

It's time to make a difference *brainstrust's* guide to fundraising

Next to the people that we help day to day – those who are living with, or looking after someone with, a terrifying brain tumour diagnosis, you're the most important person there is. It's you who can help us shape brain tumour support in the UK and change the lives of those who we help.

What you're doing is so important. We'll help you every step of the way, but it's time for you to face the fundraising head on.



We know.

You can do something positive.

Start fundraising TODAY

Your fundraising event may yet be some way off, but the sooner your campaign starts, the more money you can raise, and the more people we can help.

Go to [justgiving.com/brainstrust](https://www.justgiving.com/brainstrust) and set up your fundraising page

- Choose the scariest target you can think of. You *can* reach it
- Give your page a URL that's catchy and easy to remember
- Use this page to share your story. Tell people what brain tumour support means to you and, most importantly, *why* you're fundraising for *brainstrust*
- Make sure you plaster your JustGiving link across social media and encourage all of your friends/followers to share it.

Get your sponsorship form up and running

- Yes, it's traditional, but it works
- Be bold and make sure the form finds its way into the hands of everyone you know
- Stick a copy somewhere that it can't be missed. Next to the tea bags is always a good starting point.



Set up your own text message code

- It's free to set up a donation text code for your fundraising event once you have an online page
- People will be able to donate amounts between £1 and £10 direct from their phone, which is really handy when friends don't have any change or you want to catch someone in the lunch line
- Just go to www.justgiving.com/en/justtextgiving to get started
- You'll need to think of a 4 letter, 2 number code that's catchy and can relate to your campaign, e.g. RACE18.



Don't forget to Gift Aid your donation

- If you're a taxpayer then you'll be eligible for Gift Aid, meaning that we can claim an extra 25% of your fundraising total from the government at no extra cost to you. A £500 donation could suddenly turn into £625, and all you have to do is fill out the form enclosed.

Shout about your fundraising

- What you're doing is incredible – make sure that people know about it
- Tell friends, family, colleagues, neighbours, friends of friends, strangers and post it all over social media. Tell everyone!
- Tell people the facts. Tell them that 60,000 people in the UK are feeling afraid and alone because of their brain tumour diagnosis and how, together, you can help these people
- Remember to tell them *why* you're personally raising money for brain tumour support
- Find us on Facebook and follow us on Twitter [@brainstrust](https://twitter.com/brainstrust), then tag us in all of your training/fundraising updates. We'll make sure that lots of people see what you're up to.

Set aside a fundraising day

It doesn't have to be all knocking on doors and pleading for pennies. Think of other interesting ways you can bring in some funds. You could:

- Set up shop for a day. Hold a stall at your local car boot sale or summer fete. Visit shop.brainstrust.org.uk and have a browse at some of the merchandise we have. We'd be willing to send you some wristbands/pin badges to sell on your stall
- Make cake. Everyone loves cake. Why not do a bit of baking and sell some off some of the goodness?
- Turn your hobby into a fundraiser. Think of what you love best. It might be playing golf, buying clothes or watching films. With a little bit of effort, and lots of fun, your passion can become a fundraising success – a sponsored golf-athon, a charity fashion show or a fundraising film night.
- Have a party. A raffle, a pub quiz, a bit of a knees up. What's not to like?



We can help you with any of the planning or preparation for this. We have lots of template letters which could be used to ask businesses about donating raffle prizes, or venues for use of their premises and we can send you banners, donation buckets and t-shirts to make the day a brainstrust extravaganza. Just email tessa@brainstrust.org.uk to get started.

Take your fundraising to work

- There are lots of nice organisations out there that will match the amount of whatever you raise and donate it. Ask your workplace if they do something called **matched giving**. Tell them how it'll double the amount of difference we can make, and how we'll be willing to reciprocate the goodwill by shouting about how nice the company is
- Or, if you're unsure, we'd be willing to make the ask about matched giving for you. Just send us your workplace's details to tessa@brainstrust.org.uk
- Have a dress down day in the office. Everyone can donate £1 or more in return for a day in their favourite jeans.

Remember that we're here

As promised, we'll help you every step of the way. We've helped people in the past get their fundraising campaigns all over the web, in the press and on the telly, so please do get in touch if you're feeling overwhelmed by the fundraising. We'll inspire you to get the ball rolling. Just call us any time on **01983 292405** or email tessa@brainstrust.org.uk

Donating the money you've raised

If you're fundraising via JustGiving or text donate, then the money will go directly to us. But if you have some funds saved up in other ways, then you can donate it:

- On our website:
www.brainstrust.org.uk/donate.php
- Via cheque: send to **4 Yvery Court, Castle Road, Cowes, Isle of Wight PO31 7QG**
- Over the phone: Just give us a call on **01983 292 405**

