

Your HARP Hero Fundraising Journey in 4 Simple Steps



So now you're ready and raring to go, you might be wondering where to start. Here are some simple steps to make your fundraising journey nice and easy.

1. Get Ready!

Set your target

You may already have an idea of how much money you want to raise, for example, if you've signed up to take part in a sponsored event for HARP with a set target.

If not, setting a target for your fundraising is a great way to get motivated, stay on track and raise more money.

Decide where and when

Here are some questions to get you thinking:

- Do you need a venue?
- Will you do it at home or at work?
Or will you find somewhere nearby?
- What facilities will you need to help things go smoothly?
- When do you want to do your fundraising activity?
- Is the space you need available for that day and time?

TOP TIP

If you are doing a big event like running a marathon, you can boost your fundraising by doing a few smaller events in the run up to the big day such as a quiz, a curry night or an afternoon tea. Set up an online fundraising page by going to www.harpsouthend.org.uk/fundraisingpack to make it easy for your supporters to donate and for you to share your progress.

TOP TIP

Make fundraising easy

Set up an online fundraising page by going to www.harpsouthend.org.uk/fundraisingpack or if you prefer you can use JustGiving.com. With both, you will be able to share your progress with your supporters very easily and be able to see the money grow as it comes in for some added motivation.

2. Get Set!

Tell everyone you know!

Don't be shy – tell the world about the fantastic work you're doing to raise money for local people trying to stay off the streets.

Facebook, Twitter and Instagram are great for keeping your friends and family updated on your progress, inviting them to events and activities you have planned, and asking for a helping hand. We've also got posters and invitations you can use to tell people about your fundraising.

We've included a few in this fundraising pack which you can photocopy, or you can download PDFs online at www.harpsouthend.org.uk/fundraisingpack

Turn over for more...

3. Go!

There are a few things you can do to give your fundraising an extra boost on the day:

Wecome: Make your guests feel welcome when they arrive and throughout your event.

Tell your guests about HARP's work. You know why it's important, but your supporters may not, so share why you're so passionate about overcoming homelessness. Read some of the real life stories on our website for inspiration at: www.harpsouthend.org.uk/stories

Use social media: If you are doing a solo event such as a marathon or a fun run, share your experience on social media throughout the event and keep reminding your supporters to donate.

Thank your supporters: We all like to feel appreciated. In our experience you can't say thank you enough!

Make your fundraising go further

Anyone who donates and is a UK taxpayer can Gift Aid their donation. For every £1 donated with Gift Aid, the tax man will give HARP an extra 25p, and it won't cost you a penny.

So please make sure that anyone who fills your sponsorship form ticks the Gift Aid box if they are a UK taxpayer.

Anyone who donates via your JustGiving page or Facebook will automatically be given the chance to add Gift Aid.



TOP TIP

Need extra fundraising kit?

Get in touch for collection tins, a collection bucket or stickers for your fundraising activity.

We've got a range of materials you can use. Order yours today by emailing us at supportercare@harpsouthend.org.uk

4. Follow Up

Add it all up

Any fundraising you do online e.g. via Enthuse Facebook or JustGiving will be sent to us automatically, so there is nothing for you to do and you can sit back and relax.

Put your donations to work

Once you send the money you raised to us we can put it to work tackling homelessness.

If you collected cash donations, you can pay the money into our account online or at the bank. For our bank details, email supportercare@harpsouthend.org.uk Cheques can be sent to us (made payable to HARP) along with the paying-in form from your pack. Send to: HARP, 4th Floor, Dencora Court, Tylers Avenue, Southend-on-Sea, SS1 2BB.

We'll then make sure your fantastic fundraising efforts are put to good use helping local people overcome homelessness for good.

TOP TIP

Give your fundraising an added boost on the day

A raffle, competition or prize draw on the day of your event can give your fundraising a huge boost and also adds some fun energy to your event (there are some rules about this type of thing so please check out "The Boring Bit" first).