

GUIDE TO HAVING FUN

FUNDRAISING



back up
30th
Anniversary



**THANK YOU FOR
CHOOSING
TO SUPPORT US!**

Dear Fundraiser,

Fundraising for Back Up is not only lots of fun, but also highly rewarding. The more you put in the more you get out!

At Back Up we want to make sure that you understand how your efforts really do have an impact on our vital work.

In this pack you will find some useful tips about how to make the most out of your fundraising and make sure that you have fun doing it!

Happy fundraising!

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Community Fundraiser
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ABOUT US



Every eight hours someone is told they will not walk again. Spinal cord injury is permanent and there is no cure.

A spinal cord injury can happen to anyone at anytime. The most common causes are road traffic accidents and sports. However an injury can also be sustained by many other causes including falls, viruses, growths and diseases on the spinal cord. Once damage has occurred to the spinal cord, the body is changed forever.

Back up is a national charity that has helped thousand of people all ages and backgrounds to rebuild their confidence and independence following a devastating injury. Our wheelchair skills sessions, mentoring service and rehabilitative activity courses are all run by people who have spinal cord injuries themselves. We also support people to over come the challenge of returning back to work or school.

Back Up supports people with spinal cord injury in their darkest hours. We understand that spinal cord injury can be devastating, but we believe that it shouldn't prevent any one from making the most out of life.

“After 30 years with an SCI and feeling totally isolated, I have finally found an organisation that understands the complexities involved and can offer me support in moving forward with my life.”

A participant from our over 50's multi activity course.

FUNDRAISING IDEAS

Transforming lives after spinal cord injury



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Want to do something to support Back Up, but not quite sure what?

Then check out our **Fundraising A - Z** for some great ideas...

Auction, Awareness day

Barn Dances, Bingo, Backwards for Back Up- do a mile in your wheelchair backwards, do anything backwards!

Car Boot Sale, Cake Bake, Coffee Morning, Collections

Dress Down Day, Darts Tournament, Drinks Party, Disco

Eighties, Seventies or Sixties Evening

Football Tournament, Fun Run/Cycle, Fancy Dress Party

Golf Tournament, Guess How Many Sweeties in the Jar

Highland Games, Head shave, Hair-braiding

It's A Knockout, Indoor Games, International Evening

Jumble Sales, Jeans Day, Jewellery making/selling

Karaoke, Kids colouring Competition, Kids Talent Show

Luncheon for the Ladies, Line dancing, Litter picking

Music Quiz, Music Festival, Mini Olympics

New Year Resolution Pledge, Non Uniform Day

Odd Job Days, Open Garden, Obstacle course

Pub Games, Picnics, Pool Tournament, Photo competition

Quizzes, Quit your vices in exchange for sponsorship

Raffle, Relay race, Run a marathon

Shave your Beard, Skydive, Sponsored Silence, Swear Box

Tombola Stall, Treasure Hunt, Talent Competition

Underwear on the outside - wear your underwear over your clothes

Volleyball tournament, Vintage wine tasting

Win a Teddy Bear Competition, Sponsored Walk

Xmas Party, Xmas Grand Draw, X-Factor competition

Yoga Marathon, Sponsored Say Yes Day (agree to your friend's demands)

Zany Dress Day, Zumba party

FUNDRAISING TIPS



Setting up an online fundraising page enables people to sponsor you quickly and easily. We recommend using www.virginmoneygiving.com or www.justgiving.com

Here are a few tips about how to make the most out of your page...

1. Always add a photo

Greet supporters visiting your page with a lovely photo of yourself. You usually have the option of uploading a gallery so if you have some pics of you getting ready for the challenge that's always great.

2. Upload a video

Pictures are great, videos are better. Upload a video to your giving and/or Facebook page with a message about what you're doing and why you're doing it to create a really personal touch.

3. Set a target

Set a target to motivate yourself as well as to encourage your supporters. Let them know how well you're doing and how close you are to your goal.

Added tip: if you reach your target, thank everyone and then increase it to push yourself further!

4. Tell your story

People are visiting your page because they want to support you. Let them know why you're fundraising and how much they're support means to you. If you are challenging yourself, let people know how much effort you're putting in.

5. Email your contacts in groups

It's a great idea to email your family and closest friends first. They are most likely to sponsor you and get the ball rolling. People also tend to match the amounts already listed on the page, and your family and close friends are more likely to get you started with some generous donations.



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MORE TIPS



6. Share your page

Social media is an absolute gem for fundraising, helping you reach out to a huge community of your friends and family and other people in your network. Ask your friends to share so that you can reach even more people too.

7. Put your page address in your email signatures

Adding your web address to your email signature is a quick and easy win in terms of getting your page out there. It only takes doing it once and then every email that you send out will be raising more awareness of your fundraising and attracting more donations.

8. Thank people

Let your supporters know that you appreciate their support. Keep them updated and let them know how your fundraising and/or training is going. Send links to our website news to keep them up to date what their donations are going towards.

9. Let donors know what Back Up does and tell them about our great services! Tell people about your connection with Back Up and what has inspired you to support us so that they can be inspired to support us! Also let them know what their donation could be put towards.

- **Give a life-line** - £5 can pay for the telephone support that provides a crucial life-line to a newly injured person during the difficult transition from hospital to home.
- **Education is the key** - £15 can enable us to advise and support teachers, pupils and families to ensure that a child with spinal cord injury is fully included in all aspects of normal education.
- **Support a child in need** - £25 can enable us to offer vital emotional support and advice to a child in hospital and their family while they are coming to terms with the devastation of a life changing spinal cord injury.
- **Vital medical equipment** - £50 can provide essential medical equipment for a volunteer nurse who assists people with spinal cord injury, building confidence and independence on a Back Up rehabilitation course.
- **Provide a positive future** - £150 can help pay for someone to attend our Back Up to Work course, where they would receive advice and develop the confidence they need to get back to work after their injury.
- **Mentors change lives** - £500 can allow us to train a volunteer mentor who would support several other people with spinal cord injury. Our mentors offer life changing support.

FINAL TIPS & MATERIALS TO HELP YOU FUNDRAISE

We can supply you with any of the following items to help you with your fundraising, just contact us to let us know what you need:

- Information leaflets
- Sponsorship forms
- Balloons
- Posters
- Back Up Bugs
- Collecting boxes and tins
- Back Up cake toppers
- Banners
- Stickers

AND FINALLY...

Remember to take lots of pictures and videos of your fundraising. You can send them to us or share them on our Facebook page at

www.facebook.com/backuptrust or

Tweet us @backuptrust

We love seeing what you've been up to and it is really inspiring for others!

10. Send a follow up email

Be persistent. It takes more than one round of emails/texts/WhatsApp messages...to reach your target. You know how busy people can be – they want to donate but never quite have the time. So they don't forget, keep asking. But make sure that you time your asks and don't over do it!

11. Contact your local press

A bit of exposure such as a few lines in the local paper or an appeal on your local radio station can really help. If they publicise your page address, it will be really easy for readers and listeners to support you.



COLLECTING & SENDING IN MONEY

If you have any offline fundraising it would be great if you could collect and send Back Up your sponsorship money as soon after your event as possible. Your sponsors can either give you a cheque made out to 'The BackUp Trust'.

If they give you cash you can then send us a cheque for the total of the donation or make a bank transfer to our charity account:

Account name: The Back-Up Trust

Sort code: 60-22-28

Account number: 81493118

Please reference the payment to your event!

It's helpful if you can make your sponsorship forms as clear as possible, ensuring you include your name, address and the title and date of the event. Please send these to the office along with your donations, with the relevant cheque/s clipped to the form to:

The Back-Up Trust, Jessica House, Red Lion Square, 191
Wandsworth High Street, London, SW18 4LS

Whether you are collecting sponsorship online or through paper forms, remember the following:

1. Anticipate being asked questions about Back Up and know what you are going to say.
2. Gift Aid cannot be applied to Payments to a charity in return for services, rights or goods aren't gifts to charity and so aren't eligible for the Gift Aid Scheme. For example, the following can't come within the Gift Aid Scheme:

GOOD LUCK & HAVE FUN FUNDRAISING!



If you have questions or want to chat through any fundraising ideas, please give me a call on **020 8875 6749** or email me at **katherine@backuptrust.org.uk**

Registered Charity Numbers 1072216 and SC040577
Company No 3596996
Registered in England & Wales Registered Office:
The Back-Up Trust, Jessica House, Red Lion Square, 191
Wandsworth High Street, London, SW18 4LS

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