your unique text code wherever you like. Your supporters can sponsor you instantly by texting your code and the donation amount to 70070. The texts are free to send and there's no extra cost to Young Epilepsy.

Be persistent! People may not sponsor you the first time you ask, so send the occasional reminder.

Keep going! Around 20 percent of online donations are given after the event has taken place. Make sure everyone knows that you completed the event - a little extra should come rolling in.

Don't forget to say a big thank you to everyone who sponsored you.

FUNDRAISING DOS AND DON'TS

KEEP IT LEGAL!

Legal Guidance

Charity fundraising is regulated by various laws. You must comply with all applicable laws and regulations. For more information, visit www.how2fundraise.org. If you need help accessing this information please speak to your Young Epilepsy contact.

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You must:

- Obtain all necessary licenses and consent for your event/activity.
 - Follow good food hygiene procedures and comply with food safety laws and regulations if food is available at your event (whether being sold or not).
 - Comply with any Institute of Fundraising Codes of Practice that are relevant to your event e.g. the Code of Practice for Outdoor fundraising events (they are available from www.institute-of-fundraising.org.uk). Please speak to your Young Epilepsy contact if you are unsure of which codes apply.
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You MUST NOT:

- Collect on private property (including shops or pubs) without obtaining permission from the owner.
- Collect in any public place without obtaining the necessary permits (speak to your Young Epilepsy contact about which permits apply).
- Organise any raffle or tombola or lottery without reading and complying with the rules of conduct.
- Sell alcohol without a license. You may wish to ask your local pub to organise the bar for you.

youngepilepsy.org.uk





LOOKING AFTER THE MONEY

You MUST:

- Collect and hold all money raised in a safe and secure place.
- Keep all money raised separate from your own.
- Keep details of amounts raised, with records of all donations received or pledged, all event proceeds, plus a record of activities carried out to raise the money.
- Return all original sponsorship forms to Young Epilepsy along with the monies you've raised.
- Ensure all cheques from you and your supporters are made payable to Young Epilepsy – not to you personally.
- Provide receipts to Young Epilepsy for expenses to be deducted from funds raised.
- Offer donations back to the appropriate persons should your event be cancelled or fail to take place. If anyone declines their money, that money must be paid promptly to Young Epilepsy.



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FUNDRAISING IDEAS

Tea and coffee mornings: Don't go to Costa! Invite friends to donate instead and have coffee and cake at your place.
Effort required: Super easy | Could raise: £20 | Time required: A morning

Bag packing: contact your local supermarket and offer to pack for shoppers, ask us for a Young Epilepsy t-shirt and collection box!
Effort required: Easy | Could raise: £50 | Time required: One Day

Sweepstake: get the whole office or family involved in a sweepstake for a football match or a celebrity TV show.
Effort required: Easy | Could raise: £50 | Time required: One Day

Bake cakes and sell to your colleagues for £1 per slice.
Effort required: Easy | Could raise: £50 | Time required: An evening to bake

Work dress down day: Speak to your boss & get them to agree. Charge people £1 for coming to work in jeans!
Effort required: Easy | Could raise: £50 | Time required: One Day

Guess how many... sweets in a jar or balloons in a car! This can be anything - be as creative as you like!
Effort required: Easy | Could raise: £70 | Time required: 2 weeks

Cycling & running races at the gym: Get your fellow members to get stuck in. Choose a challenge that they'll enjoy.
Effort required: Challenging | Could raise: £100 | Time required: One Day/Evening

Hire a venue for a party or a disco. Get a DJ/Band to donate their time, & charge for entrance. 80's nights are ALWAYS popular.
Effort required: Challenging | Could raise: £2000 | Time required: 6 Weeks

Charity lunch or dinner: Invite guests over for food and fun. Guests can pay what they'd expect to in a restaurant.
Effort required: Challenging | Could raise: £100+ | Time required: One Day

Slave Auctions: Got some volunteers with a day/evening to give?
Effort required: Easy | Could raise: £100 | Time required: One Day



Golf challenge: Speak to the golf manager to organise an event.

Effort required: Challenging | Could raise: £100 | Time required: One/Two days

Bowling Evening: Speak to the manager and see if you can get a free games night. Charge for entry to win a prize!

Effort required: Easy | Could raise: £120 | Time required: One Day/Evening

Mass email; your compay for support. Would the company match your fundraising or contribute a prize/gift/donation?

Effort required: Easy | Could raise: £150 | Time required: One day

Give up alcohol/smoking: get sponsored to give up a vice. The charity will benefit – and maybe your health will too?

Effort required: Challenging | Could raise: £150 | Time required: One day

Sports Tournament: Netball, football, basketball... get teams involved, have a prize and lets PLAY BALL!

Effort required: Challenging | Could raise: £150 | Time required: One Month

Non-school uniform day: Write to the head teacher and explain the cause and how their money would help

Effort required: Easy | Could raise: £300 | Time required: One Day



TOP 5 WAYS TO RAISE MONEY OFFLINE

1. Put up posters! Around your local town, in shop windows, at your local community hall, at work, just please ask before you put them up. Explaining to people prior to covering the town in posters that you are doing it for a good cause will normally result in a big yes from the powers that be!

2. Ask people face to face, don't be frightened by their response, you are doing something amazing and you should be confident to ask for sponsorship especially from your friends and family. Doing so in person is so much more powerful than any other way.

3. Give up something for the day! Use your phone too much? Ask your friends and family to sponsor you to give up your mobile/technology for the day or even a week.

4. Contact the local media! Call up your local newspaper and let them know what you are doing. If they run an article on you, be sure to include your supporter page link so people can donate easily.

5. Approach local businesses whose services you often use (bakers, dry cleaners) and ask if they are happy for you to leave a collection tin on their

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Gift Aid is a declaration in which you authorise a charity to claim back the Income Tax and/or Capital Gains Tax you have paid to the government.

Who is eligible?

You are eligible to authorise a charity to reclaim the tax on your donations if you are an individual UK taxpayer or the amount of tax that the charity will reclaim does not exceed the amount of tax you have paid in that tax year.

Who receives the tax refund?

The charity you are fundraising for receives the refund. You must authorise them by signing the Gift Aid Declaration Form, or verbally over the telephone or via the internet.

How much is the tax refund?

The Inland Revenue will give the charity 25p for every £1 that you give as a donation. This is at NO extra cost to yourself.

What if I am a higher rate taxpayer?

If you are taxed at the higher rate of 40%, Young Epilepsy can still only reclaim tax at the basic rate of 20%. However, higher rate tax payers can claim the difference between the higher rate of tax (40%) and the basic rate (20%) on the total (gross) value of a donation made.

If you are due a tax refund, then you can use your self-assessment form to indicate that you would like to donate that refund to Young Epilepsy.

How do I go about it?

Ask your donors to ensure they complete the essential information on the sponsor form or Gift Aid Declaration form. These are; full name, home address, postcode and amount sponsored. They must then tick the Gift Aid box.



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SEND OUT A PRESS RELEASE

It is a great idea to send a press release about your challenge to your local newspaper to tell everyone what you're up to and why. Follow the tips and template below for success. If you have any queries, you can contact us on 01342 831845 or email communications@youngepilepsy.org.

Top Tips

1. Be concise – aim to keep your story to one page in length.
2. Copy and paste your release into the body of the email, rather than sending it as an attachment.
3. Be objective – don't litter your release with adjectives or subjective phrases (feel free to use puns and be creative in your writing, but don't get too carried away!).
4. Always write in the third person.
5. To find out who to send your press release to, call your local newspaper and ask for the email address for the news desk.
6. Submit a photograph with your story. We can send you a Young Epilepsy running vest or t-shirt to strengthen the message.
7. Remember to include the link to your online fundraising page and our website, www.youngepilepsy.org.uk



PRESS RELEASE TEMPLATE

For immediate release: if it's ok for the press to use the story as soon as they receive it; OR

Embargo: if you want to forewarn a journalist about an event but don't want them to print your story until a date in the future.

Headline The headline should capture the editor's interest while also explaining what the press release is about.

Paragraph 1 summarise the key points of your story in no more than two sentences (include the five w's: who, what, where, when and why).

Paragraph 2-3 use these following paragraphs to flesh out your story in more detail.

Paragraph 4 – QUOTE yourself or someone relevant to the story (if not you, ensure the quote is approved). Contact Young Epilepsy if you would like to quote a member of staff.

Paragraph 5-6 include any extra relevant info here.

Contact Details:

Remember to include contact details at the end of the release in case the editor requires any further information (name, details of your online fundraising page, telephone number, email address, website).

Notes to Editors:

Use this section to include any further relevant background info or to inform the editor that you have attached photos (include captions).



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TURN YOUR VEST INTO MONEY

Ask local businesses to sponsor you. You can include the cost of professional printing in the sponsorship which will ensure the logos are clean and clear. After the event, we recommend thanking your sponsors in your local newspaper.

Corporate sponsorship is a tax write off – so everyone is a winner!



As a rough guide the London Marathon (the most prestigious event of the year) runners charged:

Small rectangles **£200**

Large rectangle on back shoulders **£400**

Front (below race number) **£350**

Total potential sponsorship from vest **£2550**