

# VIRTUAL FUNDRAISING



## How to make your event a success

### Thank you for downloading our guide to virtual fundraising.

We're very excited and grateful you're raising funds for Arthritis Action and look forward to helping you make the most of your event.

There are over 10 million people living with arthritis in the UK and our aim is to help them live a fuller life with less pain, thanks to you.

This pack contains some ideas for you to choose from, but if there is something else you'd like to do, please do get in touch and we'll be happy to talk it through with you.



Why not organise a virtual quiz night with your family and friends?

## FUNDRAISING IDEAS

Fundraising should be fun so make sure you pick the right challenge for you. If you're still undecided, here are some of our favourite ideas.



# 4 EASY STEPS TO GET YOU STARTED



## 1. WHAT AND WHERE?

Think about what you'd like to do and where it needs to take place (in front of your laptop or tracked on an app like Strava).



## 2. WHEN?

Think about the best time to host your fundraiser. Virtual events can work best at the end of the day or over the weekend.



## 3. WHO?

Communities can be amazing support networks. Word-of-mouth is a powerful force. Tell everyone you know and then some! Colleagues, friends and family are just the beginning.



## 4. HOW MUCH?

Set yourself a target to raise – it's a great motivator to push you on during your fundraiser. If you work for a company, ask your employer if they have a matched giving policy. A quick conversation could help double all of the money you raise!

## SOCIAL MEDIA

Use social media to tell people what you are doing (the why and when) and don't forget to tag us too!

 @ArthritisAction

 @arthritisaaction

 @Arthritis\_actn

 @ArthritisAction

**Email people in your address book and call around... or use your WhatsApp groups!**

## CAN I USE YOUR LOGO?

Yes, get in touch and we'll send you the logo. Please ensure that all materials state that it is in aid of Arthritis Action, and include our charity number; Registered Charity in England & Wales No. 292569



## CAN I HOLD A RAFFLE?

Yes, please chat it through with us first, but provided you sell the tickets and the draw happens on the same day, you won't need a license.

**Remember to thank everyone who helped along the way!**



# JustGiving™

The easiest way to collect donations is through a JustGiving page. Follow the instructions on the [JustGiving.com](https://www.justgiving.com) website.

## Top tips for JustGiving fundraising:

- Add a profile photo to make sure you are easily found and recognisable.
- Create your page early on, ideally 2-3 months before your event.
- Post updates about your training if you are doing a sporting event. If you are organising another type of event, let your friends and family know when you have found a venue or if you are adding a raffle to the event etc.
- Add a target for your fundraising, as this can really focus everyone's mind.
- Share your page on Facebook, Twitter and via email as soon as you have created it and whenever you update it!

Why not invite your friends to an online tea party?



Why not try a marathon?

## GIFT AID

For every £1 a wonderful donor sponsors you, providing they are a UK tax-payer, HMRC will give us an extra 25p at absolutely no cost to you or your donor! Remind your friends to simply tick the Gift Aid box when making a donation to your page.

## PAYING IN MONEY YOU'VE RAISED

All the money raised using JustGiving will be automatically transferred to us. If you don't use JustGiving, you can transfer the money by:

- Calling us and paying it over the phone: **01323 408 617**
- Sending us a cheque: **One Upperton Gardens, Eastbourne, East Sussex, BN21 2AA**
- Online: [arthritisaaction.org.uk/support-us/make-donation](https://arthritisaaction.org.uk/support-us/make-donation)

## HOW YOUR DONATIONS CAN HELP:



**£20**

can help someone receive dietary support and advice, to manage their arthritis symptoms



**£60**

can enable two people with arthritis to receive physiotherapy treatment



**£120**

can help build more online resources to support people during the pandemic



**£500**

can help set up a new peer support Group in a local area



**£1,000**

can help run more Virtual Groups to reduce social isolation



# WHAT ELSE?

If running an event is not your cup of tea, there are other options:

## ONE-OFF DONATION

You can make a one-off donation to Arthritis Action either on our website:  
[arthritisaaction.org.uk/support-us/make-donation](https://arthritisaaction.org.uk/support-us/make-donation)

or by sending a cheque to our registered address:  
**One Upperton Gardens, Eastbourne, East Sussex, BN21 2AA.** You can also call us and make a donation over the phone: **01323 408 617**. Remember to Gift Aid it if you are a UK tax-payer.

## REGULAR GIFTS

You can support us through a regular Direct Debit online  
[arthritisaaction.org.uk/support-us/make-donation](https://arthritisaaction.org.uk/support-us/make-donation)  
or by calling us on **01323 408 617**.

## SHOP

AmazonSmile donates 0.5% of the value of your purchase: sign in through [smile.amazon.co.uk](https://smile.amazon.co.uk), and choose us. There will be no extra cost to you.

Give as You Live has over 4,000 retailers to choose from:  
[giveasyoulive.com/join/arthritisaaction](https://giveasyoulive.com/join/arthritisaaction).

## RECYCLE

Recycling your ink cartridges, old and broken jewellery, and even old mobile phones. You will need to request Freepost packaging from [recycle4charity.co.uk/home](https://recycle4charity.co.uk/home) and select Arthritis Action as the recipient charity.

Old and/or broken jewellery can be sent to Recycling For Good Causes. Download the Freepost label on our website: [arthritisaaction.org.uk/support-us/ideas](https://arthritisaaction.org.uk/support-us/ideas).



Why not make  
a collection  
in-memory of  
a loved  
one?

## CELEBRATIONS

You don't want to receive presents? How about creating a JustGiving page instead with an alternative gift list?

## IN-MEMORY

An in-memory collection in place of flowers or in honour of an anniversary can be set up through Memory Giving [memorygiving.com](https://memorygiving.com) or JustGiving [justgiving.com](https://justgiving.com).

## GIFTS IN WILLS

Legacies are a very important source of income for Arthritis Action, and can make a big difference to the lives of many people with arthritis.

You can find out more about legacies and the importance of having a Will by downloading our guide on our website: [arthritisaaction.org.uk/support-us/legacies](https://arthritisaaction.org.uk/support-us/legacies).

# THANK YOU AND GOOD LUCK!

If any of your questions haven't been answered, please get in touch:

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[arthritisaaction.org.uk](https://arthritisaaction.org.uk)

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