



Your Guide to Fundraising

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



Charity Number 276172

Rose Road
Association
Making a **positive** difference to
the lives of young disabled people



Thank you

for choosing to fundraise for Rose Road!



You will be helping to keep our services running and provide the best opportunities for disabled children and young people, and their families, to thrive, feel a sense of belonging and achieve their aspirations through new, exciting experiences with us.

This guide is designed to give you all the inspiration and information you need to make a success of your fundraising journey, whether you're planning your own event or taking part in a Rose Road challenge event. Our friendly fundraising team are always here to help.

 023 8072 1202

 fundraising@roseroad.org.uk



Good luck!

from the Rose Road
Fundraising Team

Fundraising ideas



Are you planning to fundraise for us but need inspiration about what to do? We have ideas to suit everyone!

Take on a Challenge

Complete a run, swim, cycle or walk, or even a skydive, abseil or obstacle course challenge. We run lots of events like this that you can sign up to at: roseroad.org.uk/events



Test your Endurance

Hold a danceathon, knitathon, 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, crazy hair day or pub quiz and collect donations from colleagues to take part.



Make a Night of it

Throw a themed party, murder mystery night, wine tasting, dinner dance, comedy evening, or quiz night and charge entry fees or hold a raffle to raise your funds.



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 download more printable resources from www.roseroad.org.uk/resources.

Getting started



Whether it's your own event or you're fundraising for an organised event you've signed up to, use this handy flow chart for a successful start, and find more support at www.rosoroad.org.uk/resources

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?

Tell people how your fundraising supports our work with 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 with an Enthuse online giving page.

Get Social!

Share your event on Facebook, Instagram, LinkedIn, X or TikTok to spread the word.

Local Promotion

Place posters in your workplace or get a coin box for your local pub etc.

Share updates

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

Collecting money



How to collect online sponsorship and cash donations



Collect Donations through Enthuse

Online giving pages are by far the most popular and easy way to collect donations. We use Enthuse for this. Our Enthuse homepage can be found at www.roseroad.org.uk/enthuse.

If you are organising your own event, go to our page, click on 'Fundraise for us' and follow the steps to set up your page.

 [Fundraise for us](#)

If you have signed up to one of our sponsored challenge events, an Enthuse fundraising page will be set up for you.

Further **important guidance on this** can be found on the next page, to help you make the most of your fundraising.



Collecting & paying in cash sponsorship

You can collect cash sponsorship using our paper sponsorship form. You can pay the cash in to your bank account (many have coin counting machines) and either make an online BACS transfer to us (ask us for our bank details), send us a cheque for the value payable to 'Rose Road Association', or we can arrange for you to bring cash to us the Bradbury Centre. Just give us a call!

You also need to post or email us a copy of your paper sponsorship form so we can attach this to your donation record.

gift aid it

Remember Gift Aid to boost the value of donations!

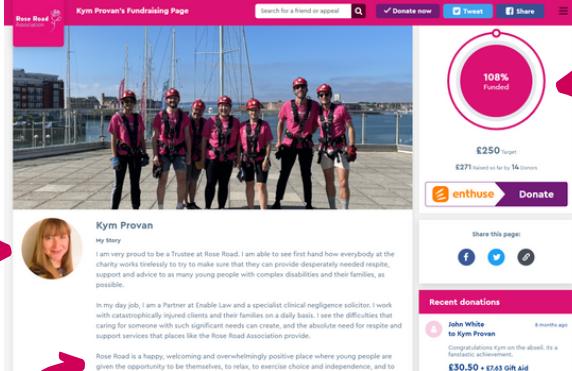
Remember to encourage your sponsors to Gift Aid their donations where eligible, which will enable us to claim an extra 25p for every £1 they donate from the government at no extra cost to them.

Your Enthuse page



How to make the most of your Enthuse giving page to maximise donations

Choose a clear profile photo that shows people who you are



Set a target that will be displayed on your page

Tell a compelling story

Enthuse provides you with ready-placed text on your page, but please add your own personal message or reason as to why you are fundraising with a sentence or two explaining your motivation and/or connection to Rose Road.

Track and thank donations made to your page here

Personalise your page's URL (Enthuse web address)

When you set up your fundraising page, you can choose to personalise the final part of your Enthuse page URL with your own name, team name, business name etc., e.g.

<https://theroseroadassociation.enthuse.com/pf/bobs-abseil>

Ask us for a shortlink and QR code

If you're printing out posters, it's really handy to have a clear 'shortlink' e.g. www.roseroad.org.uk/bobs-abseil, which looks more legible, and a QR code to enable people to find your page easily while on the go. Just email us to ask for these and we'll add them to a poster for you too.

Promote your event



Spread the news of your event to get support and encourage donations.



Use social media to spread the word

Set up a Facebook event and/or share regular posts about your challenge. Include stories and quotes about Rose Road (found at www.roseroad.org.uk/resources) that explain the difference donations could make. Remember to include photos of you and **always** include a working link to your online donation page.

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

 @RoseRoadAssoction

 @roseroad_charity

 @roseroad_association

 /company/rose-road

Share the event in any Facebook groups you're a member of.



Have a presence in your local community

Use our empty belly posters, which can be downloaded from www.roseroad.org.uk/resources, to make a poster and put it up at your workplace, local pub, gym or club etc to raise awareness of your event.



They really take the time to get to know Lola and give her opportunities to do things she'd never do with us. It's lovely to see how much she clearly feels happy, safe and comfortable there. I can not find enough good words to say, it's been a game changer.

Lola's Mum



FAQs



Still have some questions about fundraising? Read our FAQs or please get in touch at **fundraising@roseroad.org.uk**.

Can I use the Rose Road logo to promote my event?

Yes, we have a range of special logos you can download and use to show your event is in aid of Rose Road, along with some guidelines to how to use it. Find these at **www.roseroad.org.uk/resources**

How do I tell people about what Rose Road does?

We have lots of stories, quotes, images and pre-prepared social media templates that you can share on your channels. Go to **www.roseroad.org.uk/resources** to find these.

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 request 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 small team and so our availability can be limited, but please do ask us well in advance and we'll do our best to be there.

What happens after my event?

We'll be in touch within a week of you completing the event to say a huge thank you, and we get in touch again 6 weeks later when all your donations should be in and we can confirm your final total! If you send photos, we aim to share them on our social media pages.

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

Refer to the Fundraising Regulator for information on any licenses or permits you might require, e.g. for selling raffle tickets and collecting money, as well as other helpful information. fundraisingregulator.org.uk



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 Enthuse. 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.

Fundraising Checklist



Top 10 things to do for successful fundraising

Create and personalise your Enthuse online giving page with your personal reasons for fundraising.

Request a poster with a shortlink and QR code to place around your workplace, local pub/cafe etc.

Share your event to your social media channels. (Make the posts public and remember to always include a link to your Enthuse giving page).

Use Rose Road's resources to tell compelling stories about the difference donations will make.

Share posts by Rose Road inc. those relevant to your event.

If you're taking part in a Rose Road challenge event, run fundraising activities for friends and colleagues, such as bake sales or quiz nights, to help raise donations.

Keep updating your Enthuse page and social media channels with photo or video updates, training progress, totals raised etc, to keep momentum going and remind people to donate.

Post photos from the event day and share your results with your giving page link, thanking everyone who has already donated.

Continue to share your online giving page once the event is over as they remain active for several weeks after.
(Up to 20% of fundraising can occur AFTER the event itself!)

Pay in any cash donations to your bank and make an online payment to Rose Road or bring the cash to us.

“ I wanted to raise money as a huge thank you for all the help, support and massive appreciation I have for Rose Road, so that they can help other families like ours as it was truly a lifeline for us. We always had absolute confidence and trust in all the staff, and the joy it has brought to Isabel is beyond words.

Katie, Isabel's mum
2024 London Marathon



“ We held a raffle evening as part of our Awards to celebrate the end of the Korfball season, with all proceeds going to Rose Road because of the important work they do. They supplied a banner, flags and lots of other bits to help us raise over £800!

Southampton Spartans
Korfball Club Raffle Night 2024

“ Our team were doing different distances, but we supported everyone equally and built a strong team spirit. We did lots of fundraising events with other staff that generated a lot of fun competition and camaraderie! On the day the team all felt such a sense of achievement!

EY,
2023 Southampton Marathon



...and finally!



Thank you again for creating more opportunities for disabled children and young people by fundraising for Rose Road, your support will make all the difference.

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