

YOUR FUNDRAISING GUIDE



TOGETHER WE CAN MAKE A DIFFERENCE

SUPPORT MEDICAL RESEARCH
AT QUEEN'S UNIVERSITY BELFAST

In aid of



DEAR FUNDRAISER

THANK YOU

for your interest in fundraising for the medical research programmes here at Queen's. The Queen's University of Belfast Foundation is our registered charity and 100% of the funds you raise will be directed to the disease area of your choice.

We greatly appreciate the work that individual fundraisers and families carry out on our behalf. Your support will help us to continue our life-changing research into many of the diseases we face today. Improving outcomes for patients lies at the heart of everything we do. Our researchers are developing diagnostic tests and new treatments for cancer, lung disease, multiple sclerosis, eye conditions and diabetic

complications. For more information on any of these, visit the webpages for our Centre for Cancer Research and Cell Biology and Centre for Experimental Medicine.

We hope that the information in this Fundraising Guide will help you to get started. If you have any queries, please contact Alice O'Rawe.

We look forward to hearing about your successes and welcoming you to Queen's to update you and show you the impact of your support.

Thank you again for choosing to fundraise for Queen's. Together we can make a difference.

Good luck!

Alice O'Rawe
028 9097 5233
alice.orawe@qub.ac.uk



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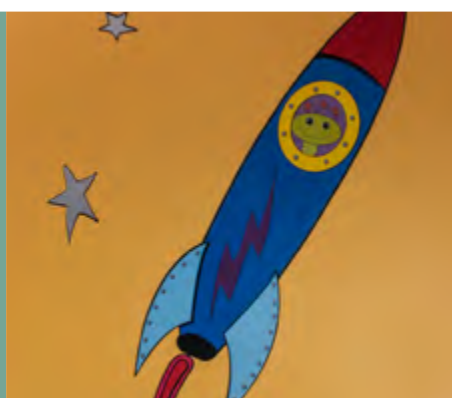
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Sponsorship Form



Donation Form

TOP FUNDRAISING TIPS

1

Consider how much time you have to spare – some events can take a long time to organise whereas simpler ones can be planned much more quickly.

2

Think about the scale of your event. If it is your first ever fundraising experience, you may wish to keep it simple.

3

Try and pick an activity that you enjoy – you could do a sponsored cycle or take part in a marathon.

4

Try to reduce your costs by asking individuals or local businesses to donate items you will need or to sponsor your activity.

5

Work out a budget for your event and set yourself a fundraising target. This should help you decide whether the event you are planning is the right one for you.

PLANNING YOUR EVENT

THINGS TO CONSIDER



VENUE

- Do you need a venue?
- Is it the right size?
- How much will it cost to use?
- Is it confirmed?

PEOPLE

- How much support do you need?
- Who will the event appeal to?
- Do you know anyone who can provide raffle prizes/ sponsorship?

MONEY

- How much are you hoping to raise?
- How will you collect the money?
- Will you receive the money before/after the event?
- How much is the fundraising activity going to cost?

THE EVENT

- Make a plan to work out who is going to do what and by when
- Think of ways you can publicise your event. Local radio and newspapers are always keen to hear from people raising money for charity
- Try to ensure that your event does not clash with other major activities – school holidays, sports tournaments etc.

JustGiving™

FUNDRAISING

ONLINE

Creating a JustGiving page online is one of the fastest, easiest and cleverest ways to raise money for The Queen's University of Belfast Foundation. By making a page and sharing it online, anyone from anywhere in the world can donate using a credit/debit card.

justgiving.com/qub

JustGiving sends donations straight to Queen's and adds Gift Aid to every eligible donation.

All you need to do is create a page and share the link with everyone you know (via email, Facebook, Twitter etc). You will be able to see at a glance how much you have raised at any given time, who has sponsored you and any comments they have added to encourage you.

Here's how to create your page:

- 1 Go to the web address (shown above) and you will see examples of what other people are currently doing to support Queen's.
- 2 Click '**Fundraise for us**' to start creating your own page. If you are fundraising for an official event, select '**Taking part in an event**' and choose your event. If you are fundraising in another way (doing your own thing, celebrating a personal occasion) then simply select the relevant button.
- 3 If you are new to JustGiving, enter your email address, fill in your details and choose a password. If you already have an account, log in.
- 4 Choose a web address for your fundraising page and click '**Create your page**'
- 5 Go to your account and personalise your page with a message about what it is that you are doing and why. This will help people connect with you and will encourage them to give. Include how much you hope to raise and add an image of yourself for a more personal touch. Make your page stand out, give people enough information about what you are doing to encourage them to give, but do not overload them.
- 6 A 'thank you' message is already set up and is automatically sent to anyone who donates. Make sure you personalise this as people will appreciate it more.

MAXIMISING YOUR FUNDRAISING MONEY



Help us to make the most of your donation through Gift Aid. This increases the value of your gift by 25% at no extra cost to you. We can claim Gift Aid on all donations made to your sponsored event as long as the donors are UK taxpayers.

It's really easy to do - simply follow the steps below:

- Ask sponsors to tick the Gift Aid box on your sponsorship form when they sponsor you
- Each individual must complete their own details
- Write their full name and title
- Include their home address with full postcode
- If a number of sponsors/guests live at the same address, they must each complete the address and postcode fields. Avoid (" ") ditto marks.
- Return your sponsorship form when all donations have been collected. We cannot claim Gift Aid otherwise.



Matched donations

Some employers match fundraising money raised by their employees pound for pound. So when you are doing your fundraising why not ask your employer if they will match the funds you raise?

PROMOTING YOUR EVENT

- Create flyers and posters. Remember to display Queen's full name and registered charity number on all event publicity.
- Use social media sites such as LinkedIn, Twitter and Facebook – these provide great free publicity.
- If your company has an intranet or newsletter let them know about your event to increase awareness amongst your friends and colleagues.
- Getting local press coverage helps to publicise your event and raises the profile of our work.
- We have t-shirts with our logo available in sizes small to extra-large.



Tips for creating posters

To help you, we have provided templates for an A3 poster and an A5 flyer. You can personalise this for your own event.

- Present clearly what the event is and what you are raising money for.
- Include important details such as date, time and venue.
- Use an image - this needs to be higher quality for printing than for viewing online.

[DOWNLOAD A3 POSTER TEMPLATE](#)

[DOWNLOAD A5 FLYER TEMPLATE](#)

Logos

If you would like to use our fundraising logo on any of your materials this can be obtained from Alice O'Rawe.

We have a process in place to make sure only those fundraisers approved by Queen's may use our logo.

Alice O'Rawe

028 9097 5233

alice.orawe@qub.ac.uk



FUNDRAISING AND THE LAW

HEALTH & SAFETY

While we appreciate your support, we would like to remind you that Queen's cannot accept liability for any loss, damage or injury as a result of any fundraising activity that you undertake.

Before hosting your event it's a good idea to check the venue for health and safety hazards.

- Is it wheel-chair accessible?
- Are first-aid provisions and emergency evacuations available?
- What kind of insurance does the venue owner have and will it cover the potential risks of your event?

COLLECTIONS

It is illegal to carry out house-to-house or public street collections without a licence from the PSNI.

RAFFLES

If your raffle is being held within a 24-hour period in a single venue and is part of another event, you can use cloakroom tickets. Tickets should never be sold for more than £1 each. If your raffle lasts longer than 24 hours, you will need to obtain a local lottery licence and print tickets. There are also a number of things that must legally be printed on such tickets.

FOOD & ALCOHOL

Check if the venue is licensed or contact your local council to obtain a temporary licence. To prepare and serve any food (or hot drinks) to the public take care to have a good understanding of food hygiene. Contact your local council for food hygiene regulations at events, or see www.food.gov.uk

ENTERTAINMENT

Check whether your event requires a Public Entertainment Licence.

SENDING IN MONEY

AFTER AN EVENT



Donations by post

Please make cheques payable to 'The Queen's University of Belfast Foundation'. Include any completed sponsorship forms and donation forms and post to:

Health Fundraising Team

Development and Alumni Relations Office
Queen's University Belfast
University Road, Belfast
Northern Ireland BT7 1NN

THANK YOU

Your fundraising efforts mean a lot to us. Your help will ensure that we continue our life-saving work and improve outcomes for patients locally and beyond. We will send you an acknowledgement thank you letter when we have received your donation.

Or by calling the Health Fundraising team

028 9097 5233