

YOUR FANTASTIC FUNDRAISING TOOLKIT



BARTS
CHARITY 

HELLO!

Thank you for choosing to support Barts Charity, a cause that is close to my heart.

My daughter, Tilly, was diagnosed with a rare form of cancer and was treated on Acorn Ward at Whipps Cross Hospital. As a family we were so grateful for the support we received from all of the amazing NHS staff.

We decided we wanted to fundraise to give something back to the hospital that did so much for us. We were overwhelmed by how our friends, family, colleagues, neighbours and people we hadn't even met yet rallied around and helped us. We were so proud when we presented Barts Charity and the hospital staff with a cheque. We know the money raised will make a huge difference to families who find themselves in a situation like ours.

The Barts Charity team are ready and willing to support your fantastic fundraising in any way they can, so

if you have any questions, or just want to chat about your ideas, don't hesitate to get in touch.

Thanks again for your support and welcome to the Barts Charity team!

Jenny



HOW YOUR FUNDRAISING COULD MAKE A DIFFERENCE

Your fundraising will have a direct impact on patient care. You could support everything from innovative medical research to the latest equipment on the wards, from state-of-the-art facilities to the little extras that make someone smile.

Use the examples below to show your supporters how their donations all add up to make a huge difference.

Did you know?



£11

could buy **100 bags** to protect patients' privacy when picking up a wig or breast prosthesis.



£30

could buy a **radio** for the Special Care Baby Unit to play soothing lullabies.



£300

could fund a **music workshop** for young people using the Child and Adolescent Mental Health Service.



£1,665

could fund a **state-of-the-art oxygen machine** to help patients with respiratory failure.

We can't wait to hear how your fundraising goes! If your donation has been inspired by a particular hospital or area of our work, please get in touch at hello@bartscharity.org.uk

GET INSPIRED

Your fundraising can be wacky and weird or sweet and simple. Just use your imagination and see where it takes you...

Do what you love

Keen crafter, brilliant baker or pro golfer? Super swimmer, quiz queen or host-with-the-most? Choose something you enjoy and share it with your friends!

Use your contacts

Open your address book and see who you can recruit to your team. That may be to give you advice, help out on the day, or to share your story on social media.

Make the most of your resources

What is available to you, at home, work, school or in your local community? Perhaps there's a free venue to host an event or a brownie recipe that's been passed down through the generations!



Ideas to get you started



Bake sale



Quiz night



Collection tin



Dress down (or up!) day



Charity ball



Sponsored challenge

Whatever you decide to do, we're here to support you every step of the way!

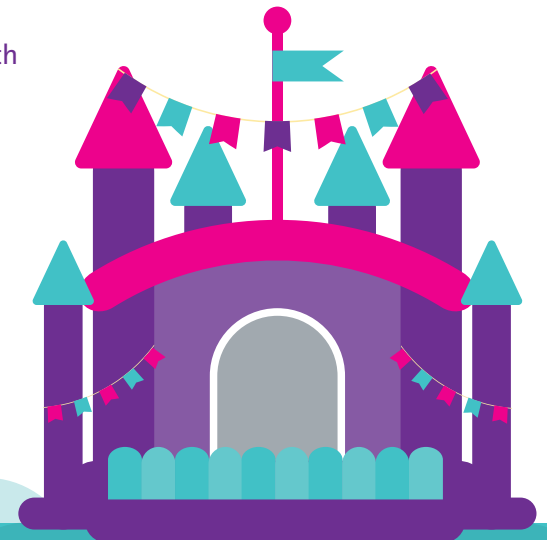
THE SUMMER FUN DAY: LOUISE

Louise decided to raise money for Barts Charity in memory of her son Harry who was treated at The Royal London Hospital.

- + She organised a charity fun day at a local community centre, with stalls, entertainment, food and drink.
- + Entertainment included a bouncy castle, magic show, face painting and a petting zoo.
- + Local companies like Colchester Zoo donated raffle prizes.
- + Collection tins in local pubs helped to raise more awareness and funds.
- + On the day she decorated the fair with balloons and Barts Charity goodies.



Louise raised **£1,866!**



TOP TIPS FOR FUNDRAISING SUCCESS



Motivate your supporters

Tell people where their money is going and the difference they're making. Use the examples on page 3 to inspire your supporters.

Use Matched Giving

Get in touch with your employer and see if they offer a matching scheme – you could double your donation!

Tighten the purse strings

Keep expenses low by getting items or services donated, where possible. For every £1 you spend, why not aim to raise £3?

Make the most of Gift Aid

We can claim tax back on certain donations from UK taxpayers. It won't cost your donors anything extra, but means we can raise an extra 25p for every £1 donated. Not all donations are eligible, so ask us for advice and make sure you only use our official donation or sponsor forms.

Fame at last

Contact your local press to see if they'll cover your fundraising event. We can help you with a press release template, if needed.



Superstar David!

As part of his fundraising, David spent the day as a junior stylist in his local salon, getting all the staff involved and working with local press to share his story.

He raised £261 on the day – and learned to separate foils like a pro!

THE LEGAL STUFF



We want you to have a great time fundraising in aid of Barts Charity, but there are some important things to bear in mind to keep your activities safe and legal. Please get in touch if you have any questions.

- + We can send you our 'in aid of' logo, registered charity number and guidelines for how to use these on posters or leaflets.
- + It's important to check whether you need special licences for public entertainment or to sell food or alcohol.
- + If the general public will be invited to your event, you may wish to consider whether to take out Public Liability insurance. Contact us for more information.
- + You may need to carry out a risk assessment ahead of your event. Don't worry, we can provide you with a template to get you started.
- + Street collections are not allowed without the appropriate permit from the Local Authority or Metropolitan Police. To collect on private premises, you will need relevant permission from the owner. And please don't collect door-to-door.
- + There are various rules surrounding raffles and prize draws. The best option is to only sell tickets and complete the draw during your event. For the latest rules visit gamblingcommission.gov.uk or ask us for advice.



YOUR JUSTGIVING PAGE

An online fundraising page with **JustGiving** is a really useful tool to make collecting donations easy. And the earlier you set it up, the more donations you will get!

Make sure you include...

A photo

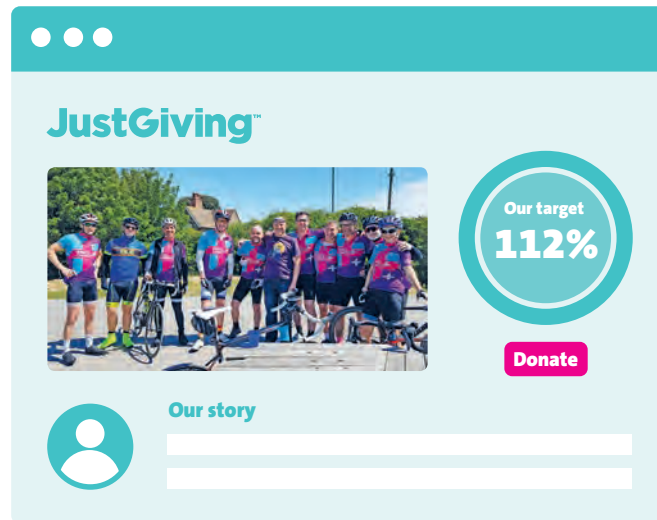
To personalise your page.

A target

Pages with a target raise 46% more.

Your story

Help people feel part of your journey.



Small changes can mean big donations!

+ Add your JustGiving link to your email signature and share it on social media regularly.

+ **20%** of donations come in after your event, so keep reminding people.

+ Photos of your training and fundraising progress could increase donations by up to

14%

+ People often match the first donations on a page, so ask those who are more likely to be generous to donate first.



SOCIAL MEDIA

Social media is one of the easiest ways to increase your donations.



Share your JustGiving page

Share or pin a post with the link to your page or add the URL to your bio, so it's really easy for your network to donate.

Facebook fundraising

Facebook has introduced donation and fundraising functions. Why not celebrate your birthday with a fundraiser for Barts Charity? Or write a post and include a donation button to make it easy for your Facebook friends to give?

Photos and videos

Photos, GIFs and videos get lots more views and interaction than just text, so make sure you use them in your posts.

Social media top tips

- + Post regularly to keep up the momentum.
- + The best times of day to post are 8am and 5pm.
- + Post around payday when people are feeling generous!
- + Don't overdo the hashtags: pick two or three relevant and trending hashtags to add to your post.

Say hello on social

Remember to tag us in your posts, so we can say hi and thank you:

- 🐦 @Barts_Charity
- 📷 @barts.charity
- 📘 @BartsCharity

A record-breaking runner

Barts Charity London Marathon runner Jess was aiming to break the record for the fastest marathon in a nurse's uniform. When Guinness World Records wouldn't accept her (actual!) uniform, her Twitter network started a campaign to make that change.

#WhatNursesWear started trending and her story featured on the BBC News, Sky News and CNN. She got sent donations from around the globe and raised **over £5,600!**



HOW TO SEND IN YOUR MONEY

There are lots of ways you can send us your donations, so choose the method easiest for you:



Online

To pay in your money online, visit bartscharity.org.uk/donate



By phone

Call us on **020 7618 1720** to pay in your fundraising by card.



In person

Pop in to our office and say hello – there's a cuppa waiting for you!



By post

Remember to include a covering note with your name and address, and any sponsorship forms. Make cheques payable to **Barts Charity** and send to:

**Barts Charity, 12 Cock Lane
London EC1A 9BU**



Cashier's

Drop your donation at the cashier's office of your Barts Health NHS Trust hospital and we can come and pick it up.

**THANKS AGAIN
FOR SUPPORTING
BARTS CHARITY!**

For more information visit
bartscharity.org.uk/toolkit

BARTS CHARITY

Follow us on social media:
search 'Barts Charity'



Any questions? Get in touch:

hello@bartscharity.org.uk

020 7618 1720



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