

How to raise more funds!

Thank you so much for signing up to fundraise for the Royal Berks Charity!

By participating in this event, you are helping us to raise much needed funds to support the services provided by the Royal Berkshire NHS Foundation Trust across Berkshire. You are also helping us to spread awareness, share our message and our vision with the broader community. You are helping us to tell our story, and by connecting your network of family, friends and colleagues to your fundraising efforts, you all become part of that story, and enable us to make it a more positive one!

We know fundraising might seem a bit daunting, but don't worry, we're here to support you every step of the way! We are here to provide you with tools and tips you'll need to be as successful as possible.

First and foremost, you'll want to set up your JustGiving page. This is your online fundraising homebase, where anyone can make a donation to your personal fundraising efforts. Funds raised on JustGiving are transferred directly to the Royal Berks Charity, so there's no need to worry about bank transfers, and Gift Aid is automatically applied. As well as being super easy to use, you will have your own link that you can share in emails and on social media to direct people to your page to make soliciting donations that much simpler - it couldn't be any easier!

Visit www.justgiving.com/royalberkscharity, and click the blue "fundraise for us" button at the top right corner of the screen. If you already have a JustGiving account, you'll be prompted to sign in. If not, you'll need to create an account. From there, the on screen prompts will walk you through the process to set up your page.

Here are some tips for setting up and getting the most out of your successful JustGiving fundraising page!

▪ Add a photo!

Fundraisers who add a profile picture to their page tend to raise 15% more. Show your supporters who you are!

▪ Add a fundraising story!

An engaging story can make all the difference. Everyone's reasons for fundraising are different, and this is your chance to let the world know why the Royal Berks Charity matters so much to you. Whether you've personally benefited from our services, or feel strongly about the work we do for others in the community, let everyone know! It might even motivate them to become a fundraiser too...

▪ Set a fundraising target!

Target setters raise up to 46% more, so it's a great way to kick-start your fundraising. Make your goal ambitious but achievable, and let people know your progress as you go! Send updates when you hit milestones (such as 'we're

50% of the way there!') to keep the momentum going.

▪ **Add a quick summary!**

Can you sum up what you're doing and why in a few short sentences? This can be really helpful for sharing on social media to tell people at a glance why they should donate to your cause!

▪ **Explore JustGiving's added features!**

Depending on your event, JustGiving has some wonderful features that could be suited to your needs.

o **Are you doing a walk/run/bike ride?**

Use JustGiving's new Strava integration to share your actual fitness activities (whether it's training, warm-ups or your actual challenge) in real time on your JustGiving page!

o **Are you doing a game-a-thon or a quiz?**

Live stream your event using JustGiving's new Livestream Fundraising feature!

Check out JustGiving's website for a full list of features available - they can really help your page stand out!

How to create a compelling Fundraising story!

Everyone has their own reasons for supporting a charity. Maybe they have benefitted from the charity's services, maybe they have seen the good work the charity is doing in the community, maybe they volunteer with the organisation and want to give back in a different way - these reasons are all very personal to the individual fundraiser, and motivated you to become a fundraiser for the Royal Berks Charity. So how do you share those reasons with potential donors to motivate them to also support the cause?

1. Why have you decided to fundraise? What motivated you to start fundraising? Have you set yourself a personal challenge, like running a marathon? Did a particular person inspire you? Maybe you have a connection to the Royal Berks Charity and want to do something to show your appreciation.

Sharing your reasons might feel a little bit intimidating but the more you are able to tell

people about why you're fundraising, the more chance you have of inspiring their empathy - and their generosity!

2. Why the Royal Berks Charity? What does Royal Berks Charity mean to you? What sort of work do we do, and why is it important? Have we helped you, or someone you know? Remember to include a link here to our website so people can find more information about us!

3. What are you doing to raise money? Here you get to show off your amazing idea, whether you're running a race, doing an epic trek, shaving your head, hosting a quiz, asking for donations in lieu of birthday presents - whatever your idea, tell people about it!

4. How will the money you raise make a difference to the Royal Berks Charity? Encourage people to donate by telling them exactly how their money will help. This is great way of showing people what kind of impact their donation will have.

For example, did you know a £10 donation could fund dry wipe white board and pens so our staff can communicate with patients who are unable to speak due to their condition or illness?

We can provide you with a more detailed "shopping list" if you would like to include it on your page! When people can see what they're 'buying' with their donation, they may feel more inclined to show their support or even increase the size of their donation.

5. What does people's support mean to you? Use your fundraising page as an opportunity to thank your donors for getting involved. Let them know how encouraging their support is and how much it means to you that they are getting involved.

If you have any questions about how to make your fundraising story more compelling, email us at charity@royalberkshire.nhs.uk - we'd be happy to help you create something!

My fundraising page is ready - now what?

You've created a compelling and personal fundraising page - now, it's time to **SHARE!** This page will be your hub for telling your story and

collecting online donations, so now you need to get it out to the world! Here are some tips for getting started!

1. Kick off your fundraising yourself - making a self-donation can be a great way to get the ball rolling. It shows your supporters that you are so committed to your cause that you are donating your own money to it.

2. Email your contacts in groups - It's a great idea to email your family and closest friends first. As your most ardent supporters, they are most likely to support you. An empty page might be intimidating for some donors, so having a couple of donations on the page should encourage other supporters. People also tend to match the amounts already listed on the page, and your family and close friends are more likely to get you started with some generous donations. Then, move onto work colleagues, members of sports teams or clubs, etc.

3. Use Social Media - Social media is a great way to get and stay connected, and to share what you're doing with lots of people in a quick and efficient way. Make a Facebook post, tweet your fundraising page, share on WhatsApp, add to your Instagram story, and encourage your followers to re-post, share, re-tweet and help expand your reach!

Don't forget to tag us in your posts! Our social media handles are:

Facebook @royalberkscharity
Instagram @royalberkscharity
Twitter @RoyalBerksChar
LinkedIn @royal-berks-charity

4. Put your fundraising page in your email signature - we all send dozens of emails every day, why not put a link to your fundraising page in your signature so you are sharing your fundraising journey with every email you send?

5. Think about your network! Friends and family are a natural to ask first, but consider your other circles! Do you belong to a sports team? Are you a member of a service club? Are you part of an association? A theatre troupe? Does your employer offer match funding opportunities? You never know who might feel a connection to the Launchpad cause, so it never hurts to ask!

Our banking details!

Account Name:
**Royal Berkshire NHS
Foundation Trust Charity**
Bank:
Lloyds Bank
Sort Code:
30-96-96
Account Number:
01587673

6. Thank people! Saying thank you is super important and there are plenty of ways you can say thank you to your supporters. You can update the story on your page, send emails out to your donors, tweet a thank you and update your Facebook status. Let people know how your fundraising went, just what their support has meant to you and what a difference it will make to your charity.

7. Send a follow up email - we are all busy people, and get bombarded with emails every day. Be persistent. Sometimes, someone might miss your first email, and need a gentle reminder! Don't be shy!

8. Contact your local press - A bit of exposure such as a few lines in the local paper or an appeal on your local radio station can really help. If they publicise your page address, it will be really easy for readers and listeners to support you.

And don't feel like you have to do all of your fundraising online! You can ask friends and family in person and donate any offline funds raised directly into the Royal Berks Charity account using the details above. Don't forget to add a reference so we know who the money has come from - this could be your name and the event - if you could use this reference each time you pay money into our account that would be great.

Please do email charity@royalberkshire.nhs.uk to let us know roughly how much it might be and

when the payment will be made that would be great.

How to write a memorable thank you letter!

Thanking your donors is one of the most important steps in fundraising! There are so many worthy causes in our community, and your donors have chosen to support your efforts, which is amazing! Showing your appreciation to these generous folks acknowledges their kindness, and makes them feel even better about the support they've given. It is also a chance to update them on your efforts, or how your event went once it's complete.

- **Make it personal** – it can take a bit more time, but it's always nicer to receive a personal note or email when you've made a donation. If your donors have social media, you could also tag them in thank you posts or tweets.
- **Make the donor feel appreciated** – they chose to donate their £ to you! That's a wonderful thing. Thank them!
- **Let them know how they helped** – did you reach your fundraising goal? Did you exceed it? Tell them the impact of their donation – how much did you raise? What will that money help the Royal Berks Charity to do?
- **Have you completed your challenge or event yet?** If so, share a picture or a video! Maybe you have a picture of you crossing the finish line of the race you ran, maybe you have a before and after picture of your head shave, maybe you have a picture of you and your friends at the quiz night – share those images with your donors to remind them that they were part of your journey and what they helped you to accomplish.
- **Be prompt** – the sooner you send out your thank yous to your donors after your event is complete,

the better.

When your fundraising efforts are over, your Just Giving page will automatically shut down after a period of time, or you can go in and shut it down from your end.

When you open up your fundraising page, there should be an "edit my page" button at the top of the screen. Click that button, and then head to "Settings" on the top of the screen then scroll down and click on 'Cancel my Justgiving page' and 'Yes, cancel my page'.

Using these tips, you should be able to jumpstart your fundraising, and set and achieve even higher goals.

If you have any questions along the way, the fundraising team at Royal Berks Charity will be more than happy to provide the support that you need. You can email us at charity@royalberkshire.nhs.uk or calling the office at 0118 322 8860.

Thank you again for supporting the Royal Berks Charity by registering for this event.

We're so excited to have you as part of the #RBCFamily!

Happy fundraising!

Get in touch

Visit us at:

www.royalberkscharity.co.uk

Call us on:

0118 322 8860

Email us at:

charity@royalberkshire.nhs.uk

WWW.ROYALBERKSCHARITY.CO.UK



The Royal Berks Charity is the working name of the Royal Berkshire NHS Foundation Trust Charity
Registered Charity number 1052720

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