

SYCLS Fundraising Pack



How to Fundraise for SYCLS

Decide what you would like to do to raise money

You may choose to get involved in SYCLS' annual Fundraising events or you may want to do your own thing...

This could be hosting an event (*i.e. open mic night*) or asking people to sponsor you to achieve a goal (*i.e. walk the three peaks challenge*). Pick something you are interested in and enthusiastic about (it is important you enjoy yourself!) and get planning. Make sure you give yourself plenty of time to plan!

Please register your event with SYCLS. Email lydia@sycls.co.uk

Set a goal for how much you would like to Fundraise

Aim high with your goal but be reasonable. Realistically how many people do you know who will donate and what is a reasonable amount to expect from each person. If you know 10 people who will donate £5-£10, set your target at £100. Setting a goal can be a good idea as it keeps you accountable and can stretch you to exceed your funding expectations. People also love to rally behind a target!

Share your fundraising event/goal

With your friends, family, colleagues, community and/or church.

Think about your target audience - what's the best way to get their attention?

Share your fundraising event/goal over social media, in group chats and in person. Perhaps you could create a flyer or poster to promote your fundraising? There are some helpful tools & templates on SYCLS' website to help you promote your event.

If you're hosting an event, think about the details you will need to share with people, i.e. time, location, etc.

Tell people what impact their money will make

People need to know who SYCLS is, the work we do and why it matters. People will also be more inclined to give if they know where their money is going and what it will be doing. If you are hosting an event you may want to do a presentation or talk about who SYCLS is. You could share information about SYCLS in some of your social media posts when raising awareness for your fundraising event/goal.

On SYCLS website there are some flyers available to download, these explain who SYCLS is and have information about our different services. You could print these out and make them available for people to read at your event. We also have a short promo film we can make available for you to play at your event.

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Tell your story honestly

If you're asking people to sponsor you then make sure you share why you have chosen your goal, maybe it's something personal or challenging you want to try achieve. People will feel more inclined to donate/support if they know you are challenging yourself or doing something you are passionate about.

Another part of your story is...Why have you decided to do a fundraiser for SYCLS? Why does SYCLS and our work matter to you? Perhaps you volunteer with SYCLS so have been a part of the work we do/can share your personal account? Maybe you are passionate about advocating for people's emotional health & well-being, making sure people can access services like ours when they need them? Do you have your own example of a time you needed support, perhaps a time when someone listening to you has really helped? Would you be willing to share these stories.

Regularly post and share the event

Keep reminding people of your fundraising activity and keep the momentum going! People can easily miss or forget about a post so do multiple. Post more frequently as you approach your event to build excitement.

Decide how you would like to collect your donations/sponsorships

Cash- you will need to give people a heads up if they need to bring cash to an event. Get everyone who donates to fill out the Donation/Sponsorship Record sheet and indicate if their donation is acceptable for Gift Aid.

JustGiving- you can set up your own JustGiving page. This is a great way of sharing a personal message with your supporters, it also helps people track and celebrate your fundraising progress. Or you can direct people to give via SYCLS' main JustGiving page and they could reference you/your event in their donation's comment.

Express Gratitude & Celebrate

Remember to thank everyone who has supported you and donated! Make them feel appreciated for turning up and sharing their money, time and support.

Celebrate...Did you meet your funding target? Did you enjoy your event/ accomplish your goal? Share this with people. Remind people what difference their money will make. This also serves as a reminder for anyone who forgot or missed the chance to still donate.

Collecting Sponsorship and Donations

We want to make fundraising and depositing your donations as easy as possible! There are a few ways in which we can receive your total amount for your SYCLS Fundraiser, so you can pick whichever suits you best.

Either:

Online at **JustGiving**

- We are registered with JustGiving so you can tell people to donate to us directly online. Either people can search for "SYCLS" or they can use this link:
<https://www.justgiving.com/sycls>

OR

Make a JustGiving Account and set up [your own JustGiving Fundraising page](#)

- Visit SYCLS' JustGiving page, click on the 'Fundraise for us' button on the top right. Create and register your Fundraising page with SYCLS.
- For further guidance on how to set up your own JustGiving Fundraising page click [here](#) (including tips on how to edit & share your page).
- Having your own Fundraising page allows you to track your sponsorship and fundraising progress. The money raised is still directly donated to SYCLS.
- Links to either SYCLS' or your own JustGiving page can be shared through any social media and/or via message/email.

OR:

[If collecting cash](#)

- There are lots of IT options but equally we are really happy if you'd rather avoid all that and ask people to donate in cash. Just remember if you're hosting an event to give people a heads up to bring cash with them!
- As you collect the cash, ask people to record their donation on SYCLS' Sponsorship/Donation form (download this from SYCLS' website). This helps you keep track of your donations and allows us to claim any Gift Aid (an extra 25%).
- The total cash amount received will need to be donated directly to SYCLS. There are a couple of ways you can do this...
 1. Drop off the cash in an envelop at our SYCLS' offices. Address: Alpha House, 10 Carver Street, Sheffield, S1 4FS
 2. Contact lydia@sycls.co.uk to request SYCLS' bank details and do a bank transfer.

Remember to also email/post your completed Sponsorship/Donation Form.

If you are struggling to find a method of depositing your donation money that works well for you then please contact lydia@sycls.co.uk. We will work with you to find a solution.