

Fundraising Checklist

First things first

- Inform the Anaphylaxis Campaign of your fundraising plans and request a fundraising pack. (Look at you! One completed already. You're on a roll!)
- Set up your **online fundraising page**. We are registered with Just Giving, BT MyDonate, and Virgin Money Giving. More information on online fundraising platforms is provided in your fundraising pack.
- Make sure you get the most out of online fundraising:
 - Add a photo to your page. Fundraisers with photos tend to raise 33% more!
 - Tell your story. A personal story about why you're so passionate about the cause can make all the difference. We also have videos available on YouTube that tell more about what we do and the history of the Anaphylaxis Campaign.
 - Set a target. Target setters raise up to 40% more (and you can always increase your target if you hit it earlier than expected).
 - Provide regular updates on your page. People want to see how you're doing and are more likely to provide a second donation once you've hit a meaningful milestone.
- If you want to collect donations via text message, set up your own **text donation code**. Free codes are offered by Just Giving - just follow the instructions on their website or let us know if you need help.

Next up

- Spread the word! Update your **social media**, change your email footer at work (if allowed), use one of our Facebook frames. Let everyone know you're fundraising.
- For on-the-spot cash donations, use the enclosed **sponsor form**. With this form, we can claim gift aid on eligible donations and increase the value of the donation by 25%.
- Find the **matching gift form** in your fundraising pack and take it to your employer. See if they will match what you raise!

Later

- About two weeks before your event, contact the local press including local newspapers, radio stations and community websites with the details of the event. Make sure to tell them **WHY** you're fundraising - it's the personal story they are interested in. If you need help with anything media related, contact us at press@anaphylaxis.org.uk

After the event

- Any donations raised on online giving platforms such as Just Giving, Virgin Money Giving, BT MyDonate, etc will automatically be transferred to us. You don't need to do a thing. If you collected any cash or cheque donations, please transfer them to us as soon as possible.

Bank Details

Sort code: 40-20-24

Account: 91339788

Address

1 Alexandra Road

Farnborough

Hampshire

GU14 6BU

- Your hard work is done! Thank your friends, family and colleagues for donating and sit back **feeling amazing** about helping us support people with severe allergies.