



Your Guide to Fundraising

How to plan and promote your next fundraising activity for Rose Road

70
YEARS



Rose Road
Association

Making a positive difference to
the lives of young disabled people



Thank you



for thinking of fundraising for the Rose Road Association!

Every year we need to raise **over £500,000** to help keep all of our services running. It is only with your support that we can help more disabled children and young people, and their families, to live a life without barriers.

This guide is designed to give you all the inspiration and information you need to make a success of your fundraising journey. However, our friendly fundraising team are always on the other end of a phone or email if you need any help.

 023 8072 1202

 fundraising@roseroad.org.uk



Good luck!

from the Rose Road
Fundraising Team

Getting started



Want to plan your own event or need help fundraising for an organised event you've signed up to? Use this handy flow chart for a successful start!

Who?

Are you doing this alone or do you know others who could get involved with you?

What?

See our fundraising ideas for inspiration, and plan the event start to finish.

When?

Choose a time & date suitable for the event. Check local events to ensure no clashes.

Where?

If running your own event, speak to local venues, find out what space works for you.

Why?

Find out how your fundraising supports our work so you have a compelling story.

How?

What do you need for the day? How will you get it there? Will you need help to do this?

Target

How much will you try to raise? Think about what time and resources you have.

Expenses

Be sure to consider your expenses when setting your event budget and target.

Giving page

Make it easy for people to donate online with an Enthuse or JustGiving page.

Get Social!

Share your event on Facebook, Instagram & Twitter to help spread the word.

Local Community

Use our templates to make promotional materials and place them locally.

Share updates

Keep people up to date with any progress and share the link to donate regularly.

Fundraising ideas



Feeling sporty, crafty or up for an evening of fun? We have fundraising ideas to suit everyone!

Take on a **Challenge**

Complete a run, swim, cycle or walk. Or even a skydive, abseil or obstacle course challenge. Check out what challenge events we have that you can sign up to at [roseroad.org/events](https://www.roseroad.org/events)



Test your **Endurance**

Complete a danceathon, a knitathon, a sponsored silence, or even a bouncy castle marathon! People could sponsor you per metre, mile or hour!



Fundraise **at Work**

Run a sweep stake, raffle, bake-off, pyjama day, swear jar, sports tournament or quiz and collect donations from colleagues to take part.



Make a **Night of it**

Throw a themed party, a murder mystery night, wine tasting, dinner and dance, BBQ and show, comedy evening, or quiz night. You can collect sponsorship through entry fees, team fees or open donations.

Resources

The Rose Road fundraising team can provide you with leaflets, banners and posters, sponsorship forms, Gift Aid envelopes, t-shirts and running vests. Email us at fundraising@roseroad.org.uk, call 023 8072 1202 or visit our website for more information.

Promote your event



It's important to spread the news of your event to get support and encourage donations online and offline.

 **enthuse** Set up an Ethuse or JustGiving page to collect donations

JustGiving You can set up an online fundraising page via our preferred partner Enthuse at **theroseroadassociation.enthuse.com** or via JustGiving at **www.justgiving.com/roseroad**. You will need to create an account if you don't already have one. Make sure you personalise your story to give your supporters a compelling reason to donate and share it across social media.

Need help with this? Call us on 023 8072 1202 or email fundraising@roseroad.org.uk for help with setting up a page.




Use social media to spread the word

Set up a Facebook event, Tweet about your event, or even log your progress on Instagram (especially if you are undertaking a long challenge like a walk or cycle). Take lots of photos!

Remember to add a link to your online donation page in your social media profile / bio.

Remember to make any posts about your event public and tag us so we can find and share your content:

 @RoseRoadAssocation

 @roseroad_association

 @Rose_Road

 @the-rose-road-association

Share your event in any local community Facebook groups that you are a member of.



Have a presence in your local community

Use our empty belly posters (which can be downloaded from our website) to make a poster and put it up on community notice boards in village halls, supermarkets and clubs.

Check what local flyers come through the door and ask if you can advertise your event in there.

Collecting money



Find out how you can collect sponsorship and pay money in to Rose Road.



Donations through Enthuse or JustGiving



Don't worry, you don't need to do anything. Enthuse and JustGiving will automatically send funds to us regularly.



Collecting & paying in cash sponsorship

If you have collected cash sponsorship and have a lot of notes and coins, you can pay it in to your bank (many have coin counting machines) and then make a BACS payment (online bank transfer). Please contact us to get our bank details. Alternatively, you can send us a cheque for the value, payable to 'Rose Road Association'. In some cases, we can arrange for you to bring it to us the Bradbury Centre. Just give us a call!

giftaid it Remember Gift Aid to boost the value of donations!

Remember to encourage your sponsors to Gift Aid their donations (if they are eligible) as this will enable us to claim an extra 25p for every £1 they donate as part of the Government's Gift Aid Scheme at no extra cost to them.



When people ask me what Rose Road means to me, it's hard to put it into words. I don't know where we would be without the care they give Gemma. I am so grateful to them for playing such an important part in our lives.



Gemma's Mum



The small print stuff



Of course, the best part of any fundraising event is the fun! But, there are important things you need to do to stay safe and legal when planning your own event.



Keep within the law

Please contact your local authority for information on any licenses, permits and regulation information that might be required for your event, especially with regard to selling raffle tickets or collecting money.



Be respectful

If you are using a venue or public area, remember to give notice of any noise or late finishes. Take any litter away with you and be environmentally conscious. Do not approach people on the street to ask for money.



Financial security

Only get sponsored by people you know (and their friends) and collect money using a secure online platform like JustGiving. Do not carry large amounts of cash or valuables on your person.



Insurance

If you are organising your own event, please check whether or not you will need to arrange your own insurance, such as Public Liability Insurance. Please note Rose Road can not accept liability.



Data Protection

When collecting sponsorship forms, you may hold a lot of personal information. Make sure you store it safely and control who has access to it.

FAQs



Still have some questions about organising your own fundraising event? Read these FAQs or please get in touch with us directly at **fundraising@roseroad.org.uk**.

How do I choose an event to organise or take part in?

Use our fundraising ideas in this pack for inspiration, or take a look at our events listed on our website at roseroad.org.uk/events. Why not ask friends, family or colleagues if they will help you?

How do I tell people about what Rose Road does?

You can take text from our website and use it in your social media posts and on your JustGiving story too.

What if I am ill/injured and can't take part in an event?

Please let us know as soon as possible as we might be able to defer your place to a future event.

Can you send me a t-shirt or running vest?

You can order free t-shirts or running vests when you register for some of our challenge events, or speak to the fundraising team if you'd like one for a challenge you are organising.

Can someone from Rose Road attend my event?

We have a very small team and so our availability is limited, but please do ask us well in advance and we'll do our best to be there.

What happens after my event?

We will aim to be in touch within a week of completing the event and sending in the proceeds. Please send us photos and we'll aim to share them on our social media pages as a further thank you.

...and finally!



Thank you again for thinking of fundraising for Rose Road, your support is so important to us.

Our dedicated fundraising team are on hand through your whole journey to contact for advice and support.

Email **fundraising@roseroad.org.uk**

Call **023 8072 1202**

Find more downloadable resources, information and guides online at **roseroad.org.uk/fundraise**.



Rose Road Association

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Registered Charity No 276172

www.roseroad.org.uk/fundraise

Registered with



FUNDRAISING
REGULATOR