

saffron

Sheffield Women's Counselling and Therapy Service

FUNDRAISING PACK



SETTING UP YOUR PAGE

Thank you for choosing to help raise vital funds for Saffron Sheffield. All funds raised will be used to help us continue supporting women survivors of abuse and trauma with life giving 1:1 therapy and wellbeing activities.

Now you've registered for an event with us, your next step is set up your Justgiving fundraising page.

- * Go to <https://justgiving.com/saffronsheffield> and click the 'Fundraise for us' button.
- * If you already have an account with Justgiving, input your details and click 'Continue'.
- * If you need to register, click 'sign up' and create your account.
- * You'll then be asked a few questions about your fundraising activity. If your event is shown as a recommendation, please click and confirm you are taking part.
- * You'll then be asked how much you want to raise and be given the opportunity to personalise your page. It's important that you talk here about why you want people to sponsor your event and donate to our work. Information about Saffron will be automatically added to your page.
- * When you reach the summary page, check your details and click 'Launch my Page'.

Once your page is published, you will be able to revisit and edit it at any point. You can also now share it with your supporters.

If you have any issues at all, please email office@saffronsheffield.org.uk and we will do our best to help you out.



FUNDRAISING GUIDANCE

Saffron Sheffield is registered with the Fundraising Regulator and aims to ensure all fundraising activity is in line with their Fundraising Promise and Code of Conduct. As you will be representing Saffron during your fundraising, we ask that you abide by the following guidance;

- Anyone under the age of 16 should not undertake any house-to-house or street collections.
- Anyone under the age of 16 should have an adult help them collect and count any sponsorship monies.
- You must fundraise honestly and respectfully. Please don't mislead anyone or make anyone feel unduly pressured.
- You need to be clear about the activity you are undertaking in return for the sponsorship money you are asking for.
- Please don't communicate to a potential sponsor in a way that is likely to cause offence, fear or distress.
- Please don't exhibit any behaviour that would harm our reputation.

OUR TOP TIPS

1

SET A FUNDRAISING TARGET

A fundraising target can really help to keep you motivated and encourage your friends and family to give. Pages with a target raise much more than those who don't!



2

TELL YOUR STORY

Let people know why you are fundraising for Saffron and help them understand why their donations are so important.



3

ADD PHOTOS AND VIDEO

It's great to show people what you will be doing, and any training you are undertaking. Pages with photos and videos do raise money than those without.



4

MAP OUT YOUR CONTACTS

Write down a list of people you know and think about how you can share about your fundraising challenge with them and ask them to sponsor you.



5

SHARE, SHARE, SHARE

Promote your fundraising page on all of your social media - Facebook, Twitter, Instagram. Don't forget your whatsapp and email contacts as well.



6

KEEP EVERYONE UPDATED

Share how your preparations are going and how much you still need to reach your target. Remember to post in real time on your social pages whilst you are on your walk.



7

SAY THANK YOU

It is so important to thank everyone who donated and helped you achieve your challenge - you couldn't have done it without them!

I'm fundraising for Saffron Sheffield!

By providing free, long-term specialist trauma counselling and psychotherapy in a safe and dedicated environment, Saffron exists to help women in Sheffield recover from the impact of abuse and trauma on their mental health and wellbeing.