

SOFT _{UK}



Support Organisation for Trisomy 13/18



FUNDRAISING PACK

Welcome To Team SOFT UK

Thank you for joining Team SOFT UK and supporting us with your fundraising. Together we can make a difference for families facing their own Trisomy 13 and Trisomy 18 journey.

The following pages will give you tips and advice on how to make the most of your fundraising. Every pound you, your friends, colleagues and family members raise for SOFT UK, will make a huge difference.

We hope you enjoy your experience of fundraising for **SOFT UK**.

If you need any further information or support, please do not hesitate to contact us at fundraising@soft.org.uk

<https://www.justgiving.com/soft-uk>



Online Fundraising

The easiest way to ask your friends, family, and colleagues to sponsor you is by setting up an online fundraiser.

Here's How:

- 1** Head on over to our approved online fundraising platform www.justgiving.com/soft-uk
- 2** Click on the 'Fundraise For Us' button and follow the instructions to setup your fundraising page.
- 3** Choose your fundraising target (the higher it is, the more support we can offer), your page title, and add team members if you're a team.

- 4** Tell people why you're fundraising for SOFT UK and how their donation can make a real impact and change lives.

- 5** Once your page is setup, it's time to tell the world. Email your page link to your friends, family, colleagues, link it to Facebook and remember to Tweet all about it. It's a good idea to ask those who are more likely to sponsor you first, as this will encourage others to be generous.

Helpful Tips

There are some important things to consider when you're setting up your fundraiser that will help it to be as successful as possible.

- It's really good to set a fundraising target- something that isn't too high so that it becomes difficult to reach and demotivating, but definitely still something that feels like a challenge. You might like to think about a number that has some meaning in your baby/ child's life and choose a figure associated with it.
- It's very helpful to tell people why you're fundraising for SOFT UK and what their donation means to you. A personal story always helps to motivate people to give.
- A tip from JustGiving is to kick-off your fundraising by giving yourself a donation. The first amount donated often sets the bar for the rest of the amounts to be given, so try to make it generous if you can.
- To help you share the campaign and create awareness of your fundraising, we have some social media assets, which you can include in your communication when you share the fundraiser with your network.
- There is a direct link between the total number of social shares and the overall amount that people raise online, so please try to share often and ask your network to do the same. Not every post has to be a direct ask for donations. Instead it can be an inspiring update, a countdown or information about your training. The key is that their post links back to your Fundraising Page and clearly shares what you are doing and why.
- If you'd like to share the story of your fundraising journey (the training, the event itself and what it means to you) we'd love to hear more about it. We have a number of options, including a written story and recording a podcast or video with us. Please let us know if that is something you'd be interested in and we can chat some more.

OTHER WAYS TO FUNDRAISE

There are loads of fantastic different ways to fundraise, but here are a few ideas:

Host a coffee morning. Get together with friends, family, and your colleagues.

Sell unwanted items on eBay or by having a car boot sale. We've all got old and unused bits kicking around the house. Why not clean up and raise money in the process?

Host a mini festival and charge people for entry. Have a DJ, food, and a party, but above all, have fun!

Setup an online gaming marathon and link it to your fundraising page. If you're a gamer, why not put those skills to good use and have fun while fundraising?



Decide How To Fundraise

There are plenty of ways to fundraise, so why not decide on the one that suits you best?

Maybe you want to get involved in a challenge, perhaps you're into gaming, or you might have some other hidden talent you'd like to make the most of!

We can't wait to see what you do.

What are you doing?



Emergency aid

Raise money during an emergency (e.g. Covid-19 outbreak).

Start



Fitness at home

Set yourself a physical challenge and track your progress with Strava.

Start



Virtual gathering

Use live streaming or video calls to host an online quiz or social events.

Start



Gaming

Take part in a sponsored gaming marathon or competition.

Start

Looking for something else?



Taking part in an event

From a marathon, triathlon or charity bike ride to a sponsored walk or trek. Raise money for any official event.

Start



Celebrating an occasion

Ask friends for donations rather than birthday or wedding gifts.

Start



Remembering someone

Pay tribute to a loved one by collecting donations for a cause they cared about.

Start



Doing your own thing

Shave your head, give up chocolate, do something unique...

Start

Popular events



Cashless Collection

We understand that many people don't carry cash around with them now, so we've introduced a way to go cashless to collect your donations!

Using this QR code, people can just scan and donate.

Print it out, stick it on your flyers, your collection tins, wherever you think it would work!





Offline Fundraising

We know that not everyone wants to fundraise online, so there are ways you can support offline as well.

Download a copy of our sponsorship form [here](#).

If you'd like to send a cheque, please find our mailing address below:

**SOFT UK
48 Froggatts Ride
Walmley
Sutton Coldfield
West Midlands
B762TQ**