

# Your Fundraising Guide

Everything you need to start fundraising for us



**WE'RE  
ON YOUR  
SIDE**

.....  
**Almost 90%**  
of our work relies on donations from the public.

Chest  
Heart &  
Stroke

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Chest  
Heart &  
Stroke



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

**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 fundraising team at [communityfundraising@nichs.org.uk](mailto:communityfundraising@nichs.org.uk)**

## 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. We Care
2. We Prevent
3. We Research
4. We Campaign

The need for our services has never been greater. We know the need for our charity 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 almost 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 your fundraising efforts we recommend that you create a personal page on one of the following:

- Just Giving
- 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.



### Our Charity Today

Today, we work 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 your help...

### Where Your Money Goes

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.

We are your local charity – every penny raised will be spent in Northern Ireland.

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.



# A<sup>An</sup>-Z of Fundraising

## 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  
Girls' Night In/Out  
Golf Tournament  
Guess the weight of...  
Give up a vice

## H

Head Shave  
Heroes and Heroines Party  
Health Promotion  
Host a Heartfelt Healthy  
Morning Break  
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  
Red Dress Fun Run  
Rock the Red  
Rugby Match  
Run to Remember

## 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

Valentine's 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



**WE'RE ON YOUR SIDE**



# How to set up an Online Fundraising Page

**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 organised 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



**To create a fundraiser for us:**

On a desktop or laptop or mobile phone browser:

1. Go to Facebook.com and login to your account
2. Go to [www.facebook.com/fund/NorthernIrelandChestHeartandStroke/](http://www.facebook.com/fund/NorthernIrelandChestHeartandStroke/)
3. Enter your fundraising target, select the correct currency, and choose your end date for your fundraiser.
4. Enter a Title for your fundraiser and fill in why you are choosing to fundraise for us - include your own personal story if you have one.
5. Upload a photo under 'Cover Photo' if you wish, or use the preselected one.
6. Click 'Create'.

In the Facebook Mobile App:

1. Click on the Menu button
2. Scroll down and click on 'Community resources'.
3. Tap on 'Fundraisers'.
4. Tap 'Create Fundraiser'.
5. Search for and select 'Northern Ireland Chest Heart and Stroke'.
6. Upload a photo if you wish and fill in your fundraiser title and description - include your own personal story about why you are supporting us if you have one. Enter your goal amount, currency and end date.
7. Click 'Create'.

We try to keep these guides as up to date as possible, but as these websites often undergo changes and updates, the steps required to set up a page may change. If you get stuck, please just contact us at [communityfundraising@nichs.org.uk](mailto:communityfundraising@nichs.org.uk) or call 028 9032 0184.

## 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

We 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, we will actually receive £125 at no extra cost. It's so simple and easy to do using the NICHS 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. We 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.



**Almost 90%** of our care and prevention services and research are funded exclusively by public donations.

**Find out how you can support us at  
[www.nichs.org.uk](http://www.nichs.org.uk)**

**Follow us:**

-  Facebook: [www.facebook.com/NorthernIrelandChestHeartandStroke](http://www.facebook.com/NorthernIrelandChestHeartandStroke)
-  Twitter: @nichstweet
-  Instagram: @nichestheartandstroke
-  LinkedIn: [www.linkedin.com/company/nichs](http://www.linkedin.com/company/nichs)
-  TikTok: @nichestheartandstroke

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