

# LOCAL HEARTS NEED LOCAL HEROES



Chest  
Heart &  
Stroke

## Your Festive Fundraising Guide

Everything you need to fundraise for Northern  
Ireland Chest Heart and Stroke this Christmas

# Thank you for being a local hero this Christmas.

Your support during this festive period will help us raise the funds we need to continue the care and prevention work we deliver to local families across Northern Ireland.

This guide will provide plenty of tips and tricks on how to raise the most you can for NI Chest Heart & Stroke, from purchasing or selling our Reindeer Food or Christmas cards right through to organising a Christmas fundraising event.

Of course, our friendly fundraising team is also here along every step of the way to make sure your idea turns into reality! Contact us for advice and guidance, or simply to let us know about your wonderful idea.

Email: [events@nichs.org.uk](mailto:events@nichs.org.uk)  
Call: 028 9032 0184

Chest  
Heart &  
Stroke



## Where your money goes

Across Northern Ireland there are currently over 200,000 people living with chest, heart and stroke conditions and almost 40% of all adult deaths are directly related to one of these illnesses.

Northern Ireland Chest Heart & Stroke (NICHs) is a leading local health charity which offers practical and emotional support to people living with these conditions, as well as their families. Our support groups provide an opportunity to share experiences while benefitting from a structured programme of activities including rehabilitation, exercise and information. In addition, we offer a regional prevention programme which includes health promotion in schools, workplaces and the wider community.

Over 80% of the care and prevention work we deliver across Northern Ireland is only possible because of donations from the public so a huge thank you for your support!

**Over 80%**

of our work relies on donations from the public. Without your support we couldn't be here making a difference.

# The power of your pounds

**£25**

Could pay for a NICHS Well Check for a vulnerable member of the community

**£50**

Could pay for one stroke survivor to attend our six-week PREP (Post-Rehab Exercise Programme) class

**£100**

Could help us fund local research to diagnose and treat chest, heart and stroke illnesses

**£500**

Could pay for a stroke survivor to attend a full year of our Stroke Activity Group



## So what are you waiting for? Let's get going!

### Online fundraising

If you haven't already started an online fundraising page, now is the time!

JustGiving is such an easy (and free) way to fundraise and it allows you to post updates to keep your family, friends or colleagues engaged. All the money raised will come directly to NICHS, meaning you won't have to spend time following up and banking cash donations.

Go to [www.justgiving.com/chestheartstroke](http://www.justgiving.com/chestheartstroke), click "Fundraise for us" and follow the instructions to set up your very own page. If you'd prefer for one of our team to set this up for you, please feel free to contact us.

**Email everyone you know**

**Remind people when you meet them socially**

**Tell people why you care about NICHS**

**Ask your employer if they would be willing to match your fundraising**

**Remember to THANK your donors personally**

#### • Tell your story

Personalise your page with lots of photos and information about your fundraising, along with your story and your connection to NICHS – people want to hear it!

#### • Set your target

Set a target so you and your sponsors have something to aim for.

### FACT:

**Just Giving pages with a fundraising target raise 46% more money.**

#### • Aim high

Setting the bar with the first donation can lead others to follow suit. Pick someone you think might give a generous donation, and ask them first. Or indeed, lead by example and make the first donation yourself!

#### • Make it social

Share the link to your JustGiving page on Facebook, Twitter, Instagram. Tag your friends so that they see it. Ask your employer if you can add the JustGiving link to your email signature – perhaps your team could even do the same for you?



#### • Text-to-donate

JustGiving also offers a personalised JustGivingText code to accompany your online page, so that anyone can sponsor you simply by sending a text. Follow the steps here: [tinyurl.com/nichstextcode](https://tinyurl.com/nichstextcode)

#### • Why your sponsors should care

Let everyone know how their donation can make a real difference to NICHS. See page 3 on how your money is directly helping us, and spread the word.

#### Prefer to keep it offline?

**No problem. We have paper sponsorship forms and other resources to help you fundraise the good old-fashioned way. Just contact us on [events@nichs.org.uk](mailto:events@nichs.org.uk)**

**Sell our Christmas cards**

**Sponsored 'Santa Dash' run**

**Put together a mini committee for larger events**

**Organise a shopping centre Christmas wrapping or bag-pack**

**Approach local businesses for sponsorship or to donate prizes**

**Approach your local newspaper – ask us how!**

## Organise an event

### Why not rally together your family, friends or colleagues by holding a Christmas fundraising event?

Whether you've got an idea for a family or workplace festive bake sale, or going all out with a gala dinner – we want to hear about it and help you. We have branded buckets, balloons, stickers, posters and plenty more to help you promote and decorate your event.

#### Top Tip #1 Do what you love

We have some easy sample events on the next page, but we would love to hear any of your own personal (and unusual!) ideas.

[events@nichs.org.uk](mailto:events@nichs.org.uk)

#### Top Tip #2 The best of both

You can keep the donation-collecting for your event cash-only, but you increase your chances of raising more if you set up a JustGiving page alongside your event. More and more people are now paying for everything via card, plus people who can't attend your event on the day will be more likely to give online beforehand or afterwards.

#### Top Tip #3 And don't forget...

If you're using online or paper sponsorship forms, make sure your sponsors tick the Gift Aid box and complete all their details. Then their donation will be worth 25% more to us. So, if you are sponsored £100, that may be worth £125 to NICHS.

*giftaid it*

# Fundraising Ideas

There are so many different ways you can get involved and raise money to support us this Christmas. Here are a few ideas to get you started – we're sure you can come up with plenty more!



## Santa Static Cycle

A great one for schools, youth groups, or workplaces! Ask a local sports team or gym to lend an exercise bike, find a Santa costume, set a target of miles or £, create a rota and get cycling for donations and sponsorship!



## Jolly Jumper

It's likely you'll be donning your favourite festive woollies at some point... why not do it for NI Chest Heart & Stroke? We can provide sponsorship forms and event materials to make your workplace, community group or school's Jolly Jumper day a success.



## Reindeer Food

Our 'Reindeer Food', sponsored by MACE, is the perfect way to get the whole family excited on Christmas Eve. For a suggested donation of £1, you can leave our sparkly 'food' out for Rudolph and friends, while supporting NICHHS. Reindeer Food is available from us or from your local MACE store. Why not request a pack of food from us and sell to your family, friends, colleagues or sell at your school fete?



## Christmas Play

Use your school's Christmas play to raise some money for a good cause. Charge a suggested donation for parents and staff at the door or even hold a raffle to be drawn at the end.



## Christmas Wrapping or Bag-pack

Contact your local shopping centre or grocery store to set up a charity bag-pack or gift-wrapping day. We can provide the collection buckets and branded t-shirts.



## 12Ks of Christmas

There is no need to wait until the New Year to take on a personal challenge. Why not undertake our "12Ks of Christmas" and aim to run or walk 1km on each of the 12 days of Christmas (or be ambitious and simply do a 12km run some day in December!) Set up an online JustGiving page (details on page 4), or request some paper sponsorship forms from us, and get asking for donations.





# The important part How to get your money to us

You can pass money along to us through any of the following ways:

### We'll collect it

Your community fundraising coordinator would love to come and meet you to collect your funds raised, and maybe even do a cheque presentation photo with you! Contact us at [events@nichs.org.uk](mailto:events@nichs.org.uk) or 02890 320 184

### Online or at the bank

Contact your community fundraising coordinator for our bank details and you can make a deposit straight into our account

### Send us a cheque

Please make any cheques payable to Northern Ireland Chest Heart & Stroke and post or hand in to our office at 21 Dublin Rd, Belfast, BT2 7HB

### Payment by card

You can pay card over the phone 028 90 320 184



**Remember that JustGiving and other online fundraising pages transfer the funds to us directly, so there is no need to worry about organising it yourself.**

# Your checklist for success

### Set it up!

Start your online fundraising page with JustGiving, or set a date for your event, or do both! Get in touch with us straight away for advice and materials.

### Plan it

Set some realistic tasks and timeframes. Remember that bigger events will need some planning and promoting. It is always a good idea to get a small group of people who are willing to help you organise.

### Promote it

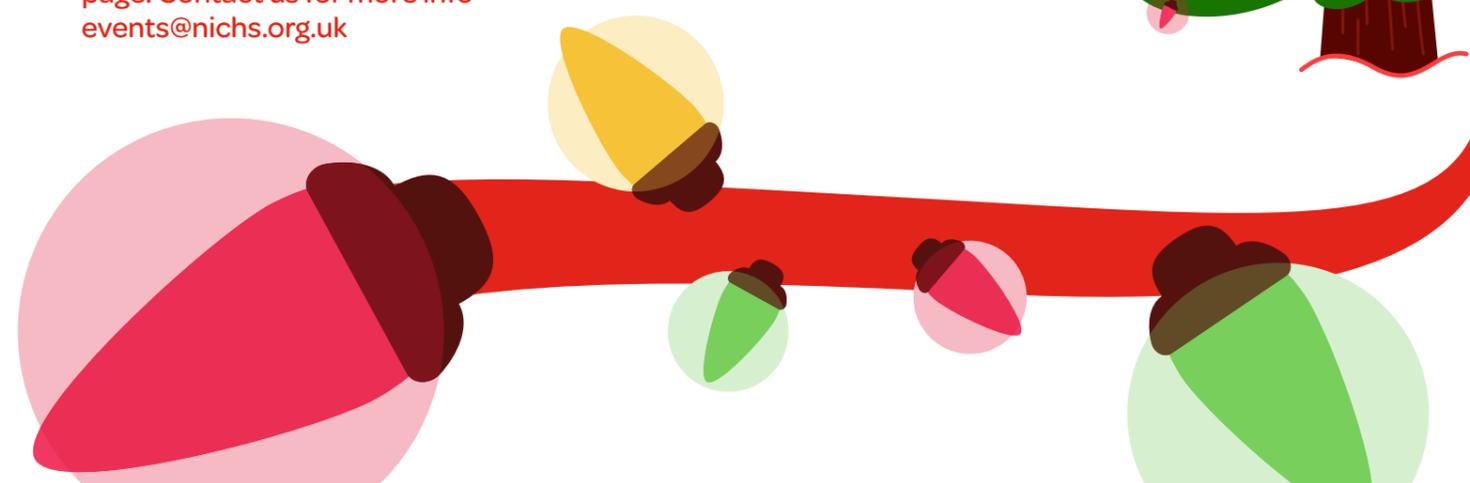
Social media, local newspapers/ radio, and marketing materials such as our posters and t-shirts, are all key to the successful promotion of your event or online page. Contact us for more info [events@nichs.org.uk](mailto:events@nichs.org.uk)

### Say thank you

An important step is to thank your donors and share the success of your fundraising. This could be a simple Facebook status. We are also more than happy to send official letters of thanks to any major donors or businesses who may have supported you.

### Pay it in

We encourage fundraisers to aim to have their funds banked with us within 30 days of their event finishing. Please contact us to keep us updated if this is not possible for any reason. Check out page 10 for full payment details.



# Thank you.

Without your support we couldn't  
be here making a difference.



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