



Kingston
Hospital
Charity

Fundraising Toolkit

Top tips to get the most out
of your fundraising experience



A huge thank you to everyone who gets involved

We are very grateful to the many people who have chosen to fundraise for Kingston Hospital Charity.

Whether you're jumping out of a plane, baking cakes or taking part in a challenge event, this guide is designed to help you with your fundraising.

As a cause that has a personal connection to many in the community, people who choose to fundraise for Kingston Hospital Charity are often surprised how supportive and generous family, friends and work colleagues can be.

One of the most rewarding things about fundraising for Kingston Hospital is that you get to see first-hand the difference your donations are making to patients and their loved ones.

NHS Big Tea Celebrations
– July 2018



Working with our community to enhance patient care.
khc.org.uk

Different ways you can fundraise

There are so many fun and creative ways to fundraise – **the only limitation is your imagination.**

You can choose to fundraise as part of an organised event such as a marathon, 10k or cycle ride, or you can organise your own event – a mufti-day at school, dance-a-thon, fashion show, tea party or ball – the sky really is the limit in terms of how you decide to fundraise for Kingston Hospital Charity. We are here to help and support you as best we can with whatever you want to do, so please let us know what your plans are by completing the online **Fundraising Registration Form**.

1: TAKING PART IN AN ORGANISED EVENT

The most important thing to remember when you are looking to raise money from taking part in an organised event is to secure your place in that event before you start fundraising. Some events sell out very quickly and for other very popular ones you have to enter a ballot and then wait to hear from the organisers as to whether you have been successful.

Once you are signed up to your chosen event, you can start to ask friends, family and work colleagues to support your fundraising by donating to Kingston Hospital Charity online via **JustGiving** or by collecting sponsorship money using your Sponsorship Form included in this pack.

Don't forget to check our suggested list of events on our website – www.khc.org.uk.



Members of GoodGym
Kingston volunteering at a
Christmas collection event

Working with our community to enhance patient care.
khc.org.uk

2: ORGANISING YOUR OWN EVENT

Here's a quick guide to setting up your own event. If you've got any questions, please email us on khft.charity@nhs.net or give us a call on **020 8973 5041**.

STEP 1: WHAT ARE YOU DOING?

There is much to think about when organising your own event. You can do anything you like so let your imagination run wild! Listed below are some of the key points you'll need to consider:



- Where will it be – do you need to hire a venue?
- What is your fundraising target – how much are you going to raise?
- Set a budget and stick to it – if you're hiring a venue, could you possibly find one that doesn't cost you anything? If you need prizes, can you source these free from your contacts or local companies and shops? If you need one, we can provide you with a letter to say you're fundraising for us.
- Will you need a license or insurance? This is something you'll need to consider if you are selling alcohol or using and collecting money in a public space?
- Need inspiration? [Click here](#) for some ideas on what you could do.

STEP 2: TELL EVERYONE ABOUT IT

First, set up a [JustGiving](#) page; it's one of the easiest ways to raise funds. Personalise your page, then email the link to people when you tell them about your event.



Next, tell everyone what you're doing. Jump on social media, call up the local paper and radio station, get it in your school, group or company newsletter. We also have loads of case studies and photo's but your story is always the best story as it comes from the heart and it will resonate with those who are supporting you.

Don't forget to tell us too! We have some materials and other useful bits we can give you to help with your fundraising, so please complete the online [Fundraising Registration Form](#).

STEP 3: ENJOY YOURSELF

Have fun! You've worked hard to make it happen! Don't forget to take plenty of photos to share online and maybe even create your own hashtag, like #bavsbakesale.

Your company may decide to match any money you raise, have a chat to them and see if this is possible and **let us know**.

Zoe Bell skydiving for our Dementia Care Programme

STEP 4: TELL US ABOUT IT

We love hearing about our fundraisers' events, so please send us your success stories and photos.

If you use the hashtag **#TeamKHC** on social media, we can share the pics from your event with all our followers.

If you are not using **JustGiving** or one of the other online fundraising platforms, when you have completed your fundraising and collected all the monies you've raised, please get it to us as soon as you can. There is a useful form in this pack on how to pay in your donations or alternatively you can post it to Kingston Hospital Charity by cheque.



How do I fundraise/collect donations?

There are a **number of ways you can fundraise** which we have sought to summarise below.

1. ONLINE

One of the simplest ways to fundraise online is by using **JustGiving**. We encourage all of our fundraisers to sign up with **JustGiving** as it's a free online platform which enables you to fundraise online quickly and simply. **JustGiving** has dedicated itself to giving fundraisers the technology they need to raise more for the causes they care about. **With JustGiving you can raise money for Kingston Hospital Charity in a simple, transparent and fun way, and share your story on social media in just minutes.**

Once you are signed up, you will need to create a fundraising page – [click here](#) for tips on how to set up a fundraising page through **JustGiving**. Once this is done you can set about making sure that your page is personalised. Pages with personal touches raise more money, so tell your story, explain why you care about Kingston Hospital, and how you will be preparing for the event. Don't forget that the bulk of your supporters will be people you know, your family, friends and work colleagues, and they want to be informed about what you are doing, so don't be shy when it comes to telling your story. **JustGiving** have a detailed **guide** that can help you get your page optimised in no time at all. Once you have your page looking wonderful see tips on how to **promote it** on social media, email and through text messaging.

JustGiving can also help you if you are planning either a celebratory event and will be requesting donations rather than gifts or wanting to set up a tribute page in memory of a loved on.

We can also provide you with photos and case studies on projects which have been completed if you need these so please email us on khft.charity@nhs.net or call us on **020 8973 5041**.

2. OFFLINE

Offline donations are **usually donations made in cash or by cheque to you as the fundraiser** for either taking part in an organised event or for organising your own.

If you are organising your own event, like a cake sale, or raffle or if you have collected cash donations using one of our collection tins or if someone has sponsored you for taking part in an event and given you cash or a cheque, you are fundraising offline. Please make sure that if you are collecting sponsorship to use the **Sponsorship Form** included in this pack.

How do I pay in my donations?

ONLINE

GREAT NEWS! You've set up an online donation page through **JustGiving** – you don't have to worry about getting donations to us unless you have collected what's known as 'offline donations' (cash or cheques). All online donations come directly to Kingston Hospital Charity along with all gift aid on the eligible donations made, which makes it yet another top way to fundraise.

If your donors wish to donate directly to Kingston Hospital Charity themselves they can also do this using a debit or credit card **via our website** but please make sure you ask them to write who the donation is for in the comments section so we can attribute the fundraising to your event.

OFFLINE

Once your event is finished and you have collected all your donations, please use the form included in this pack called **Pay Your Money In.**

If you have been collecting donations in a collection tin or bucket please drop these off at the office and we will make you a cup of tea while we count and bank the money for you. Not only will we need the buckets and tins for the next event, but it also gives us a chance to catch up with you and see how your fundraising went!

Emergency Services
staff fundraising for their
department by running in
the Kingston 10km



Be the best **Social Networking Butterfly** you can be

Facebook, Twitter and YouTube
have revolutionised the way people
fundraise and we're big fans!



Remember – the people most likely to donate are your family and friends, so social media is a great place to start publicising what you're doing.

FACEBOOK

Facebook is the best way to keep everyone in the loop about your fundraising, and brings in more visits to JustGiving pages than any other social media.

TOP TIPS:

- tell your story on your JustGiving page, and use Facebook to share why you've chosen to fundraise for us
- update your status with your JustGiving link or news about your fundraising so that it appears on your friends' Facebook timelines
- post photos or videos of your event or challenge on your wall
- thank everyone on Facebook after your event
- like our Facebook page– <https://www.facebook.com/kingstonhospital.charity.3>

TWITTER

Twitter is a great place to start telling everyone about your fundraising.

Ask your friends to retweet you – if your tweets are interesting enough, news of what you're doing could spread fast.

MAKE SURE THAT YOU:

- tell people what you're doing e.g. I'm abseiling the Spinnaker for **@KHFTCharity** in 1 week!
- include a link to your **JustGiving** page – you can shorten the link by visiting bit.ly
- add photos or videos to make your tweet more interesting
- follow **@KHFTCharity** on Twitter and use **#TeamKHC** in your tweets. We'll like and comment on your tweet, too!

YOUTUBE

Whether it's a face-to-camera personal message or your heroic attempts to train for a sponsored challenge to the Rocky soundtrack, an emotive or entertaining home video posted on YouTube is guaranteed to encourage donations.

This gives you the chance to be as creative and quirky as you like and to add your personal touch, so:

- make a video and upload it to YouTube
- keep it original and short. You can also upload this to your online fundraising page so everyone can see what you are doing and why
- **post the links** to this on your Facebook page and talk about it in your Twitter feed

TOP TIP: Kingston Hospital Charity has its own **YouTube Channel** so feel free to promote our videos to help with your fundraising.

INSTAGRAM

Instagram is geared towards everything visual, and a great way to share images and videos before, during and after your event from your phone:

- share regular updates with your circle of followers, family and friends
- include your fundraising page link on your posts and in your profile description to encourage visitors to donate
- use hashtags so people can easily tag and search for images and videos from your event
- ask family and friends to share your posts through Twitter and Facebook, or using the Share URL

Don't forget to tag our Kingston Hospital Charity Instagram! **@kingstonhospitalcharity**

Things to think about

If you're planning on fundraising or organising your own event, you will need to think about health and safety, as well as some legal bits.

Don't worry, if you are not sure of anything please contact us via khft.charity@nhs.net or call **020 8973 5041** as we are here to help.



Our logo and charity number

By law, Kingston Hospital Charity's number must appear on all posters, adverts and other fundraising materials. If you are creating your own please display this as: Registered charity no: 1056510. Please contact us if you would like us to send you our logo and guidelines via email to use on some of your promotional materials.



Insurance

If you're organising an event yourself or have hired sub-contractors and facilities you may need to think about insurance (e.g. public liability). Kingston Hospital Charity cannot accept any responsibility for accident injury, loss or damage as a result of your fundraising event.



Food and alcohol

Please be very careful when preparing, cooking and handling food, displaying and storing of food items. Make sure there is adequate signage for those who suffer from certain food allergies and if you have alcohol at your event you will need a license. For more information on alcohol licensing please contact your local authority.



Collections

This is a great way to raise money but if you're planning a collection that takes place in a publicly owned place there are strict legal requirements and must be licensed by your local authority. Please contact them directly for more information.



Raffles, lotteries and prize draws

This area of fundraising is highly regulated so please contact us for more information if you plan to do this as part of your fundraising activity.



EVENT NAME:

EVENT DATE:

YOUR DETAILS

Title: _____ First Name: _____ Surname: _____

Address: _____

Postcode: _____ Phone: _____

Email: _____

Name	Address	Postcode	Date of Donation	Individual Donation Amount	<i>giftaid it</i>
Mr A Sample	5 Sample Street	KT2 7QB	16/06/2016	£10	X
				£	
				£	
				£	
				£	
				£	
				£	
				£	
				£	
				£	
				£	
				£	
				£	
				£	
				£	
				£	
				£	
			TOTAL	£	

Please post or scan and email this form back to us with your donation as a cheque to **FREEPOST KHCHARITY**, **khft.charity@nhs.net** or you can pay over the phone by card on **020 8973 5041** or via our donation page on our website **www.khc.org.uk**





Event Sponsorship Form continued...

Boost your donation by 25p of Gift Aid for every £1 you donate. I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

[illegible]

Registered Charity No: 1056510

Please post or scan and email this form back to us with your donation as a cheque to **FREEPOST KHCHARITY**, khft.charity@nhs.net or you can pay over the phone by card on **020 8973 5041** or via our donation page on our website **www.khc.org.uk**



Pay Your Money In

EVENT NAME: _____

EVENT DATE: _____

THANK YOU SO MUCH FOR FUNDRAISING FOR KINGSTON HOSPITAL CHARITY!

Once you have completed your fundraising, please complete and return this form with your donations – details on how to do this are in the box on the right.

YOUR DETAILS

Title: _____ First Name: _____ Surname: _____

Address: _____

Postcode: _____ Phone: _____

Email: _____

EVENT DETAILS

What did you do? _____

How much did you raise? _____

Please tell us if your fundraising was to benefit a particular project, ward or department.

We recommend that you count all funds in the presence of a witness.

How would you like to be acknowledged?

☐ Letter ☐ Email ☐ No acknowledgement needed

STAYING IN TOUCH

We will keep you up-to-date about key developments at the hospital, our work and what you're helping us to achieve, including information about our fundraising activities by post.

Please tick if you are also happy to hear from us by

☐ Email ☐ Phone

If you **don't** wish to receive news and updates by post, please tick here ☐

Supporters like you are vital to the work of Kingston Hospital Charity, so we treat your details with the utmost care. We won't sell or swap your details with other organisations and we promise to always respect how and when you want us to communicate with you. We may analyse the information we collect about you and add publicly available information so that we can understand more about your preferences and ability to support us. If at any time you would prefer us not to process your data in the above ways, or to let us know the ways you would like us to keep in touch, please email us at khft.charity@nhs.net or call us on **020 8973 5040**. Please see our privacy policy for more information at www.khc.org.uk.

Thank you for your support.

CASH:

Please do not send cash through the post. Any cash donations can be given directly into the charity office which is open Mon-Fri, 9am – 5pm at Kingston Hospital.

CHEQUES: Cheques should be made payable to 'Kingston Hospital Charity' and posted to: **FREEPOST KHCHARITY** (no further information or stamp is required on the envelope).

ONLINE DONATIONS:

Donations can be made online via khc.org.uk – please include the details of your event in the comments section provided

MATCHED GIVING: Some employers generously offer to match any money raised for charity by their staff. If you are planning to claim matched giving, please contact us at khft.charity@nhs.net with the details.

CONTACT US: If you have any queries please free to get in touch: khft.charity@nhs.net, **020 8973 5041** or pop into the charity office for a chat.