



Fundraising - top tips and info

These are ideas we've gathered from trekkers and fundraisers – 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: starsappeal.org/FundraisingPack

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.

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: justgiving.com/fundraising-page/creation/?cid=106043&eid=5440194

Once you've followed their instructions you can add links to Facebook, Twitter, Instagram 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**

Believe that you ARE going to achieve your target. Try seeking out a film (or not-so-good but easier to find book) called *The Secret*, which could give you a different outlook on fundraising.

4. **Events are a great way to make money**

Your friends and family come along for a nice time and pay for it. As a change from a raffle try an auction of promises, as people are great at donating time, eg babysitting, driving to an event, house sitter, baking, cooking a dinner, hand made items, or sewing on school name labels.

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!

5. **Use your personal contacts and stay personal**

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.

6. **Get organised**

Get all your events or fundraising ideas scheduled 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. **Just Ask**

Many of our most successful fundraisers (that is, the ones who raise the most money) are really, really good at asking for donations. Everyone they meet, and every chance they get. They tend to be the ones who take their sponsor form with them wherever they go. They don't just put their JustGiving details on Facebook, Twitter and on their emails, but they actively ask their contacts – sometimes many times.

8. **Know why you are trekking**

Everyone has a great personal reason for doing this trek. So share your story. Whether you're trekking because it's always been your dream, in memory of a dear friend or relative, because our hospital's 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 Petra for the Stars Appeal because... Please sponsor me Ex."*



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9. 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?

10. Ask us about new ways of fundraising – here's a few

There are so many different ways to ask people to support you.

Easyfundraising: Donate a percent of everyday shopping to charity. We're having teething problems so please keep your monthly reports if you use this route. More here: easyfundraising.org.uk/causes/starsappeal/

We can't assign donations through Facebook (eg for birthday fundraisers), Amazon Smile, eBay or PayPal Giving (at to individuals. So although we will definitely get your funds we will not be able to link it to you.

✗ Crowdfunding (eg on JustGiving): We strongly recommend that you DON'T choose this route to fundraise. It's not linked directly to charity, we know people who have had to negotiate for months to get their funds, and there's no gift aid option.

Some of the best tips on Fundraising from previous trekkers

"If you have a talent you can make money from, harness it!"

"Start the fundraising immediately you sign up"

"Ask friends and family, businesses you deal with, see if your local school will do a non-uniform day."

Support 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.

youtube.com/watch?v=w0omMfXDpKM

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'21.

Good luck!