

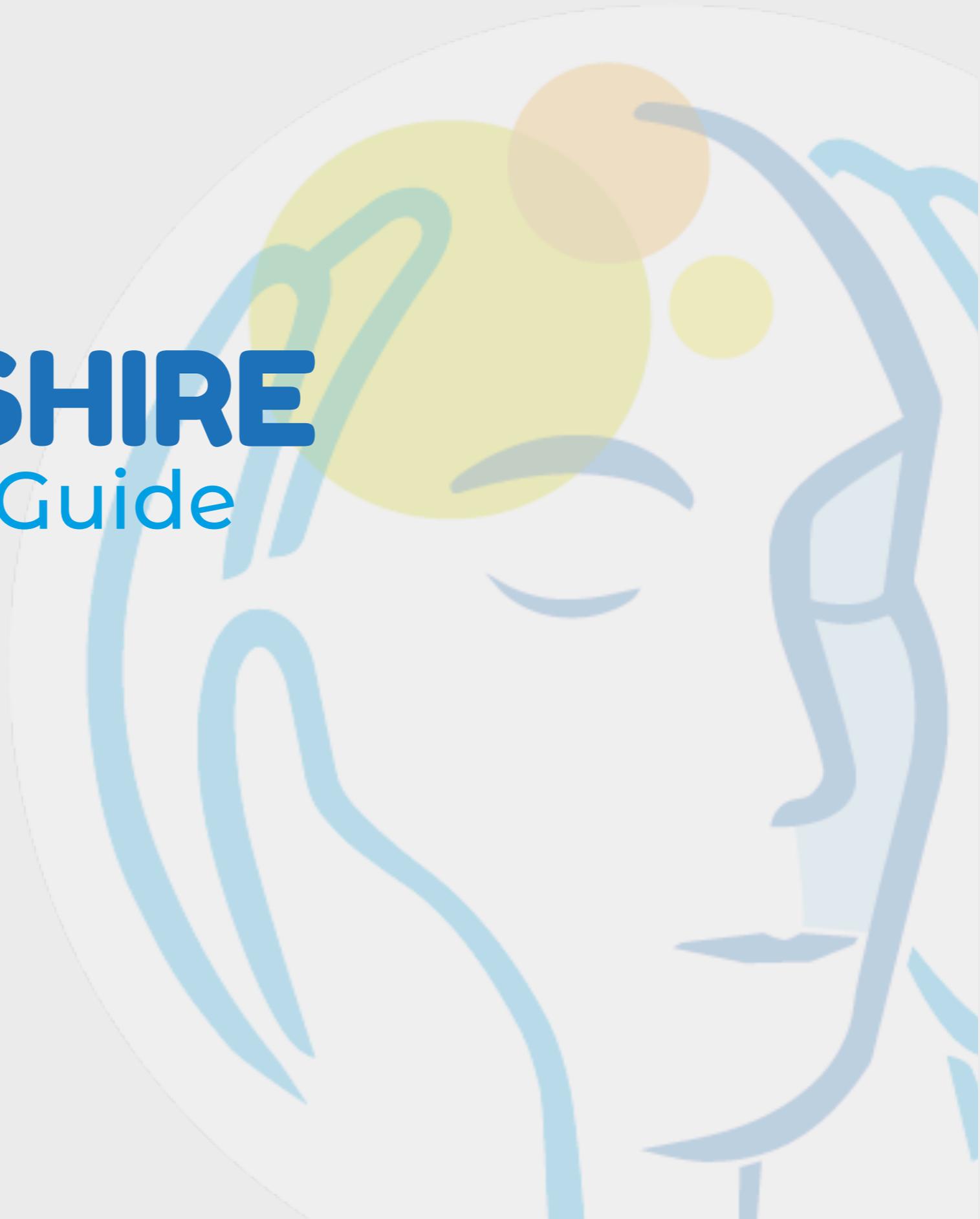
# HEADWAY

# HERTFORDSHIRE

## Your Fundraising Guide

@HeadwayHerts

[www.headway-herts.org.uk](http://www.headway-herts.org.uk)



# Where to start?



Fundraising is a fantastic challenge and can be fun and very rewarding if you plan it well. Before you start, think about what you want to do - see our A-Z of Fundraising Ideas for inspiration. Then consider:

## How much can you raise?

Set yourself a fundraising target. Your supporters will be impressed by your determination and more likely to reward your efforts.

## Who will sponsor you?

Think about all the people you know and split them into groups.

### For example:

- Family – immediate and wider - their friends.
- Friends – from school, university, clubs, other organisations, online social networks.
- Work – current and former colleagues, customers, suppliers.
- Community – sports clubs, social clubs, church, local shops.

Think about how likely all these people are to sponsor you, and how much they might donate – you'll soon see if your sponsorship target is achievable.

# Easy ways of raising funds



## Fundraising Online

Online fundraising is fast, easy, and safe. It lets you promote your challenge, contact all your supporters in one go (wherever they live), and raise funds securely.

If you fundraise online, the money goes straight to **Headway Hertfordshire** so you won't have to handle it yourself. Sponsors are also more likely to Gift Aid their donations and online donors are likely to give more!

There are a few options for online fundraising pages - Virgin Money Giving, Go Fund Me and Just Giving are well known options. Wonderful.org is a lesser known, newer platform but is getting good reviews - and we get 100% of funds raised.

Just follow these simple steps and you'll be up and running in no time.

- Go to your chosen online platform
- Sign up and fill in your details
- Follow the online instructions
- Email and share your page link to everyone you know and tell them about your challenge or event.

### Why don't you...

...put the link for your page in the signature of your e-mails, telling everybody what you are up to?

# Keep it legal



It is important that you ensure that any activity you run to fundraise in aid of **Headway Hertfordshire** is legal and safe for you and the people taking part. Here is some basic advice, but please get in touch with us if you need any more help.

**Raffles and Lotteries** – small raffles held as part of a larger event are acceptable as long as ticket sales and the announcing of results take place during the event and there are no cash prizes. Raffles on their own have complex regulations, so please get in touch if you would like to hold a bigger raffle.

**Licences** – to collect money in any public place you will need a **Headway Hertfordshire** collectors licence. You will also need a licence from your local authority for any of the following activities: sale of alcohol, extended hours, provision of food and drink, copyright and royalties for drama or film shows, collecting money or selling goods in a public place.

## And remember:

- Get parental permission if children are helping at your event
- If your event is on private property, get permission from the owner/ manager
- Do not collect money door to door – this is illegal without a licence from your local authority
- People collecting on your behalf must be aged 16 or over.

**We also have a policy for organising events “In Aid of” Headway Hertfordshire. If you would like a copy please get in touch with us.**

# Shout about your fundraising!



Promoting your event, challenge or fundraising idea is key to maximising your fundraising efforts. First you need to decide who you want to tell, what you want to tell them, and how. Here are a few quick tips:

- Be short, compelling and to the point
- Say what you are doing, how much you want to raise and how they can help
- Tell them why you're supporting **Headway Hertfordshire**, and where their money will go (we can help you with this)
- No two audiences are the same – think about how best to talk to them
- If you're promoting your fundraising on social media, tag us @HeadwayHerts
- If you get stuck, ask us for help!

## Online

News travels faster on the net! Now you have set up an online fundraising page you can reach as many people as you like.

### To promote your fundraising you can:

- Put the link to your fundraising page at the bottom of your personal and work e-mails (check with your employer if this is okay)
- If you have a page on a social networking site add your link there and tell your friends to support you
- Make use of other websites, such as your work intranet, your friends' or your clubs' pages. Ask them to write about you and promote your fundraising page
- If you have your own website or blog, update people about your efforts. You could even film yourself preparing and put it on YouTube.

# Collect your sponsorship



Here are a few tips for collecting your fundraising money:

- Use your online fundraising page; money paid via this route will come straight to **Headway Hertfordshire**, so you won't have to chase anybody for their donation
- If you use paper sponsorship forms, ask your sponsors to pay upfront and keep the money in a safe place
- Start your sponsorship forms with your highest donations – those sponsoring you later on may look at the form for a guide of how much to give you

## Gift Aid

Thanks to Gift Aid, **Headway Hertfordshire** can claim back the tax on some donations, at no extra cost to the donor! All you have to do is ensure that all sponsors who are UK taxpayers tick the Gift Aid column next to their name on the sponsorship form or when they donate online.

Make sure they write down their full name and their full home address (including their post code)

- When you collect the money, fill in the 'amount given' and 'date given' boxes to confirm the amount you have actually received
- Send the sponsorship forms to the Headway Hertfordshire office, and we will claim the Gift Aid.

If your sponsors are donating online, they just need to tick the appropriate box if their donation is eligible for Gift Aid, and everything else will be done for them!

**PLEASE NOTE: Gift Aid cannot be included in your fundraising pledge or minimum sponsorship target.**

# And lastly...



## After the event

Once your event is over it's time to count the money! We are so grateful for your efforts. The last things you need to do are:

- Pay in your 'offline' sponsorship – either through our bank account (contact us for our bank details and pay in within 30 days of you receiving the money) or by sending a cheque made payable to **Headway Hertfordshire**
- Send in your sponsorship forms – so we can claim Gift Aid
- Thank your donors and let them know how you got on.

# THANK YOU!

### A quick note on when Gift Aid can't be claimed:

- On payments for which the donor receives something in return - e.g. goods from a stall, raffle tickets, entrance tickets etc
- On deposits or registration fees
- On donations made by the participant themselves
- On company donations

# THANK YOU SO MUCH FOR YOUR SUPPORT



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