

GUILDFORD TOWN CENTRE CHAPLAINCY



Fundraising advice 2011



Introduction

Thank you for signing up to take part in JUST WALK 2011 to raise money for Guildford Town Centre Chaplaincy

JUST WALK an exciting sponsored walk organised by **Across the Divide** for anyone, including children, wanting to fundraise for a UK charity of their choice. With a range of walks (10km, 20km, 40km or 60km) for everyone from children and families to enthusiastic walkers, it's an ideal way to get fit and raise money for Guildford Town Centre Chaplaincy. And, of course, you get to enjoy the beautiful West Sussex countryside!

All the walks start from Goodwood Racecourse near Chichester on Saturday 7th May 2011. For a small fee all the essentials are organised for you and you get a T-shirt and certificate at the end of the walk. You can find out more by visiting the JUST WALK webpage at <http://www.acrossthedivide.com/index.php/products/event/p-00251.html>.

We're sure you have a great time fundraising and doing this event. If you have any questions please contact Julian Lomas on 07802 957938 or at julian.lomas@gtcc.org.uk.

Hints and Tips

Does your employer support good causes? If so you could speak to your manager about how you could fundraise in the workplace and possibly get your fundraising total matched by your employer.

When approaching friends for sponsorship, don't forget to get a generous amount from the first person on the sponsorship form! This will encourage subsequent sponsors to be generous as well!

Sponsorship forms include people's name and address and a column they can tick to say that the donation is eligible for **Gift Aid**. For other donations you receive (other than through Justgiving) if people wish their donation to attract Gift Aid they must complete a Gift Aid Declaration which is attached to the end of this document and which you can download from

<http://www.gtcc.org.uk/Newsletter/GiftAidDeclaration.pdf>



Fundraising Online

Guildford Town Centre Chaplaincy has linked up with **Justgiving.com** to help you create your own online fundraising page for JUST WALK 2011.

Justgiving.com is a really easy and fast way to collect sponsorship – you can set yourself a target, let all your friends, family and colleagues know about it, and watch as the donations flood in!

Justgiving.com makes it really simple to let people know about what you're doing – you can email your page to family and friends around the world or add the Justgiving application to your **Facebook** page - all of which can save you, and those who want to support you, a lot of time and effort.

Why not add a link to your Justgiving.com page to your e-mail signature, so everyone you e-mail will have the chance to sponsor you.

To set up your own Justgiving page for JUST WALK 2011 will take about 5 minutes. All you have to do is:

- 1 Enter the Just Giving website in your web browser: www.justgiving.com
- 1 Click on 'Create a Fundraising Page'
- 1 Click on the 'Create Your Page' button and then details about the event you're taking part in and the date. You will then be asked to the specific event in event you're part.
- 1 Once you have chosen JUST WALK as your event you will be asked which charity you would like to raise money for, simply enter Guildford Town Centre Chaplaincy and then click on the GTCC logo when it appears.
- 1 If you already have a Just Giving account you can enter your email address and password, if not enter your email address and click on continue. Follow the onscreen instructions to finish setting-up your Just Giving page.
- 1 You can add photos and information about the challenge and add your own personal message about why you are doing it. It will help if you include some information about what the money raised will be used for. Try to make it sound as exciting and compelling as possible. If you need any assistance please contact your team leader or Julian Lomas at julian.lomas@gtcc.org.uk.
- 1 Let everyone know that you've set up your Just Giving page.



You can call Just Giving free on 0800 028 6183 or email help@justgiving.com if you have any queries.

Once you have set up your page, email the web address for your personal fundraising page to all your friends, family and colleagues, sit back and relax! (Well I'd make some phone follow up calls to remind them they have not get sponsored you).

Remember to get people who can Gift Aid you, to click the correct box, because the government will add another 25% with no extra cost to the donor, and Guildford Town Centre Chaplaincy will benefit.

And remember to update your page regularly so that everyone can see how your preparations are going.

Top Tips for maximizing Justgiving donations

- 1 Divide potential sponsors up into sub-groups and tailor an e-mail to each one. For example, you may want a different approach for work colleagues than you would use with your extended family.
- 1 Not everyone who wants to sponsor you will be able to find the time to do it on the first occasion you ask. It really is worth sending a couple of further e-mails, to give everyone an opportunity to support you.



What to do with the money you raise offline

Any money you raise online will automatically be paid to GTCC (with the Gift Aid) by Just Giving so you don't need to worry about that at all.

Any money you raise offline needs to be sent to GTCC as soon as possible after the event (you can send money sooner and in instalments if that is easier for you).

Don't send cash through the post. If you receive cash or cheques made payable to you, please bank them and write a cheque to Guildford Town Centre Chaplaincy for the total amount collected.

Please make sure you send the cheque(s) to the following address:

The Treasurer
Guildford Town Centre Chaplaincy
c/o 5 Grantley Gardens
Guildford
GU2 8BS.

Please make sure you send the following information to us when you send us the money:

- 1 Your name.
- 1 That the money is funding raised through your participation in JUST WALK 2011.
- 1 How much money you have sent in this instalment (particularly if there are multiple cheques). It would assist us greatly if you put name on the back of all cheques you send.
- 1 How much money you have so far sent us in total for JUST WALK 2011 – please do not include any funding raised online, only money you have sent to us direct.
- 1 All your sponsorship forms if you had sponsored events or gift aid declarations if anyone has completed.

REMEMBER: without your sponsorship forms (which must include people's name and address and a column they can tick to say that the donation is eligible for Gift Aid), or Gift Aid Declarations Guildford Town Centre Chaplaincy cannot claim Gift Aid on other people's donations.



Sponsorship form

Sponsorship Form for the JUST WALK 2011 in aid of Guildford Town Centre Chaplaincy

My name is [insert your name(s)] and on 7 May 2011 I am walking [insert distance] km around the South Downs in aid of Guildford Town Centre Chaplaincy and would appreciate any sponsorship that you may be able to give in support of this worthwhile project.

Guildford Town Centre Chaplaincy has grown from a long Christian heritage of service and a desire by Guildford's Christian Community to show care and love to anyone in need in our town centre. It runs the Guildford Street Angels Programme and Town Centre Chaplaincy Service and aims to bring a spiritual dimension to town centre life.

Name	Address	Amount (£)	Gift Aid*
			YES / NO
			YES / NO
			YES / NO
			YES / NO
			YES / NO

* For Guildford Town Centre to be able to claim Gift Aid you must pay an amount of Income Tax and/or Capital Gains Tax at least equal to the tax that the Guildford Town Centre Chaplaincy reclaims on your donations in the appropriate tax year.



Legal and safety reminders

Cash

Always keep money in a lockable box.

Never put your personal safety in jeopardy if a thief attempts to steal money.

If carrying money always try and have someone you know to accompany you.

Things to Remember

All your fundraising materials need to contain the phrase "In aid of Guildford Town Centre Chaplaincy"

THANK YOU !

