

JustGiving™

New to the world of online fundraising? Don't fear. It is quick and easy to set up a fundraising page for a cause you care about on JustGiving and oh so rewarding. You can make a real difference and be a #LifeChanger in just a few minutes.

So how does it work?

1

Create a page – www.justgiving.com

It really is that simple for you. When creating your Fundraising Page, choose Chestnut Tree House as the cause you wish to raise money for. Add a story and say why you're raising money. If you're taking part in a challenge or event make sure you include that too. Don't forget to explain how the Charity helps (this can be a personal story from your own experience or information you have sourced from the charity's website).



2

Share it with your friends and family

Text your family, post it on your friends' Facebook walls and email everyone at your workplace! Add it to your email signature, tweet about it, and let everybody know what you are doing.



3

Your friends donate (woohoo!)

All that hard work means donations come flooding in to your page and get you on the way to smashing your target.

You build the page, share it, update it and thank your supporters as your fundraising journey progresses, now it's over to us.



4

We send it to the Charity

Once a week the money that you raise on your page is sent to Chestnut Tree House, minus the transaction cost that payment provider charge. You don't need to take any action, your job is simply to spread the word as far and wide as possible about the fundraising you are doing, and we take care of all the other details.



JustGiving™

Get the most from JustGiving



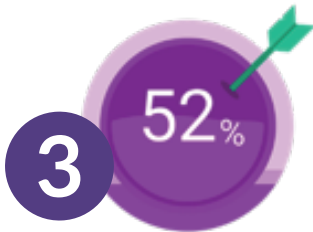
1

Promote your selfie! Fundraisers with pictures on their page raise 14% more per photo. A perfect excuse for a #selfie.



2

Tell your personal story. Why do you care? Tell your story about why you are fundraising.



3

Shoot for a target. Pages with a target raise 46% more. Aim high and tell the world.



4

Don't be afraid to share. Sharing on Facebook, social media and WhatsApp raises more. People want to hear about the good things you are doing.



5

Don't forget about email. Friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.



6

Be creative. Think of interesting ways to get people excited about your fundraising. "If I reach £1,000, I'll take part in the event wearing fancy dress."



7

Let the charity know. By letting them know you have set up a fundraising page they may be able to help you spread the word.



8

Update your page. Let supporters know how you are doing by updating your page often, they will enjoy following your progress.



9

Encourage others. Convince your friends to take part and raise money as well, it makes the experience more fun!



10

It's not over 'til it's over. 20% of donations come in after an event, so make sure you follow up the event with an update about how you did.

A-Z of Fundraising Ideas

A

- Afternoon Tea
- Art exhibition
- Art and craft fair
- Auction



B

- Barbecue
- Bingo
- Bike ride
- Black tie event
- Book sale
- Bad hair day
- Beetle drive

C

- Cake sale
- Clothes swap
- Car wash
- Christmas jumper day
- Car boot sale
- Coffee morning

D

- Disco
- Darts match
- Dog walking
- Duck race

E

- Easter egg hunt
- European food night
- Eighties night
- Eurovision party

F

- Face painting
- Fashion show
- Fancy dress
- Film night
- Football tournament
- Food & wine tasting



G

- Golf day
- Give up.....
- Garden party
- Guess the weight of....
- Games night
- Gardening services

H

- Half marathon
- Hill climb
- Halloween party
- Head shave

I

- International food day
- It's a knock out
- Indoor games tournament



J

- Jazz night
- Jewellery making
- Jumble sale
- Jigsaw marathon
- Jeans day
- Jam making

K

- Knit-a-thon
- Karaoke
- Kite race
- Keep fit session

L

- Line dancing
- Lunch-a-thon
- Loud clothes day
- Lawn mowing services

M

- Music quiz
- Masked ball
- Murder mystery
- Mad hatters tea party



N

- Nature trail
- Name the....
- Nearly new sale
- New Years Eve party
- Non uniform day

O

- Obstacle race
- Office Olympics
- Open garden

P

- Pamper evening
- Penalty shoot out
- Pub quiz
- Pyjama party

Q

- Quiz night
- Quiet day



R

- Raffle
- Race night
- Running race

S

- Silent disco
- Sports day
- Sweepstake
- Swim-a-thon
- Super hero day

T

- Talent show
- Tea party
- Treasure hunt
- Tug-of-war

U

- Unwanted gift sale
- University Challenge

V

- Variety show
- Vegetarian & vegan day
- Vintage party

W

- Waxing
- Wear silly clothes day
- Walk-a-thon
- Window cleaning

X

- X-Factor competition
- X marks the spot quiz

Y

- Yoga
- Yo-yo competition

Z

- Zumba party
- Zip wire challenge



Fundraising tips to keep it safe & to make it legal

We want your fundraising to be as fun and as simple as possible, but you need to make sure you follow the law and stay safe whatever you may be planning. We don't want this to become daunting, so if you have any questions please do get in touch.

Collecting Funds

If you are using collecting tins or buckets they will need to be supplied by Chestnut Tree House and properly sealed and numbered.

You need a licence from your local authority to collect funds in public. If you are collecting on private property you need permission from the landowner or manager in writing.

You can return full tins or buckets to us to count.

Raffles

There are complex laws relating to holding a raffle and these need to be observed.

If your raffle is part of an event and tickets have all been sold at the same price then you can use cloakroom tickets.

For other raffles you need a lottery licence and printed tickets – latest information can be found at www.gamblingcommission.gov.uk

If you are sourcing raffle prizes Chestnut Tree House can provide you with a letter to confirm your fundraising – please contact us for this.

Licence

Depending on what type of fundraising event you are holding you need to talk to your local authority to see if you need a licence.

There are different types of licences, you need a licence for some types of entertainment including live music. Alcohol licences also apply.

Insurance

Please note that Chestnut Tree House cannot accept any responsibility for accident, injury, loss or damage as a result of your event.

We therefore strongly recommend that you check that you have adequate insurance and that you take all reasonable steps to ensure the safety of all concerned.

You will also need to check any third party supplier's public liability insurance.

Events

Ensure your event is planned efficiently and safely. You will need to consider:

- Is the venue suitable for what you need? Make sure you meet with the manager to discuss everything.
- What equipment do you need to use, is this supplied or your own? You need to make sure it meets all lawful requirements.
- Do you need to have a first aider and / or an emergency procedure in place? For more information check out www.sja.org.uk
- Have you thought about food hygiene and how you will put this into practice? A catering company must have a procedure in place. Visit www.food.gov.uk for more advice.
- Identify the potential risks and hazards and minimise them wherever possible.
- Will there be children at your event? If so children will need to be adequately supervised.

Fundraising Materials

All of your fundraising materials should make it clear that you are fundraising in aid of Chestnut Tree House but that you don't represent the charity. Your materials should include our logo and registered charity number and state that any money you collect will be going to Chestnut Tree House.

Please contact us if you would like help with any promotional material for your event as you cannot use our logo without our permission.

For more in-depth information visit www.institute-of-fundraising.org.uk

 events@chestnut-tree-house.org.uk
 01903 706355

Top 10 Tips

to get the most out of your fundraising

Let's go!

Starting as soon as you can means you give yourself as much time as possible to fundraise – no last minute rush!

Reach for the stars

By setting a fundraising target you have something to aim for and focus on. People may donate more to help you reach your goal.

Match funding?

Does your employer offer match funding? Ask them and find out!

Gift Aid it!

If your sponsor is a UK tax payer, tick the gift aid box and we get an extra 25% on top of the donation – at no extra cost to you.

giftaid it

Tell your story...

Tell your supporters what you are doing and why. Make it personal - don't just ask for donations.

Who do you know?

Who do you know that may be able to help you out with your fundraising? Any local celebrities...

Social Fundraiser

Use all your social media platforms to let everyone know what you are doing – update them on your progress #fundraising

Have fun

Put the fun in FUNdraising and get creative with your ideas. Make the most of this opportunity to become a fundraising hero!

JustGiving™

Set up a JustGiving page – it's the quickest and easiest way to fundraise and the money you raise comes straight to Chestnut Tree House

It's not over

When you have completed your challenge let everybody know how well you did – don't forget to say thank you!

✉ events@chestnut-tree-house.org.uk
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