



Fundraising - top tips and info

These are ideas we've gathered from trekkers and fundraisers over our 4 previous treks – we hope they work for you too.

1. Get started NOW

As soon as you can, start asking, planning and idea-generating. The longer you have, the easier it will be! There's loads of ideas and info in our Fundraising Pack: [Stars Appeal Fundraising Pack](#)

2. Set up your Online Fundraising account – here's how

The great thing about raising money online is that the money comes direct to the Stars Appeal – so no worrying about paying in cheques, or collecting piles of coins and notes. And, where it's applicable, they collect any Gift Aid for us, so we get a little bit more from your sponsorship. (see note below on why we can't include Gift Aid in your total)

We recommend you use JustGiving fundraising (NOT crowdfunding – more on that later). Follow this link to set up your page and link it to our trek: <http://www.justgiving.com/fundraising-page/creation/?cid=106043&eid=7718520> Once you've followed their instructions you can add links to Facebook, Twitter, Instagram, TikTok (!?!) and every email you send.

Remember to personalise your page – with pictures of you, or the loved one you are trekking in memory of, and your reasons for trekking.

3. Be positive

Never be apologetic or embarrassed about asking for sponsorship – you are doing an amazing thing, raising essential funds for a charity that benefits thousands of local people every day seeking out a film (or not-so-good but easier to find book) called *The Secret*, which could give you a different outlook on succeeding in your fundraising

4. Events are a great way to make money

Friends, family, neighbours come along for a nice time and are happy to pay. Try to find things which cost you very little (perhaps because friends donate time and skills), but where people are willing to pay a lot more! Cake sales, garden parties and quiz nights have been successful recently.

As a change from a raffle, try an auction of promises, where people donate time rather than stuff, eg babysitting, housesitting, baking, cooking a dinner, handmade items, or even sewing on school name labels. And bear in mind that many people come with an idea of what they want to spend (around £20-£25) – it's your job to help them spend it!

5. Use your personal contacts and stay personal

When you're asking for sponsorship or donations a handwritten letter or face-to-face request are more effective than a personal email or phone call, all of which are much more effective than a general email or Facebook post. If you need an official letter from the Stars Appeal, just ask Jo.

Many of our most successful fundraisers (that is, the ones who raise the most money) are really, really good at asking for donations. They actively ask everyone they meet – sometimes many times. You could carry your sponsor form with you or make some little cards with your JustGiving page details including the QR code, available cheaply and quickly from online printers such as Vistaprint (thanks to Colin Ford for the idea).

6. Get organised

Schedule all your events or fundraising ideas on a calendar and get it all booked with a clear plan on how it's all going to happen. You could even add a guess of how much each will raise.

7. Know why you are trekking

Everyone has a great personal reason for doing this trek. So share your story. Whether you're trekking in memory of a dear friend or relative, because our hospital is special to you, or it's the challenge you've been looking for. Use your story to inspire people to support you. Then get a simple phrase together: *"I'm trekking to Colombia's Lost City for the Stars Appeal because ... Please sponsor me £x."*



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8. People like people

It may seem obvious, but the people who are most likely to support you are the people who know you. Friends and relatives, neighbours and colleagues, customers, clients and suppliers, members of networking groups, parents in the playground or people at the clubs you and your children belong to. If you count up all the contacts you have, you'll be amazed.

Now think about how they can help. Not everyone will be able or want to give money. But can they lend a garden or a hall for an event, or their dj-ing skills or cake-baking talents? Can supporting you help them to promote their business or hobby?

9. Consider new ways of fundraising – here's a few

There are so many different ways to raise funds but they're not all straightforward!

YES to Easyfundraising: Donate a percent of your everyday shopping to charity, and share the link with friends and family so they can contribute too (we're still hoping someone will buy a car or holiday this way!). However, they don't make it easy to assign what you've raised to individual fundraisers. We recommend you set your fundraising up as a new cause, like Jo & Chlo Jarvis did: www.easyfundraising.org.uk/causes/jochlo21/

Set yourself up here: www.easyfundraising.org.uk/register-your-good-cause/ You'll need to ask Easy to make your cheques out to The Stars Appeal and then post them or drop them in to the office so we can pay them in and add them to your total.

NO to Facebook (eg for birthday fundraisers), eBay or PayPal Giving. They don't assign donations by individual, so although we will definitely get your funds we can't link it to your trek fundraising. Please don't stop using **Amazon Smile**, but we won't be able to link that to you either.

NO to Crowdfunding (eg on JustGiving). It's not linked directly to the charity, we know people who have had to negotiate for months to get their funds, and there's no gift aid option.

Support for your fundraising from the Stars Appeal

We'll give you a Stars Appeal t-shirt (first T-shirt and trek t-shirt free, £5 for extras), and lend you buckets and collecting boxes, bunting and banners, all of which you can collect from the Stars Appeal office at the hospital. The office is usually open 9-4.30 weekdays. It's always good to call and book your stuff and make sure someone will be there from the staff of just 3! – 01722 429005.

And use our video – you could put this on sponsorship pages, FB page or embed in your emails. <https://www.youtube.com/watch?v=BPr5O8Nfio4&t=50s>

Paying in the money you raise with collection boxes and buckets

We keep an individual record for each trekker of everything that's been paid in via donations, collections and sponsorship. So we'll always know how much you've raised.

Ideally, empty your boxes and buckets and pay the money into your own bank account, then add the payment to your JustGiving account. If that's really not possible, bring them in batches (ie not just one at a time) to the Stars Appeal office. Make sure your buckets and boxes are clearly marked with your name and Stars Appeal Trek '24.

Good luck!



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Why we can't count Gift Aid as part of your trek fundraising

Gift Aid is a government refund of tax paid on gifts. Here's how Gift Aid works for you and for the Stars Appeal.

When JustGiving claim back Gift Aid on behalf of the Stars Appeal it does not count towards your fundraising target.

This is because

1. Not every donation is eligible for Gift Aid (eg if donors don't pay basic rate tax) so JustGiving sometimes have to REMOVE the Gift Aid claim even when your supporter has claimed it.
2. Gift Aid is applicable ONLY to direct donations by a charity's supporters. Not to money that you collect and pay in. And not to money you raise by selling event tickets, running a raffle, or selling goods or services (such as cakes or babysitting). Even if you pay tax, that's only relevant for donations that you personally make from your own funds, not money you have raised.
3. Gift Aid has to be reclaimed and then paid to the charity. We don't get it at the same time as the donation, and there's always a possibility that when checking Gift Aid claims, HMRC will reject some and not pay Gift Aid where it doesn't fit their rules.
4. JustGiving use 5% of the Gift Aid they collect to pay for their administration and processing fees. So we don't get all of the Gift Aid declared, even if the donation passes all the other tests.

That's why JustGiving shows your grand total without Gift Aid. On average, the Gift Aid we get back covers the admin and processing costs that they charge us and that we also separately incur when organising events like our treks. If we get more than that, it's simply great news for everyone who benefits from the Stars Appeal.

More here:

<https://help.justgiving.com/hc/en-us/articles/200670391-A-guide-to-Gift-Aid>

<https://www.justgiving.com/about/fees>

We recommend you think of any Gift Aid we get as lovely, but unpredictable, extra fundraising for the Stars Appeal. Always look at your Total without Gift Aid when you check your progress.