

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

Contents:

- About us
- Your Sponsorship really counts
- A-Z of fundraising
- Getting Started
- Promoting your Fundraiser
- Sponsorship form



Chest
Heart &
Stroke



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 or even drop in to say hello at our Belfast office: 21 Dublin Road, Belfast BT2 7HB

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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 90% 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.



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 you fundraising efforts we recommend that you create a personal page on one of the following:

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

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

JustGiving™

JustTextGiving™
by **vodafone**

moneygiving

mydonate

facebook

Northern Ireland Chest Heart and Stroke Today

Today, NICHS works with local communities to help those that are suffering from a chest, heart or stroke condition. It's difficult to believe, but right now, there are 200,000 people living with one or more and 40% of all adult deaths are directly related to these illnesses.

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.

At Northern Ireland Chest Heart and Stroke 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 Northern Ireland Chest Heart and Stroke needs to raise a minimum of £3million and 85% comes from local people like you!

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

NICHS 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 spend sustaining the infrastructure that allows those support local people.

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



A-Z of Fund raising

Chest
Heart &
Stroke

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

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 parts 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



WE'RE ON YOUR SIDE



Promoting your Fundraising

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 illness
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.



JustTextGiving™ by Vodafone

Boost your Just Giving Page by text donating. It is easy and simple.



1. Make a page
2. Personalise your text code

3. Share it far and wide



4. Your supporters do the rest.





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 your 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' ad 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 your 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 it 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 asked to tick for Gift Aid donating.

Matched Donations

Make sure and 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.





SPONSORSHIP FORM



Event reference:

Form No. :

Fundraising event:

Name of fundraiser:
Contact address:

Telephone:

Email :

BOOST YOUR DONATION BY 25p OF GIFT AID FOR EVERY £1 YOU DONATE
Please tick the box headed ‘Gift Aid’ (✓)

If I have ticked the box headed ‘Gift Aid ✓’, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Northern Ireland Chest Heart & Stroke to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Title, First Name & Surname	Sponsor's Home Address (only needed if gift aiding your donation)	Town	Postcode	Amount Given	Date Given (dd/mm/yy)	Gift Aid*
Mr John Smith	21 Dublin Road	Belfast	BT2 7HB	£10	30/04/12	✓

REMEMBER!
Full name + Home Address + Postcode + ✓
= **GIFT AID**

Total

£

Date Donations
given to Charity

Gift Aid

£

--/--/----

[illegible]

REMEMBER!

**Full name + 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**

For office use only

Gift Aid 1	Gift Aid 2	Total Gift Aid





Belfast Office

21 Dublin Road
Belfast
BT2 7HB

T. 028 9032 0184

E. mail@nichs.org.uk

www.nichs.org.uk

Follow us:

 Facebook www.facebook.com/Belfast.NICHs

 Twitter [@nichs.tweet](https://twitter.com/nichs.tweet)

 LinkedIn [linkedin.com/company/northern-ireland-chest-heart-and-stroke](https://www.linkedin.com/company/northern-ireland-chest-heart-and-stroke)