

GEORGE HOUSE TRUST

HIV POSITIVE LIVING



Fundraising Pack



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4 Steps to Success

Remember the 4 P's! they will guide you through this fundraising pack from start to finish!

Pick it

Choose your fundraising activity – take a look at our ideas for fundraising page if you need inspiration.

No matter the size of your event you'll need to put some thought into planning your event. You can get in touch with your local community fundraiser for advice, support and extra resources

Plan it

Promote it

Think about who you'll be asking for donations and how to share your fundraising. Get tips for how to spread the word

In time to collect your donations and tally up your total. If you've used JustGiving, your donations will already be with us. If you've collected them yourself then there are plenty of ways to bank the money.

Pay it in



Pick it

Fundraising Ideas



Looking for a little inspiration to get you started? Look no further

No matter your lifestyle, ability or target, there is something for everyone to get involved in.

**START
HERE:**

Where can you be found on the weekend?

On my own in the great outdoors

With family and friends

At home

Do you consider yourself a daredevil?

are you staying in or going out?

Are you a master in the kitchen?

Yes!

Not for me

Definitely outdoors we love getting out and about

Indoors for sure

I'd like to think so

Not really...

Why not push yourself for pets by doing something adventurous like:

- a sponsored skydive
- running a marathon
- abseiling

Why not go outside for a good cause?

Try:

- a sponsored walk
- a sponsored run or tough mudder

Put your culinary skills to the test for charity! Try:

- Come dine with me - winner donates prize to charity

Game on! Why not try a game night?

- Invite your friends over for a game night
- contact your local bar/pub and host a quiz night in aid of a charity



Other fundraising Ideas

Indoors

- **Guess the baby:** Ask your colleagues to bring in their baby snaps and see if they can guess who's who!
- **Swear box:** Any verbal misdemeanours can earn money for a good cause! Get your family and colleagues involved.
- **Custard pie throwing:** Colleagues and bosses love volunteering to be part of this activity.
- **Sports team challenge:** Organise a charity tournament and a sporty teambuilding event. Choose from badminton, netball, five-a-side football and more. Sell tickets in aid of theGHT



Outdoor

Bicycle ride: Seek sponsorship for a challenging bike ride.

Sponsored swim: Work out how far a mile is at your local pool and set a target. Or, if you're a seasoned sea swimmer, plan a route.

Marathon: Take on the ultimate running challenge, or some other kind of endurance test.

Play football: A full match or a penalty shoot-out, depending how energetic you are! You could run it as a competition and ask for a donation for taking part and spectating.

Plan it

Things to consider!



If you are holding a large or public event, make sure you complete a health and safety risk assessment and that you have sufficient first aid cover for the size of your event. Please check with your local authority for more information

You will need a licence from your local council to do a street collection, so please contact the fundraising team at George House Trust for further information .



If you plan to sell alcohol or have live entertainment at your event, please ensure you have the correct licences to do so.

Plan it

If you're selling food, be sure to check out the latest food hygiene regulations at food.gov.uk



Publicity will be key to the success of your event, so please contact us to request our 'in support of' logo with charity number (a requirement by law)



While raffles and lotteries are a great way to boost your fundraising, please make sure you check out the latest regulations with the Gambling Commission. Visit gamblingcommission.gov.uk. Your event will be in support of George House Trust, which means it is your responsibility to make it safe and legal. George Houst Trust cannot accept any liability.

Promote it

Let's get social

Videos and photos

Pictures and video get far more views than just text updates

Links and hashtags

Don't forget to link your donation pages on your posts, and be sure to use hashtags so it goes far and wide!

Share your totals

Almost there? Let people know how close you are to your target for the little nudge you need.

Tag us

We would love to see what you're getting up to, so don't forget to tag us in your updates

Promote it

Let's get social

Share news instantly of your fundraising plans and progress with your friends and family on Facebook.

Whether you're planning a indoor or event or perhaps



Get snap happy!

Whether you're running or baking, Instagram is a great way to not only share your progress with friends and the fundraising community. It is also is a wonderful tool to document all your hard

work and look back on the great things you have achieved.



Planning on sending your fundraising viral?

Twitter is a great place spread the word on what you're up to. Use popular hashtags such as #BlueCross and #CharityTuesday to reach new heights and add a few more pounds to your fundraising total.



Promote it

Let's get social

Don't know what to say online? Here is a great example of a social media post for Instagram!



Georgehoustrust



Team Kimpton ready and running on behalf of @georgehoustrust!
we are so excited to take part in today's tough mudder!
#Toughmudder2023 #manchester #georgehoustrust

Promote it

Press



Your local paper will be thrilled to hear about your fundraising. They love fun and uplifting stories and yours is perfect.

It's easy to get in touch. Simply find the contact for their news desk (you can find this online, or by calling Directory Enquiries) and give them a call! Tell them about the fun you're having, the money you're raising and the photos you've been taking.

And remember the wackier the picture, the more chance it will be printed. If you can, try to get them to cover your fundraising efforts before they happen. It could help with your fundraising, and you can get them to cover your story again when you tell them how much money you've raised.

Pay it in

PAY



Just Giving

JustGiving If you've been fundraising using JustGiving, your work here is done! Any donations on your page (even ones made after your event) will be sent directly to us. No need to chase anyone. You can add your offline donations to your JustGiving page, meaning that you can see your final total in one place. Visit JustGiving.com to find out how.

If you're paying in your fundraising on your JustGiving page please read the Gift Aid questions carefully and only tick if it applies to your donation.

Any questions paying in your funds?

Feel free to email:

(Insert relevent email)



Banking

it only takes a couple of minutes!
Please get intouch with out team
regarding our bank details:

(add bank details? or another way)



Post

We love getting post. To send in your money by post, you'll need: a cheque, if that's how you want to send in your donation, attached to your banking form (cheques made payable to George House Trust ■ Here's our address: (Add Address)

Contact us



Email: fundraising@ght.org.uk

Contact number: 0161274 4499

twitter: [@GeorgeHouseTrst](https://twitter.com/GeorgeHouseTrst)

instagram: [@georgehoustrust](https://www.instagram.com/georgehoustrust)

facebook: [Facebook.com/georgehoustrust](https://www.facebook.com/georgehoustrust)