

Fundraising Tips



Thank you very much for fundraising for the Family Holiday Association! We'd like to share some top tips with you that other fundraisers have found useful. Please do let us know if there is anything else we can help with...

Online Fundraising

In order to fundraise online, we recommend you set up a fundraising page. The two sites we suggest are JustGiving (www.JustGiving.com) or Virgin Money Giving (www.VirginMoneyGiving.com). The pages are relatively simple to set up, but if you have any problems please let us know.

There are two big benefits when it comes to online fundraising:

- The donations are taken there and then so there is no need to keep chasing your sponsors after the event
- You can forward the link to all your email contacts, personal and professional - maybe even add the link to your auto signature at work.

TIPS:

- Always mention a fundraising target if you have one - this can encourage people to donate larger amounts to help you reach your goal
- Ask family and close friends to donate first as other people may be encouraged to match their generosity
- Tell your story - go into detail about what you are doing, what you hope to achieve and why you want to raise money for the Family Holiday Association. It is a good idea to feature some information about the charity, perhaps even a picture.
- Encourage your sponsors to select gift aid - this allows us to reclaim tax from the government on the donations, at no extra cost to your sponsors
- Update your Facebook page/Twitter account with a link to your page

Offline Fundraising

In addition to online fundraising, there are many ways to raise money and collect sponsorship offline.

The first method is simply to ask! Included in this pack is a sponsorship declaration; if you are going to be taking part in an event, keep one of these on you at all times. You never know when you will bump into an old friend or work colleague, or meet up with relatives at a family gathering.

TIP:

- If possible, collect the donation in straight away – it can often be very time consuming to chase people up for the money later on
- Ensure your name, address and phone numbers are on your forms. This way, any copies should eventually return to you

There are all sorts of events you can hold or fun things you can do to raise money for the Family Holiday Association; please check out our A-Z of fundraising ideas.

Getting your offline fundraising to the Family Holiday Association

When it comes to forwarding your fundraising proceeds to us, there are a number of options...

Once you have collected your money in and paid it into your account, you can:

- 1) Ring us on 020 3117 0650 and pay by debit or credit card.
- 2) Forward a cheque made payable to 'Family Holiday Association' to:

Family Holiday Association
3 Gainsford Street
London
SE1 2NE

N.B. Please remember to include some information in with the cheque outlining your name, event and contact details should you wish us to acknowledge your donation.

- 3) Transfer the proceeds to our bank account using the following details:

Account name: Family Holiday Association
Branch: Barclays Bank, Hatton Garden, London, EC1N 8DN
Sort Code: 20 37 83
Account number: 60355321

N.B. It is really important you inform us if you are doing this, so we know where the funds have come from.

If you have any money pledged to you on your sponsorship gift aid form, please remember to forward us the original copy of the form. This enables us to claim tax back from the Inland Revenue at no extra cost to you or your donors!

Fundraising Tips

In addition to the tips above, below are some more top tips to maximising the amount you can raise for the Family Holiday Association:

Target carefully: Make a list of all your family, friends and work colleagues as well as associates you know through sporting or social activity. If it helps, encourage family to help fundraise on your behalf!

Face to face is best: It is easier to explain what you are doing and gain support from others in raising money for charity if you can meet and engage with people face to face. If this is not possible, send a letter or email with details of your online sponsorship page.

Have a high profile: Meet as many potential sponsors as you can. Contact your local newspaper, radio station or company newsletter and tell them about your venture.

