

A photograph of two women participating in a race. The woman on the left is in a red wheelchair, wearing an orange t-shirt with a race bib number 92, black gloves, and glasses. She is smiling and waving with both hands. The woman on the right is walking, also wearing an orange t-shirt with the 'back up' logo, dark blue pants, and a black crossbody bag. She is holding a green water bottle and smiling. Both are wearing lanyards with race bibs. The background shows a paved road with other participants and orange traffic cones.

back up

transforming lives after spinal cord injury

GUIDE TO HAVING FUN
FUNDRAISING

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**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!

Janet Mcquade
Fundraising Manager
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ABOUT US



Every four hours someone learns they will not walk again.

Spinal cord injury is permanent. There is no cure.

Back Up is a national charity that helps people of all ages and backgrounds to rebuild their confidence and independence following a devastating injury.

We provide these vital services for people affected by spinal cord injury:

- Wheelchair Skills Training
- Mentoring - for individuals and their families
- Telephone Support Service
- Activity Courses to build confidence and independence
- Skills for Work Programme
- Education Inclusion Service

FUNDRAISING IDEAS



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
- 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
- Park Games, Picnics, Pool Tournament, Photo competition
- Quizzes, Quit your vices in exchange for sponsorship
- Raffle, Relay race, Run a marathon
- Skydive, Sponsored Silence, Swear Box
- Tombola Stall, Treasure Hunt, Talent Competition
- Underwear on the outside
- 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
- Zany Dress Day, Zumba party

FUNDRAISING TIPS

Setting up an online fundraising page enables people to sponsor you quickly and easily. We recommend using JustGiving:

<https://www.justgiving.com/thebackuptrust>

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.

4. Tell your story

People are visiting your page because they want to support you. Let them know why you are 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.

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. 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.

8. 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!

9. 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.



HOW YOUR FUNDRAISING WILL TRANSFORM LIVES

Every penny you raise will make a huge difference towards the lives of people affected by spinal cord injury

£50

£50 could provide a series of calls from a trained family mentor who's been there and understands. Our mentoring service is a vital lifeline for people during their darkest hours. Talking through your issues with someone who has also been affected by spinal cord injury can make coming to terms with your own situation more manageable.

£200

£200 could train a mentor to support someone to overcome challenges and lead a fulfilling life. Back Up matches people with a spinal cord injury and their loved ones with mentors who have been through similar experiences and can understand. They listen, advise and support positive life changes.

£800

£800 could train a volunteer wheelchair skills trainer to teach others to overcome their fears and tackle everyday obstacles, enabling them to get out and about in their wheelchair and live their life.

WE'RE HERE TO HELP

We can supply you with **Back Up** branded materials to help with your fundraise, just get in touch to let us know what you need! We've got:

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!



COLLECTING & SENDING IN MONEY

Cheque

Please make sure that any cheque donations are made payable to 'Back Up' and send to our office along with information about why the donation has been made to:

Back Up, 4 Knightley Walk, London, SW18 1GZ

Bank Transfer

You can make a bank transfer directly 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!

Anticipate being asked questions about Back Up and know what you are going to say.

Gift Aid cannot be applied to money raised by cake sales.

LIVES TRANSFORMED video links



John's story

Six months after leaving hospital following a spinal cord injury, John attended Back Up's Skills for Independence course, opening his eyes to just how much was still possible.

<https://bit.ly/3ghbKvS>



Yasmin's story

After Yasmin sustained her injury from a spinal stroke in 2008, Back Up was there to support her.

<https://bit.ly/3AWx1TF>



Dom's story

Dom attended our skiing course in Sweden where he regained a zest for life and rebuilt his confidence and independence following a training accident.

<https://bit.ly/2WdlleT>

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 6760**
or email me at
janet@backuptrust.org.uk



back↑up

Registered Charity Numbers 1072216 and SC040577
Company No 3596996
Registered in England & Wales Registered Office:
Back Up, 4 Knightley Walk London, SW18 1GZ



Registered with
**FUNDRAISING
REGULATOR**