

# Your Fundraising Guide

Everything you need to start fundraising for Northern Ireland Chest Heart and Stroke



**WE'RE  
ON YOUR  
SIDE**

**over 80%**

of our work relies on donations from the public.

Chest  
Heart &  
Stroke

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**Thank you so much for choosing to fundraise for NICHs.**

**This booklet is full of tips and advice which will help you on your fundraising journey. Of course, we will be here for any support and guidance you need.**

**You can contact us at 028 9032 0184 or email our events team at [events@nichs.org.uk](mailto:events@nichs.org.uk) or even drop in to say hello at our Belfast office: 21 Dublin Road, Belfast BT2 7HB.**

## About us:

Northern Ireland Chest Heart and Stroke is the local charity for the care and prevention of chest, heart and stroke illnesses. Our vision is a Northern Ireland where chest, heart or stroke illnesses have been reduced and where those affected receive high quality services to meet their needs. To achieve this work we focus in on four areas:

1. Care Services (cardiac services, respiratory services, stroke services)
2. Self Management Programmes (to help clients cope with a long term condition)
3. Prevention and Health Promotion
4. Research and Policies

**All our funds are raised by the people of Northern Ireland for the people of Northern Ireland.**

The need for our services has never been greater. We know the need for Northern Ireland Chest Heart and Stroke is on the increase by the number of people supported by our care services – in fact over recent years we have seen a 50% increase in the number of people referred to our organisation for support. We're here, ready to help, but we are a charity and over 80% of our work is funded directly by voluntary contributions. That is why it is so important to have the support of people across Northern Ireland, raising money so that we can make a difference on their behalf.





## Northern Ireland Chest Heart and Stroke Today

Today, NICHHS works with local communities to help those that are suffering from a chest, heart or stroke condition. It's difficult to believe, 40% of all adult deaths are directly related to these conditions and over 335,000 people are currently living with one or more of them.

The numbers are shocking but to give a clearer picture - if everyone with a chest, heart or stroke condition were lined up shoulder to shoulder, the line would reach from Belfast to Derry/Londonderry.

Our aim is to make these conditions a thing of the past, while ensuring the physical, emotional and mental wellbeing of those suffering and their families is at the forefront of our service.

But we cannot do this without you...

## Where Your Money Goes

Every year we need to raise £3.5 million and over 80% of that comes from people like you!

The funds that you raise will allow us to continue to provide life changing services to those that are suffering from a chest, heart or stroke condition and will help us to continue to work with local communities, schools and businesses to help encourage healthy lifestyles.

NICHHS is your local charity – every penny raised will be spent in Northern Ireland.

We're proud that 83p of every £1 donated by supporters goes directly to help those devastated by respiratory, heart or stroke conditions and 17p is spent sustaining the infrastructure that allows us to support local people.

If you would like to know more about what we can do to help you or your loved ones please visit our website or give us a call on 028 9032 0184.



# Your Sponsorship really counts...

While some of our NICHS events ask for a minimum sponsorship amount, we do encourage you to raise as much money as you can, as every penny will make a difference.

## **Making a Difference**

For all the sponsorship money you raise you can pay in by one of the following methods that best suits you.

### **Payment by card**

Pay monies in by card with one of our NICHS staff at 02890 320184.

### **Lodge money at your local Bank of Ireland**

You can lodge your sponsorship money at your local Bank of Ireland into the NICHS account. Just give us a call on 02890 320184 and we can give you our details over the phone.

### **Cash Donations**

When you collect all of your sponsorship money, you are welcome to send us a cheque (made out to Northern Ireland Chest Heart & Stroke), call in or post to our headquarters at 21 Dublin Road, Belfast, BT2 7HB. You can also make donations over the phone. If you need any additional sponsorship forms or have a fundraising query – please contact us.

## **Online Giving**

To help your fundraising efforts we recommend that you create a personal page on one of the following;

- Just Giving
- Virgin Money Giving
- Bt My Donate
- Facebook

Online giving websites make fundraising easy, engaging and efficient. It provides fun, interactive and easy to use online fundraising tools to help people raise money for their chosen charity.

**JustGiving™**



# A<sup>An</sup>-Z of Fund raising

## A

Arts and Crafts Fair  
Auction

## B

Bag Pack  
Barn Dance  
Barbeque  
Beard Shaving  
Bingo Night  
Bike Race  
Board Games Night  
Bad Tie Day

## C

Cake Sale  
Car Boot Sale  
Car Park Fines  
Car Wash  
Card Game Night  
Carol Singing  
Casual Fridays at Work  
Computer Games Night  
Cinema Night  
Collection Cans  
Chest Wax

## D

Dance  
Darts Tournament  
Dinner Party  
Disco  
Dress Down Day  
Dog Walking

## E

Egg Hunt  
Eighties Night  
Exercise Class  
Egg and Spoon Race  
eBay for Charity

## F

Face Painting  
Fancy Dress Party  
Fashion Show  
Family Fun Day  
Film Night  
Five-a-side Football Match  
Flower Arranging Demonstration  
Fireside Quiz Night  
Fun Night

## G

Garage Sale  
Garden Party  
Girl Night In/Out  
Golf Tournament  
Guess the weight of...  
Give up a vice

## H

Head Shave  
Heroes and Heroines Party  
Health Promotion  
How many... (e.g. sweets in a jar?)

## I

It's a knockout competition...  
(quizzes, games or sports)

## J

Jazz Night  
Job Swap  
Jolly Jumper Party

## K

Karaoke Night  
Knitting Competition  
Keepy Uppy  
Keep Fit Class

## L

Ladies Lunch  
Leg Wax  
Line Dancing  
Lunchtime Quiz  
Limbo Competition  
Litter Picking

## M

Make Up Master Class  
Model Car Show  
Movie Night  
Murder Mystery Night  
Musical Night  
Mud Madness

## N

Netball Tournament  
Non-Uniform Day  
No Sugar Week  
Nineties Throw Back  
News Years Eve Party  
Nearly New Sale  
Name the Teddy

## O

Obstacle Course  
Office Olympics  
Office Party  
Old Fashioned Dance Night

## P

Pancake Party  
Pampering Party  
Play / Pantomime  
Pooch Pampering  
Pub Quiz  
Pin Badges  
Pupils vs Teachers  
Pyjama Party

# A<sup>An</sup>-Z of Fund raising

## Q

Quiz Night

Quiet Marathon (No talking for a set number of hours)

## R

Raffle

Raft Race

Rally Drive

Read-a-Thon

Record Breaking Attempt

Rugby Match

Rock the Red

## S

Sailing Race

Silent Auction

Sixties/Seventies Party

Spelling Bee

Sporting Sweepstake

Swimming Race

Schools Sports Day

## T

Table Quiz

Talent Competition

Theme Night

Three Legged Race

Treasure Hunt

Tombola

Ten Pin Bowling

Ten Thousand Steps Challenge

## U

Unwanted Gift Sale  
(we won't tell if you don't)

Uniform Swap Day

Ugly Hat Day

## V

Valentines Party

## W

Walking Challenge

Wax the Boss

## X

X Marks the Spot Treasure Hunt

X-Men Fancy Dress Party

## Y

Yes/No Competition

Yoga Marathon

Yard Sale

Yummy Mummy Night Out

## Z

Zorbing

Zip Wire





# Getting Started

**Congratulations, you've chosen how you are going to fundraise!! The hard part's over!**

Once you have chosen your fundraising activity give your local community fundraiser a call and take them through your plans. They'll be able to help and advise on what comes next and provide you with some fantastic materials.

We've got...

- Sponsorship Forms
- Balloons
- Posters
- Informational Leaflets
- Pin Badges
- Running vests/ T-shirts
- Collection Cans
- Stickers
- Banners
- Pens



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# How to set up an Online Fundraising Page

**You have decided what you want to do. Fantastic! Here are some helpful tips to power you on.**

Giving Pages are the easiest way to get sponsored and raise money online whether you are fundraising on your own, as a business or even as a family. You can choose to start fundraising with the following sites –

## JustGiving™

1. Click on 'Start Fundraising'
2. If participating in an organized event (e.g. the Belfast Marathon) look for the event in the "popular events" tab on the left-hand side of the page
3. Enter 'NI Chest Heart & Stroke' in the search box
4. Select 'NI Chest Heart & Stroke'
5. Enter your email address and click 'I'm new to this site' and continue using secure server
6. Follow the registration details for the site
7. Design your fundraising page, you might have a personal story to tell about a chest, heart or stroke related condition
8. Mention your event in your page title or personal story
9. Once you have completed all of the details on your fundraising page it can then be published and you'll be ready to receive online donations





Virgin is the easiest to use if you are fundraising for two charities.

To set up your fundraising page:

1. Choose 'fundraise' and select 'create a page'
2. Sign in using Facebook or set up an account
3. Enter the details of your chosen activity/ event or if you're creating your own event, select 'I'm doing my own thing'
4. Search your charity 'Northern Ireland Chest Heart & Stroke'
5. Select whether we helped towards the costs of your event
6. Finally select 'create my page'
7. To upload a cover photo – sign into your account, select your page and click 'change cover photo'



To create your fundraising page:

1. Click 'start fundraising' and select 'create my challenge'
2. Sign in using Facebook or create an account
3. Search your charity 'Northern Ireland Chest Heart & Stroke' and click on the us
4. Click on 'Your challenge' and select the relevant type of fundraiser and follow instructions
5. Title your page e.g. your name and upload a picture
6. You can add your target amount you want to raise
7. Add a personal message
8. Finally select 'publish'



With over 65% of the population currently using Facebook it has quickly become a key tool for fundraising and promoting events.

To create a fundraiser for a charitable organisation:

1. Click Fundraisers in the left menu of your News Feed
2. Click Raise Money
3. Select Nonprofit/Charity
4. Select or type Northern Ireland Chest Heart and Stroke
5. Upload a cover photo and fill in the fundraiser details – similar to Just Giving, make sure and put as much detail as possible into your description
6. Click Create

## Helpful hints to give your fundraising a boost. It's going to be great!

### 1. Take a snap

Upload a profile picture is linked to a 23% increase in page value.



### 2. Tell your story

Explain why you are raising money, how you are doing it, and why the cause means so much to you.



### 3. Smash your target

Setting a target donation amount can result in a 45% increase in page value.



### 4. Add a summary

Give your supporters a quick snapshot of what you're doing and why. Doing this is linked to a 36% increase in page value.



### 5. Update your friends

Been out training or have some news about your fundraising? Posting updates to keep your friends interested can lead to an 8% increase in page value per update.



### 6. Share your page

Share your page on social media with all your friends and family. The more people that know about your fundraising, the more donations you'll attract.



### 7. Tick the 'Gift Aid' box

By ticking the Gift Aid box the Government adds 25% to your donations, at no extra cost to you!



### 8. Signatures

Work email signatures are a great way to spread the word about your fundraiser. Add what you're doing, your picture, and link your online giving page.



### 9. Include ALL donations

Make sure you include the donations you've received by cash and cheque so that all of your efforts can be seen.



### 10. Ask friends, family & colleagues

Asking someone to be the first to donate can be hard but once you get a good amount then many tend to follow.



### 11. It's all over...or is it?

Once you've completed your event, don't delete your page straight away, give it a few weeks as a lot of donations can come in.



Donations are subject to % charges from the provider and card fees may be applicable.



# Other Ways to Increase Your Fundraising

## Gift Aid

Northern Ireland Chest Heart and Stroke can claim Gift Aid on donations made by cheque, cash, and credit or debit card. This fantastic charity initiative allows us to claim back an extra 25p from the Government for every £1 that you've donated. That means that if you donate £100 and include a Gift Aid form NICHHS will actually receive £125 at no extra cost. It's so simple and easy to do using the NICHHS sponsor forms or we can provide you with specific Gift Aid forms. If donating online your supporters will be asked to tick for Gift Aid donating.

## Matched Donations

Make sure to ask your employer if your company has a match giving scheme. This simply means that your employer will match whatever fundraising money you raise. NICHHS can send you an authorisation letter to confirm with your employer that you are raising funds.

## Local Sponsorship

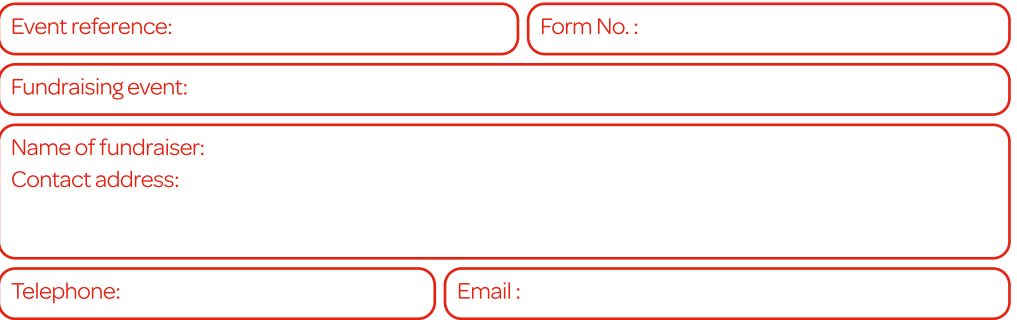
Why not ask some of the local businesses in your area if they will sponsor you? Offer to include them in your promotion or to include their logo on any promotional materials that you create. Ask them to help you in promoting your event, to help in paying to hold the event or to provide prizes for raffles or quizzes.

## Traditional Media

Make sure you promote your fundraising event to your local newspaper, radio or TV station as they're a fantastic tool to get your local community involved. Write or call them explaining your fundraising event and why you are doing it! If you would like some guidance on how to write a press release call us and we will be happy to help you.







**Please tick the box headed 'Gift Aid' (✓)**

[illegible]

**Full name Including title + Home Address + Postcode + ✓  
= GIFT AID**

Total	£	Date Donations given to Charity
Gift Aid	£	--/--/----

# Northern Ireland Chest Heart & Stroke

[illegible]

## REMEMBER!

**Full name Including title + Home Address + Postcode + ✓  
= GIFT AID**

Total	£	Date Donations given to Charity
Gift Aid	£	--/--/----



**We're your local charity  
for the care and  
prevention of chest, heart  
and stroke illnesses**

# Thank you for your support

Please return your sponsorship form to:

**NORTHERN IRELAND  
CHEST HEART & STROKE  
21 Dublin Road  
Belfast  
BT2 7HB**

Registered Charity No. **NIC 103593**  
Web: **[www.nichs.org.uk](http://www.nichs.org.uk)**

For office use only

Gift Aid 1	Gift Aid 2	Total Gift Aid



Chest  
Heart  
Stroke

We're your  
charity for  
and prevent  
chest, heart  
stroke illness

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ON YOUR  
SIDE**

[www.nichs.org.uk](http://www.nichs.org.uk)





**Belfast Office**

21 Dublin Road  
Belfast  
BT2 7HB

**T.** 028 9032 0184

**E.** [mail@nichs.org.uk](mailto:mail@nichs.org.uk)

**[www.nichs.org.uk](http://www.nichs.org.uk)**

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