

FUNDRAISING FOR SHAKESPEARE SCHOOLS FOUNDATION

1. Set a target and plan how you'll get there

Start your fundraising as early as possible and set an ambitious fundraising target for what you'd like to achieve. Break your target down into manageable chunks, and think about who you will engage with different fundraising activities – friends and family, colleagues or the local community – as well as how these different sets of people can help you to reach your goals.

2. Create an online fundraising page with JustGiving or Virgin Money Giving

- Tell your personal story as to why you are fundraising for SSF
- Describe the impact a donation will have on the young people we work with
- Add a photograph or two
- Publicise your fundraising target – this can include money raised on and offline

3. Don't be afraid to share – and share again!

Share your online page and fundraising target on Facebook, Twitter, Whatsapp and other social media sites. Research suggests that people need to be asked three times to make a donation, so share on multiple days and at different times of the day. Thank those who give publicly to encourage others to also donate.

4. Contact friends, colleagues and neighbours personally

There will be some of your contacts who don't use social media or for whom it is not the right approach to get a response. Ask for sponsorship face-to-face where you can and follow it up with an email link. Send emails to ask directly for a donation as this will also help you to reach your target. Make emails as personal as you can: it is more effective to send individual bespoke emails than dashing off a 'Dear all' email to everyone in your contacts.

5. Think beyond online

Relying on donations from friends and family will only get you so far. Think about holding a movie night or hosting a dinner party, and asking for donations. You could offer a service such as spring cleaning and charge for your time as a great way to get you to your target. You could also ask your workplace to support you in your fundraising.

6. Make your fundraising seasonal – and a bit different!

Think about seasonal activities. You could plan a Halloween-themed pub quiz, carol singing with a collection bucket at Christmas, Shrove Tuesday pancake sale at work or sweepstakes around national sporting events.

Think of creative ways to ask people for money. You could suggest your colleagues make a donation to come to work dressed down (or dressed up!) or bake every person who donates a

cupcake as a thank you. You could encourage your supporters to help you reach a certain target, e.g. I'll race in fancy dress if I reach £1,000.

7. Recognise those who donate

Make sure you say a personal thank you to each person who donates. You could also include a short message letting them know what their donation means to SSF. A public thank you on social media will act as a prompt to others to give but, however you do it, make sure you contact each person who donates to thank them for their gift. You could also encourage your supporter to share your fundraising page with their contacts.

8. Let us help you

We are very grateful for your support of SSF and can help you by providing details of how donations make an impact. We can quantify what a specific amount will achieve in our work which can help you to encourage gifts and thank those who donate. We can also share your story on social media and by email – the more interesting your story, motivation or fundraising activity, the further it will go!

9. Keep up the momentum

Update your online fundraising page with details of how your training is going to make sure your requests stay current. Your supporters will also be more likely to share your page if it's up-to-date.

20% of donations come in after a race has been run, so remember to follow up with stories and photos of how you did as this will encourage those final gifts to come in. You could send out details of the time you achieved with a "It's not too late to donate" message.

10. Thank you

Keep in touch to let us know how you're doing! We really appreciate all your fundraising efforts: every donation helps us to transform the lives of young people across the UK so thank you very much for your hard work. Best of luck with your training and fundraising!