



## FUNDRAISING PACK

### **Supporting us**

The Southern Spinal Injuries Trust (SSIT) is a growing charity with increased demands on its resources. We rely totally on donations and the efforts of our supporters. To continue with our work, providing resources for The Duke of Cornwall Spinal Treatment Centre and assisting people with a spinal cord injury living in the South & South West of England, we need your continued help.

There are countless ways you can help SSIT – from running marathons to holding a raffle, from tandem skydiving to running a cake stall. Whatever your idea, however much you raise, your support really is invaluable.

We hope that you have lots of FUN raising money for SSIT and that you'll keep us informed all the way. Send us photos, tell us your story and we can spread the word via Facebook, twitter and website.

Read on for some ideas to help you with your fundraising. Remember that we can help you with sponsorship forms, leaflets etc. We will support you and encourage as much as we can – just contact us via email ([info@ssit.org.uk](mailto:info@ssit.org.uk)) and we will do all we can to help.

### **The Story so far.....**

Each year we organise a variety of fundraising events. To date these have included skydiving, abseiling, dinners, balls, auctions, bike challenges and even Santa fun runs!

Alongside all of these events, a growing number of volunteers have organised their own fundraising activities. All such events bring in money which helps make a real difference to people with a spinal cord injury in the South & South West of England.

### **Your own event**

Before launching into your own event, you might appreciate a few general tips on fundraising.....

#### **Teamwork**

Once you've decided what you want to do, get together a team of people to help. The more people involved means more contacts to tap into (and shared workload!).

### **Timing**

Find out what else is going on in the local area and plan accordingly. If you're doing an outside event, think about the weather and choose the right time of year.

### **Plan well ahead**

Give people plenty of notice!

### **Publicise it well**

Tell as many people as you can about your event. The best way is through local media, posters, flyers and all social media.

### **Minimise costs**

Think of ways of keeping your costs down and you'll raise more money! Ask for help wherever you can. Approach local business and ask if they would like to sponsor your event. Don't be put off if they say no. Move onto the next one. Ask and ask again!

### **Explain what you are doing**

Make sure that everyone knows what you're fundraising for. Explain that all the money raised will go to SSIT and will be used to benefit the region's spinal centre and people with a spinal cord injury in the South & South West of England.

### **Say thank you!**

Don't forget to thank everyone who has helped you. Tell them how much you've raised and thank them for their contribution.

### **Sponsorship – some useful things to remember!**

#### **Use Virgin Money**

Set up an online giving page with Virgin Money as they don't charge the charity extortionate fees. It's easy, just visit '[uk.virginmoneygiving.com](http://uk.virginmoneygiving.com)'

#### **Use our paper sponsorship form**

If you prefer you can download a form [here](#)

#### **Aim high**

Create a list of the people you plan to ask and start with those who you think will give the most. People always look at what others are giving and hopefully it will set a precedent for all those who follow.

#### **Company support**

Ask your employer if they would consider matching your total sponsorship.

#### **Collect your money**

If you use the paper sponsorship form, it's much easier to collect money as you go. It saves time and a lot of hassle!

#### **Sending in donations/sponsorship money**

It's important for us to keep track of all incoming money. In order for us to do this, and to minimise our admin costs, please encourage your supporters to write cheques made payable to SSIT (or alternatively write you cheques, bank them and then send us one cheque for the total amount.)

Cheques and completed Gift Aid and sponsorship forms should be sent to: SSIT, 21 Chipper Lane, Salisbury, Wiltshire BA12 0LQ.

## **Publicity**

Getting publicity for your event in the local media is really important as not only could it help make your event more successful, but it will help raise awareness of SSIT in your local area. If you've never written a press release before there are a few things you need to bear in mind:

- Start strong! You need a short, snappy title which grabs the journalist's attention and makes them want to read on.
- Tell the whole story in the first paragraph. The rest of the press release should provide the detail.
- Keep your language simple and be brief (remembering who, what, where, when and why).
- Set it out in any easy-to-read format (double line spacing).
- Always write in the third person.
- Bring your press releases to life with a quote from someone involved. Say why they got involved or what raising the money will mean to them.
- Include contact details at the end (name, phone number, email address). The journalist might want to follow up with some questions or even arrange to come along!
- Information on SSIT.
- It's worth including some background on SSIT at the bottom of your press release. You can do this as an Editor's Note as follows:

### **Notes to editors**

*The Southern Spinal Injuries Trust is a registered charity set up to support The Duke of Cornwall Spinal Treatment Centre in Salisbury and people with a spinal cord injury in the South and South West of England. Its aim is to assist people with a spinal cord injury, enabling greater independence and quality of life.*

Don't forget to follow-up after the event with a press release on how much you raised. You might as well try and get double exposure and the local media love good news stories, particularly if there's an accompanying photo.

### **Keep us informed too!**

We'd love to hear about your fundraising activities so please do keep us informed. Send us a copy of your press release and any photos of the event and we can use them on our website or in our newsletter.

***IMPORTANT, PLEASE READ:*** *Our insurance does not cover third parties so if you are organising an event in aid of SSIT, we advise that you take out your own personal accident and public liability insurance. To the fullest extent permitted by law, the Southern Spinal Injuries Trust, contractors and agents cannot be held responsible for any loss, damage, illness, injury or death to person, animal, vehicle or trailer caused or arising out of involvement in fundraising events organised by others in aid of the charity.*

**Thank you for supporting SSIT**