Fundraising Guide

Fundraising Ideas

Get sponsored for:

- Organised events (e.g. Marathon)
- Walk-a-thon
- Bike ride
- Gaming marathon
- Giving something you love up
- Personal challenge (abseiling, zip lining, sky dive)

Host your own:

- Garden Party
- Coffee Morning
- Afternoon Tea
- Bake Sale
- Cocktail Party
- Fashion Show
- Pub Quiz
- Raffle
- Treasure Hunt
- Football Match
- Bring & Buy Sale
- Community Car Wash
- A lesson in your hobby (knitting, dancing, cooking, baking, gardening, crafting)

How to reach donors:

- Utilise the 'story' section on JustGiving and share your connection to the charity so your supporters understand why you're fundraising for this cause.
- Share your fundraiser on social media with your privacy settings set to allow your friends to share it with their friends.
- Reach out to a few friends directly who are active on social media and LinkedIn and ask them to help you spread the word about your fundraising page by sharing your link with their networks.
- Share milestones and updates with your support network, letting people know how close you are from reaching your goal may prompt them to donate.
- Create and share a fundraiser QR Code by adding '/qrcode' to the end of your JustGiving page's URL. Add this to 'fundraising business cards' to hand out to people you meet.
- Spread awareness of your fundraiser in your neighbourhood, put up flyers at local events, places of worship, gyms, medical centres, coffee shops etc. with your fundraiser link and QR Code.
- Share your flyers with family and friends to put out in their local areas.
- Post your fundraiser link on your towns Facebook page and your Nextdoor community to reach local people you might not know personally.
- Put your fundraising page link in your email signature.
- Ask for your fundraiser to be featured in your local paper or for a shout out on your local radio station.
- Get your workplace involved and ask if your workplace offers matched funding.

Top Tips:

- Set fundraising goals
- Plan ahead
- Utilise social media
- Get friends, family and your local community involved
- Team up e.g. partner with local business, ask for donations of items.
- See our JustGiving guidance - http://www.bdfa-uk.org.uk/wp-content/uploads/2017/06/BDFA-Just-Giving.pdf

BATTEN DISEASE FAMILY ASSOCIATION

Together we WILL make a difference

Registered Charity in England and Wales 1205650

www.bdfa-uk.org.uk

Thank you for your support.

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Fundraising Support

How the BDFA can support your fundraising:

- The BDFA buys places for organised events each year including RideLondon, Great North Run, Royal Parks Half Marathon and more. Please get in touch with us as soon as possible to avoid disappointment if you are interested in participating, at fundraising@bdfa-uk.org.uk.

- If you would like collection tubs, large collection buckets, leaflets or balloons, we can get these to you free of charge. When you are finished with them, send them back to be re-used.

- ·If you are taking part in a sporting event, we'd love you to wear a BDFA vest to raise awareness as you go. We can send you a complimentary running vest as a thank you for your support.

- ·If you are hosting an event, we can send up to 3 x complimentary T shirts per group for participants.

- ·We offer memorabilia in our shop on a 'sale or return' basis. If you would like to sell anything at your event, please get in touch and we would be happy to discuss this with you.

- ·We have a poster template available for you to print and promote your event. We are happy to edit in your event details and fundraising page QR code if you would like.

- ·We have a JustGiving guide for setting up a fundraising page, please reach out if you need any further support.

- We hope our fundraising ideas and top tips help you maximise your fundraising.

- We love to introduce and promote our fabulous fundraisers to our community on our social media. If you are happy to do so, we would love you to share a photo of you and a quote about your inspiration for fundraising, and we can share this on our Facebook and Instagram along with the link to your fundraising page.

- Please reach out if you need advice on paying funds in. You can pay funds in via bank transfer or cheque. In the best interest of our fundraisers, we ask for funds raised to be paid to the BDFA as soon as possible.

- With many bank branches closing down, if you need to pay in collected cash, please contact us for a paying in slip to use at the post office.

- Placing collection tubs in local shops, Post Offices, pubs and businesses and collecting small change can add up quickly. If you would like to fundraise in this way, please email fundraising@bdfa-uk.org.uk

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Fundraising Events

Organising your own event can be a brilliant way to fundraise. As the BDFA is a member of the Fundraising Regulator, it is important our fundraisers follow the Fundraising Code of Practice. If you would like to plan your own fundraising event, please consider if it aligns with the below.

The fundraising promise outlines the commitment made to donors and the public by fundraising organisations which register with the Fundraising Regulator. Those who register with the regulator agree to ensure their fundraising is legal, open, honest and respectful. The standards for fundraising are set out in the Code of Fundraising Practice.

In line with the fundraising regulator, we politely ask that you:

- Are always transparent when you are fundraising. Please ensure to make it clear who you are, what you are doing, and what the funds you raise will go towards.
- Use the expression 'in aid of' the BDFA when fundraising, to distinguish it as your own event.
- If organising your own event, you are responsible for organising all aspects of your fundraising and the BDFA cannot accept any liability relating to your fundraising.
- Be polite to people at all times.
- Refrain from unfairly criticising or insulting other people or organisations.
- Avoid encouraging a donor to cancel or change an existing donation in favour of a donation to another charitable institution.
- When collecting cash donations, please pay funds in as soon as possible after an event. Please request a Post Office paying in slip if it would be easiest for you to pay in funds via the Post Office.

For more information, please visit - https://www.fundraisingregulator.org.uk/code/using-code

We politely request that you do not use the BDFA logo on any materials unless you have sought approval from a member of the BDFA team.

Thank you so much for wanting to organise an event to raise funds for the BDFA. Your support is invaluable to us and we hugely appreciate the thought, effort and time that goes into your fundraising.

Thank you for your support!

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Registered with FUNDRAISING REGULATOR

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