



Registered with  
**FUNDRAISING  
REGULATOR**



# anaphylaxis UK

A brighter future for people with serious allergies



## FUNDRAISING PACK

Thank you for joining  
**#TeamAnaphylaxis**



This guide will give you the essentials you need  
to get started with your fundraising journey.

We'll support you every step of the way!

# WELCOME

**Thank you for joining [#TeamAnaphylaxis](#) and supporting us with your fundraising. It really means a lot to us.**

**We understand that fundraising can be just as challenging as the event so whatever you decide to do, we promise to support you every step of the way.**



# A BRIGHTER FUTURE

## EVERY POUND & PENNY COUNTS

### About us

Anaphylaxis UK is the only UK-wide charity operating solely for the growing numbers of people at risk of serious allergic reactions and anaphylaxis.

Your fundraising efforts will help keep our vital services running so we can continue to strive for a brighter future for people with serious allergies.



### How your fundraising will help:



#### **Tailored information and support**

Providing evidence-based advice and emotional support through our Helpline and website



#### **Safer schools**

Updating and circulating our Safer Schools Programme resources to support and empower education settings



#### **Training**

Ensuring our AllergyWise courses and webinars are up to date and accurate for those who access them



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# FUNDRAISE YOUR WAY

The starting point is a really good fundraising idea. Here are some of our fundraisers' favourite 'tried and tested' ideas to inspire you:

- Run a race
- Trek or cycle to a landmark
- Host a quiz night
- Hold an allergy-friendly bake sale
- Organise a charity sweepstake
- Auction of promises
- Host a Come Dine with Me evening
- Do a head shave
- A sponsored silence

**If the above doesn't take your fancy, check out an A-Z of fundraising ideas on our website: [www.anaphylaxis.org.uk/get-involved](http://www.anaphylaxis.org.uk/get-involved)**

Or, feel free to think outside the box and come up with a personal fundraising challenge. Think about what you enjoy doing, how much you would like to raise, and how much time you'll be able to commit. There's a fundraising idea out there for everyone!



# Getting started

Once you have your fundraising idea, the next step is to...

## → Set up an online fundraising page

We recommend a site like JustGiving or Enthuse. When it comes to setting a fundraising target, be brave! Set an 'ambitious' but achievable goal and don't be afraid to increase this as you go. And be creative. Running a marathon (26.2 miles)? Why not set your target as £2,026.20?

## → Be the first

Before you share your page, ask your nearest and dearest if they will sponsor you. Hopefully they will be generous with their donation, which will inspire others to be just as kind-hearted.

## → Get personal

A well-written story is the best way to connect with potential supporters, so remember to include why you're fundraising and why Anaphylaxis UK means so much to you. Don't forget to personalise your fundraising page with photos and videos which, according to JustGiving, can boost your donations by 23%! So, the more the merrier.



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# Online fundraising

Now that your online fundraising page is set up, it's time to get out there and start raising money!  
Don't forget...

## #SOCIALMEDIA

Use social media to direct people to your page. How about tagging those who have already donated to ensure that your post is shared on those people's feeds, too. Include relevant hashtags (#TeamAnaphylaxis #anaphylaxis #allergies #marathon #fundraising) so that your post is picked up by those with a shared interest and involvement.

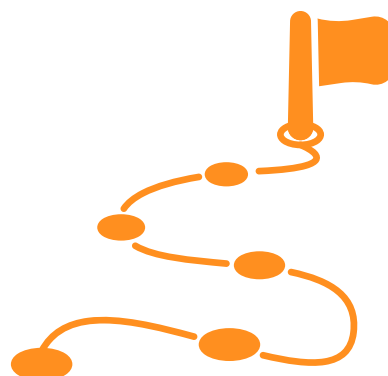


## KEEP TRACK

People will love to see what you're up to. If you're taking part in an organised event, like a running challenge, connect your page with your Strava or Fitbit account and take your supporters on your training journey. Share your progress to show your network how hard you've been training and (hopefully!) it will inspire them to generously donate.

## MILESTONES MATTER

Add a post to your social channels when you're nearing one of your donation milestones - be brave and ask your network to help you get there. Some people will need a reason why they should sponsor you there and then. Don't be afraid to ask for motivation to help keep you going.



## TIMING IS EVERYTHING

Time your updates on social media carefully. Payday? Lunchtime? Post an update to build excitement and remind people why you're fundraising. It's not over 'til it's over! Donations come in after the main event too, so be sure to update your page with your achievements and ask one final time for donations.



# Other ways to reach your target



## EMPLOYER MATCH FUNDING

Many companies, regardless of size, support employees through matched giving. Lots of our fundraisers have doubled the amount raised by their employer, so don't be afraid to ask and keep us posted: [fundraising@anaphylaxis.org.uk](mailto:fundraising@anaphylaxis.org.uk)



## CREATIVE FUNDRAISING

If you have a big fundraising target, we know it can be hard to ask for donations. If you would like to do a little something extra to give your fundraising pot a boost, visit our website for ideas and inspiration.

Remember, for cash donations you receive, please bank the money yourself and send a cheque made payable to 'Anaphylaxis UK', for the same amount, along with your details. Or, it may be easier to donate the same amount on your online fundraising page.



## GIFT AID

Where eligible, encourage your donors to add Gift Aid; this will boost their donation by 25% - at no extra cost to them! And don't forget to let us know if we can claim Gift Aid for any registration fee paid or personal donations that you send in. Please complete our Gift Aid declaration form on our website: [www.anaphylaxis.org.uk/get-involved/gift-aid](http://www.anaphylaxis.org.uk/get-involved/gift-aid).



## MAKE IT ORANGE

Want to spruce up your event with orange Anaphylaxis UK goodies? Need a t-shirt to spread the word? Keen to run a sweepstake but need a useful form for fundraising? Get in touch with us to request materials and resources that will help brighten up your fundraising efforts: [fundraising@anaphylaxis.org.uk](mailto:fundraising@anaphylaxis.org.uk)



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# SPREAD THE WORD



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You could raise awareness of Anaphylaxis UK - and boost your fundraising total - by approaching your local media to let them know what you are doing and why.

And don't forget to let us know what you're up to! If you need any help or want us to share your newsworthy item on our social media channels, feel free to get in touch with our press team: [press@anaphylaxis.org.uk](mailto:press@anaphylaxis.org.uk)



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# HERE WHEN YOU NEED US

If you have any questions or requests, please don't hesitate to get in touch with us. Remember, we're here to help you get the best from your fundraising experience and smash your target! Email us at: [fundraising@anaphylaxis.org.uk](mailto:fundraising@anaphylaxis.org.uk)

There are lots of resources, ideas and guides available on our website for you, including:

- Fundraising Ideas
- Fundraising Resources
- Keeping Your Fundraising Safe & Legal

[www.anaphylaxis.org.uk/get-involved](http://www.anaphylaxis.org.uk/get-involved)



  
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# THANK YOU

All that is left to say is **GOOD LUCK** and **THANK YOU!**

We really couldn't do what we do without you and the generosity from your friends, family, colleagues and community.

We promise to use the money you raise wisely and with care to make a real difference to those who turn to us.

**#TeamAnaphylaxis**

