

guide to fundraising



you're an epilepsy action hero!

Thank you for choosing to fundraise for people living with epilepsy.

Whether you're baking, trekking or running, the money you raise could make a huge difference to the 87 people who are diagnosed with epilepsy every day. Thanks to incredible fundraisers like you, nobody will have to face living with epilepsy alone.

In this fundraising pack you will find everything you need to help make your fundraising event a great success. You can also order and download additional materials online.

Thank you for making a difference. We wish you the best of luck with your fundraising!

thank you
for improving the lives of
everyone affected by epilepsy



Jo is just one of thousands of people who turn to the Epilepsy Action Helpline every year

Your support can help more people get better treatment for their epilepsy. People like Jo, who called the Epilepsy Action helpline because her son Charlie was having problems with his epilepsy medicine:

“It’s so hard to look at your child and see a stranger. But that one call to the helpline gave me the knowledge and confidence to get my Charlie back. Your support will ensure the helpline is there for the next call like mine. Thank you.”

make the most of your online fundraising

Setting up an online fundraising page is one of the easiest ways for people to support you. All donations made to your page will be sent directly to us. All you need to do is personalise your page and promote your efforts! Get started at justgiving.com or facebook.com/epilepsyaction

If you are fundraising in memory you can set up a personalised online tribute. As well as being a dedicated website to remember someone, you can use your tribute to create event fundraisers. You can also use social media and email to share your event and raise sponsorship. For more information and to create your tribute please visit epilepsy.org.uk/tributes



our top tips for your online fundraising page

Add a photo

Fundraisers with photos on their page raise more than those without!

Gift Aid it

Ask your sponsors to Gift Aid their donations. Epilepsy Action will receive an extra 25p for every £1 donated

Share your story

Tell people why you've chosen to fundraise for Epilepsy Action

Add updates

Post regular updates to your page to share your experience. It's a great way to encourage more donations

Set a fundraising target

Fundraisers who set a target on their page raise nearly twice as much!

Keep going

Twenty per cent of donations are received after people have completed their fundraising event!

Add offline donations

Add any funds you've collected offline so everyone can see your overall total

Thank your donors

Thank everyone who sponsors you and make them feel great about their donation – they might then share your page with others

Remember to promote your fundraising page on social media and ask everyone you know to sponsor you!

share your story

In the media

Boost your fundraising by telling people about it! Sharing on social media, getting a story in your local newspaper or being interviewed on your local radio station is a fantastic way to do this. It's a great chance to tell people about epilepsy too.

Tell the media about your fundraising using a press release. This is a document that contains all the information a journalist will need to write an article about your efforts. Visit epilepsy.org.uk/eventpublicity for some top writing tips and to download a template release.

Please note there is no guarantee that a journalist will write about your story after you send them a press release.



fundraising ideas

If you are looking for ideas to boost your fundraising total, we're here to help you every step of the way. Here are some tried and tested ideas!

Top tip: We have a whole host of branded materials available at epilepsy.org.uk/materials





Hold a Tea Break

Whether you're an expert baker or star taster, host a Tea Break with friends, family or colleagues

Top tip: Hold a collection to top up your total. A simple way to raise funds and a great way to meet lots of people

Dress to impress

Hold a dress-down or fancy dress day in your school, community group or workplace

Car boot sale

Open your trunk and get rid of your junk. Hold a car boot sale and raise funds from your unwanted goods

Quiz

Host a quiz night and test your friends and family or create a printed quiz for your work or school

Sweepstake success

Whether it's football, your TV favourite, or sweets in a jar, get creative and organise a sweepstake

Pamper party

Host an evening with friends and family and indulge in a night of luxury

Walk this way

Whether it's a canal side stroll or a coast to coast challenge, all you need to do is choose your route

Personal challenge

Raise funds by setting yourself a personal challenge. Give up chocolate, shave your head or take part in a sponsored silence

Tournaments

Whether it's a 5-a-side football match, golf day or online gaming tournament, get your colleagues, friends or family together and let the competition begin!

Have a ball

From cocktails and canapés, to dancing and dining. Pick your venue, send out your invites and organise an evening to remember!

Top tip: Ask your employer if they offer a matched funding scheme – they may match your personal fundraising amount

Top tip: Tell your colleagues and friends about your fundraising by promoting your efforts on your company intranet

Top tip: If you don't have a minimum sponsorship target, why not set yourself a goal to reach? You'll be surprised how quickly your donations add up!

keeping it safe and legal

Insurance

Epilepsy Action cannot accept any liability for your fundraising activity. You may need to consider public liability insurance if your event is open to the public. Check with your venue to see if their policy covers you.

Promotional materials

Please write that you are fundraising 'in aid of Epilepsy Action' and state 'registered charity in England (No. 234343)' on your fundraising materials.

Raffles and lotteries

If you are holding a raffle or lottery as part of your event, you will need to comply with the Gambling Act 2005.

If your raffle is being held as part of an event, you will not need a license if you follow some simple steps:

- Tickets are only sold at the event
- The draw is held during the event
- Prizes are donated and awarded on the day

Licences

You may need licences for your event if you are playing music or selling alcohol. Check with your venue to see what licences they hold. To apply for a relevant licence, contact your local authority.

Holding a collection

To request a collection tin visit epilepsy.org.uk/collectiontins. If you plan to hold a collection on private property (such as a supermarket or shopping centre), we require written permission from the manager. If you wish to collect in public you need to obtain a licence from your local authority.

Health and safety

Assess any risks and potential problems that may arise at your event and ways you can prevent them from happening, for example adequate first aid cover. If you are providing food at your event, please be aware of food safety regulations.

Other things to consider

If you are looking for prizes and donations for your event, you may wish to contact local businesses. Please check with Epilepsy Action before contacting national companies, charitable trusts, celebrities and public figures.

If you need further guidance, please contact us on **0113 210 8851** or email events@epilepsy.org.uk



share the fun

We would love to see lots of photos before, during and after your event. Follow [@epilepsyaction](https://twitter.com/epilepsyaction) on social media and use the hashtag [#epilepsyaction](https://twitter.com/epilepsyaction) when you post. We'll share your fantastic photos for everyone to see. You can also email images to us at events@epilepsy.org.uk and with your permission we'll share them too.



[@epilepsyevents](https://twitter.com/epilepsyevents)



[epilepsyaction](https://www.instagram.com/epilepsyaction)



[/epilepsyaction](https://www.facebook.com/epilepsyaction)



events@epilepsy.org.uk

how to pay in the money you raise

Online

Visit epilepsy.org.uk/donate to pay by debit or credit card

By cheque

Post cheques, postal orders or CAF vouchers, made payable to 'Epilepsy Action', to:

Freepost RTGS-LEYK-XGCK, Epilepsy Action, New Anstey House, Gate Way Drive, Yeadon, Leeds, LS19 7XY

By phone

Call the fundraising events team on 0113 210 8851

Gift Aid

Gift Aid gives Epilepsy Action an extra 25p for every £1 donated. If your sponsors are UK tax payers, ask them to Gift Aid their donation by ticking the box on your sponsor form.

Matched funding

Don't forget to ask your employer if they offer a matched funding scheme. This is a great way to increase your total as some employers will double what you've raised!

Epilepsy Action

New Anstey House, Gate Way Drive, Yeadon, Leeds LS19 7XY

tel. 0113 210 8800 email epilepsy@epilepsy.org.uk epilepsy.org.uk

Epilepsy Action Helpline: freephone 0800 800 5050

text 0747 963 8071 email helpline@epilepsy.org.uk

Epilepsy Action is a working name of British Epilepsy Association.
A company limited by guarantee (registered in England No. 797997)
Registered charity in England and Wales (No. 234343)



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**FUNDRAISING
REGULATOR**