

Transform young lives with your fundraising!

How to get started

Welcome to the **IntoUniversity** fundraising toolkit, designed to give you everything you need to be successful in your fundraising.

Fundraising is great fun, very rewarding and doesn't have to take up much of your time. Whatever challenge you decide to participate in and no matter how much money you raise, you will be fundraising knowing that every single penny helps young people from the poorest homes in England to achieve their potential.

This guide provides all the information you need to fundraise for **IntoUniversity**.

Four stages for successful fundraising:

1. Pick a challenge
2. Advertise your challenge
3. Asking for and collecting donations
4. Thank your supporters

1. Pick a challenge:

At work, with friends, with family, in the community or on your own!

- Keen cyclist? Why not take on a sponsored bike ride?
- Want to get the whole office involved? Why not have a sponsored silence or a dress down day?



2. Advertise your challenge:

→ SET UP A FUNDRAISING PAGE

Setting up an online fundraising page through our bespoke fundraising platform, Charity Checkout, at <https://intouniversity.charitycheckout.co.uk/profile> makes it easy for you to collect sponsorship money and donations. Alternatively you can use Just Giving or Virgin Money Giving. A fundraising page allows you to tell your story, set a target and share your progress. People who choose to give via your online giving page also have option to sign up to Gift Aid. This will increase their donations by 25% at no extra cost and make a huge difference to your overall target.

→ PUBLICISE YOUR CHALLENGE

The more people who know about your fundraising, the more money you will raise. Here are three cheap and easy ways of promoting your page through your contacts:

- Email your fundraising page to everyone you know.
- Link your fundraising page to your **Facebook** and **twitter** account to make it easy for you to ask your friends to sponsor you.
- Add your fundraising page details to your work **email signature**.

3. Asking for and collecting donations:

→ PROMOTING YOUR FUNDRAISING AT NO COST TO YOU

- Ask people who can give more first – the first sponsorship amount on the list is often used as the benchmark amount other people will follow.
- Ask your close friends, family and work colleagues to canvass on your behalf and to spread the word about your fundraising.
- If your company has an internal newsletter, ask them to write or include an article about your fundraising. Use your work intranet and office space to promote your fundraising to colleagues.
- Use your social networks: tweet updates of your target, post messages on your Facebook wall, write a blog about your training journey. Ask friends to 'follow' **IntoUniversity** on twitter and 'like us' on Facebook – we can keep them up to date about our work and promote your fundraising target and donation page. Social media is an amazingly powerful tool to promote your event.



→ ASK WORK TO MATCH YOUR FUNDRAISING

Why not ask your workplace to match-fund any donations you get: for every £1 you raise they give you £1 - easy! Employers can match any donations made to charities by their employees, whether this is from fundraising, Payroll Giving, one-off donations or volunteering. This is very easy to set up with most of the Payroll Giving agencies, who will tailor the services they offer to your company's exact requirements.

4. Thank your supporters

Please don't forget to thank your donors and everyone who supported you throughout your event. It is also important to let people know how well you did – they can still sponsor you after the event! Make sure you tell people how much they have helped to raise. If you would like us to thank any of your donors, please let us know and we will be happy to provide details of the impact that their donations have had.

→ SENDING US YOUR DONATIONS

We will automatically receive donations made via your fundraising page so there is no need for you to do anything.

If you have cash or cheques to give to us after your event, here are the options:

- Send us a cheque for the total amount of cash you have raised (please make the cheque out to **IntoUniversity** and send it to **IntoUniversity Head Office, 95 Sirdar Road, London, W11 4EQ**)
- Transfer the funds raised to the following bank details, include your name as the reference and send a remittance to **finance@intouniversity.org**:

Bank: Lloyds Bank

Account Name: Into Uni

Sort Code: 30-99-66

Account Number: 60635360

Good luck with your fundraising journey and thank you for choosing **IntoUniversity**! For more information please do not hesitate to contact us at fundraising@intouniversity.org or on 020 7243 0242.