

FUNDRAISING TOOLKIT



PWSA Fundraising Toolkit

Thank you for supporting PWSA UK. We hope that as well as raising much needed funds to support people with PWS, you will really enjoy your fundraising.
The information in this toolkit will help you to organise a smoothly-run, successful and enjoyable event but, if you need any further help, please do not hesitate to get in touch.



This toolkit contains:
Steps to success
Tasks, budgets and timescales
Fundraising ideas
Fundraising tips & hints
Social Media Support
Be safe, be legal

Thank You . . . for supporting Prader-Willi Syndrome Association UK and our PWS Family. This Fundraising Toolkit will provide you with a step-by-step guide to organising and enjoying your fundraising event.

Fundraising is great fun and all the money you raise will make a huge difference to people with PWS. Individuals with the syndrome have physical and learning disabilities coupled with a daily battle with an untreatable, insatiable hunger.

PWSA UK is the only organisation in the UK dedicated to supporting those affected by the syndrome and we offer a wide range of services including a telephone helpline for those needing help or in crisis, information and literature, family events, volunteer support network, training and research.

PWSA UK does not receive any Government funding and we are almost entirely dependent upon the wonderful support from people just like you.

We hope you find this fundraising toolkit useful. Please keep in touch with us so that we can help you organise your event and support you along the way,

With very best wishes

Karen Wilkinson
Fundraising Manager

Tel: 01332 365676
Email: kwilkinson@pwsa.co.uk



Steps to success

Step 1 – selecting the fundraising event

- Be creative and adventurous!
- Use the fundraising ideas in this toolkit for inspiration and refer to our ‘be safe, be legal’ section
- Do something that you and your friends will enjoy; often the simplest ideas are the best!
- Ask your workmates, friends and family for their ideas and for feedback on your ideas.
- Check that nothing clashes with your date.
- Prepare a fundraising activity in support of your event, this can make a HUGE difference to the amount you are able to raise. See the graphic below for ideas.

Step 2 – tasks, budgets and timescales

- Draw up a timetable of what needs to be done, when and who will do each task.
- Depending upon your event, a venue, refreshments and entertainment may need to be considered and planned for
- Always ask! We can provide letters of authority to verify that you are fundraising on our behalf.
- Think about a budget – work on the basis of maximum income and minimum expenditure.

Step 3 – publicising your event

- Prepare and publicise leaflets and posters
- Use social media –   to promote your event. We can also put your event on our website if you let us know the details
- Press release with a personal story. The template press release in this guide can be used to structure your story. Click on the link.
- Ensure that the PWSA UK charity number and logo are visible on **every** poster, invitation, flyer and ticket. Please contact us if you would like a copy of our logo.
- Publicity after the event raises the profile of PWSA, increases donations and can be a way of thanking people.



Step 4 – the big day

- Know who is doing what, when and where.
- Take photos.
- Use social media to promote the event and provide updates if possible!
- Enjoy the day!

Step 5 – after the event

- Send the money by cheque, or make an online transfer to PWSA UK. We can provide you with the bank details.
- Evaluate– what would you repeat and what would you do differently?
- Thank your helpers – you can never thank people too much.
- Celebrate your success!
- Send us any photos.
- Tell us your story for our newsletter.

Fundraising Ideas



Charity Cycle



Disco



Cake Sale



Organise a charity football match



Bingo



Raffle



Host a coffee morning



Organise a sponsored walk



A Charity Auction



Car wash



Picnic

Fundraising Tips & Hints

Raise funds online – it's quick and easy!

No more hassling friends, family and colleagues to hand over their cash. Simply create your very own webpage for your fundraising activity, using sites such as Just Giving or Virgin Money Giving.

Setting up your fundraising page:-

Facebook Donate

- Go to our Facebook page (www.facebook.com/pwsauk/) and underneath our banner you should see the button 'Create Fundraiser' click this and select 'Get started' in the box that opens
- Choose your GBP fundraising target and an end date for your fundraiser
- Enter a title for your fundraiser e.g. 'Shave for PWSA UK' and then in the box below write a bit about your event and why you're raising funds for PWSA UK
- Click next then you are asked to either select one of our photos or upload one of your own. Do this then click 'Create'
- Click 'Get started' which then presents an opportunity for you to invite your friends to donate
- You can post updates on your fundraiser page and share your page with friends

Virgin Money Giving:

- On the home page (www.uk.virginmoneygiving.com/giving/) there is a banner which has a button that says 'Start Fundraising' click on that.
- This presents two options 'Continue with Facebook' which enables you to link your Facebook account to the page which makes posting a lot easier. If you'd rather keep it separate you can do so by entering your email address in the box and pressing 'next'
- This will open up a form on which you must enter your details and agree to terms and conditions. Once you complete this you click 'register' and that should be your account set up.
- This will present you with your homepage, to set up your event click 'Let's get going'. This will present you with the question 'What is your fundraising challenge?' in here enter the event: Sponsored Walk 2018
- Enter the date of the event: 6th May 2018
- Then you can choose your charity, search for 'Prader-Willi Syndrome Association' and press the +
- Then you can select 'create my page' at the bottom, this will complete the page setup process.
- Now you can customise your page by adding a profile picture, setting a fundraising target and adding the story of why you're raising funds for PWSA UK. The page also has a url which you can use to share your fundraising efforts.
- To add a profile picture click on the greyed out head in the circle, this will allow you to upload a photograph of yourself or whatever you choose.

- You can then set your fundraising target by clicking 'Set your fundraising target now' on your homepage.
- Finally you can add your story by clicking 'Add your story' which can again be found on your homepage

Just Giving

- On the homepage (www.justgiving .com) there is a banner, select the 'Start Fundraising' button.
- Under 'Charity' select 'start fundraising'
- Choose 'Sign Up' and fill the form that appears
- Then you have to search for the cause you wish to support, search for 'Prader-Willi Syndrome Association UK' and select us
- Next it asks for details of your fundraising event, choose one of the options that best describes your event
- Complete the form that follows
- This sets up your fundraising page, now select personalise your page at the top and you can set your profile picture, a fundraising target and give your story which is a chance to appeal to potential donors. Your homepage features your url which you can share with people.
- To add a photo go to 'Personalise your page' at the top then select 'change image' under the picture they've given you by default. This allows you to upload an image of your own.
- This same screen allows you to say why you're raising funds for PWSA and also write a story which gives you a chance to say a bit more about what inspired you to raise money for us.
- You can also create your fundraising target on this page.
- If you wish to post updates on your training you can do so on the homepage by clicking the button that reads 'Write an update' you can also use this at the end of your event to thank your donors and tell them how you got on.

If you need any further support, get in touch with Dan or Karen

Good Luck!!



Matched Giving – making your sponsorship money grow!



Matched giving is an excellent way to raise ‘money for nothing’. There are now thousands of companies across the UK who are keen to support their employees who are raising money for charity. Most companies have a charity budget so it’s always worth approaching the boss!

It’s also worth displaying a collection box in your place of work. Contact us for a collection box.

Gift aid – make your donation worth more at no extra cost!

Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by PWSA UK for the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

If you pay Income Tax at the higher rate or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

giftaid it

Ways people can donate to PWSA UK in support of your cause

We offer a number of donation facilities from which people can use to donate in support of your efforts, these include;

-Text Donation – By sending “PWSA81” and the amount they wish to donate e.g. “£5” to 70070.

-Via our Website – By visiting www.pwsa.co.uk and selecting the “Donate Now” tab on the right hand side of the screen.

-JustGiving – Through the association’s official JustGiving page;
<http://www.justgiving.com/praderwilli>

-Virgin Money Giving – Through our official Virgin Money Giving page
<http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?uniqueVmgCharityUrl=Prader-WilliSyndromeAssociationUK>

-Cheque – By making a cheque payable to “Prader-Willi Syndrome Association UK”

-Facebook – Using the ‘Donate’ button on our Facebook page

-BACS – Contact the office on 01332 365676 for account details

Just make sure in any donations they mention that it is contribution in support of your event and we will ensure you receive the credit





Social Media Support

Using Social Media to benefit your fundraising efforts

As we're sure you're aware, social media is a big part of everyday life for a lot of people.

It's also a great way for you to shout about all the hard work you're putting in to supporting families living with Prader-Willi Syndrome. To help get the most out of this great tool we've compiled these tips.

Video is king – Across social media the most powerful way to spread your message is via video. Social Media companies actively prioritise posts that feature video so to get your call to arms out to as many people as possible, use video! **TIP – Why not announce your fundraising event with a video talking about what you're doing it, why you chose us and your connection to PWS?**

Don't be shy! - Let people know exactly what it is you want from them. Tell them how much you want to raise, tell them how far you are from your target, make use of direct messages to make your asks. **TIP – keep people abreast of your progress towards your fundraising goal, once people have donated they like to know how you're getting on and feel part of it.**

LINKS, LINKS, LINKS – Whenever you're posting anything relating to your fundraising, it's vital to include a link to your page. **TIP – Paste the link to the top of your post, this makes it more likely people scrolling through their timeline will come across it.**

Tell a story – Stories create a narrative that people want to follow, talk about the reason you're raising money, who inspired you. If you're doing a physical event which requires training, post video and photo updates of training, pictures of any nice scenery or interesting things you come across whilst training. **TIP – Make use of Facebook Stories, Instagram Stories & Snapchat. These temporary posts attract a lot more views than permanent posts and seem less like you're bombarding your friends.**

Shout 'Thank you!' – Acknowledging someone's contribution to your fundraiser is so important. The fact they've invested their own money in your story is their way of saying they support you and your cause. Take the time to thank anyone who donates and, if they're happy for you to do so, give them a public shout out! **TIP – Thank anonymous fundraisers as exactly that; anonymous. Just because they didn't leave a name doesn't mean they don't deserve recognition.**

Lean on friends – Sometimes the best support your fundraising can receive isn't just financial. Asking friends to share your journey with their networks means you can attract donations from outside your own. Even if it doesn't attract donations, you're helping spread vital awareness about Prader-Willi Syndrome. **TIP – Ask a few close friends if they'd be willing to help by sharing your Facebook posts, then create posts that are specifically to be shared. Your friends don't have to share every post you do, maybe just the initial announcement post with a link to your page.**

Make work...work – On some occasions, employers will match your fundraising and double your donation, it is worth asking. However, if they can't contribute financially maybe they can help in other ways. Ask whoever is responsible for your works social media whether its possible for them to put a post out promoting your fundraising. This is, again, a chance to reach outside your own network. **TIP – Why not host an interview style video with a colleague where you talk about your fundraising and offer to include your employer's logo in the video?**

Facebook Fundraising – Facebook offer a fundraising platform of their own which we're registered for. Supplement your fundraising by creating a Facebook fundraiser. The donation process on Facebooks Fundraising platform is incredibly easy and means anyone who wishes to donate to you can do so without leaving Facebook. **TIP – Use your Facebook Fundraising page as a journal of your event, post comments and pictures to keep those who have donated up to date.**

Use us! – We're more than happy to help promote your fundraising efforts via our own social media channels. Our incredibly supportive community will be really responsive to your efforts and will cheer you on. You may also attract some donations.

TIP – Tag our pages in everything you post. This way we see it and can respond or share it.

We hope these tips help you with your fundraising journey and in maximising your contributions from social media. If you would like any Social Media support including video editing please don't hesitate to reach out to Dan (DDavis@pwsa.co.uk)

Be safe, be legal

#Raffle



It's a great idea to hold a small raffle during your event and the following guidelines apply:

- Tickets must only be sold at the event, where the draw must also take place
- All tickets must be sold for the same price (for example, you cannot sell 5 for the price of 4)
- No more than £100 can be deducted from sales for costs
- Prizes cannot total more than £500 (whether donated or bought)

Large raffles and public lotteries must be registered with your local authority or the gambling commission. More guidance can be found on the Institute of Fundraising website <http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/raffles-and-lotteries/>

Bucket Collections



- Contact us for buckets or tins and ID badges
- Street collections require permission from the local authority or, if in London, from the Metropolitan Police
- Collections taking place at supermarkets or shops require permission from the store manager or the individual responsible for the premises
- If collecting from pub-to-pub, a license will be required from the local authority in addition to obtaining permission from the pub landlord
- Ensure that your collection doesn't cause obstruction or inconvenience to anyone and be mindful that you are not, legally, allowed to physically shake the bucket.

Health & Safety



- If you are holding an event you will need to carry out a risk assessment. Contact us for a form
- Any food that is being supplied must comply with the Food Safety Act 1990, the Food Safety (General Food Hygiene) Regulations 1995 For further information contact the Food Standards Agency on 0207 276 8829
- Accessibility – is your venue accessible to all?
- For further information about organising an event please visit <http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/event-fundraising/>

Licences

You will need a licence from your local authority for any of the following activities (state the event is “in aid of PWSA UK, Registered Charity No. 1155846”):

- Music and dancing

- Sale of alcohol
- Extended hours
- Provision of food or drink
- Collecting money or selling goods in a public place

Thank you!

Thank you for your support. We have the following PWSA branded items available to support your efforts:



PWSA T Shirt



PWSA Balloon



PWSA Collection Bucket

& more!

Other ways to support PWSA UK:

Provide a regular donation



Legacy – making a will document



Become a volunteer



Buy Christmas cards and other promotional items



Company pay support



Be safe, be legal