

# Fundraising Guide

R N I B

See differently



**Our top tips and  
tricks for fabulous  
fundraising!**



Registered with  
**FUNDRAISING  
REGULATOR**

# Welcome to Team RNIB – You're about to do something amazing!



# Thank you so much for taking on an epic challenge for Team RNIB. We couldn't do the important work we do without incredible fundraisers like you.

Every day, 250 people in the UK start losing their sight and their lives will change completely. Today, too many people with conditions like glaucoma and cataracts still face isolation and depression, unable to achieve their potential in a world that blocks their way.

But we won't stop until every last psychological and physical barrier has gone for good – from classrooms to workplaces, from local shops to far-flung holidays. Together with your support, we can smash through the barriers that stop people with sight loss thriving.

With your help, we can be there when people need us most, support independent living, create an inclusive society and prevent avoidable sight loss. With every pound you raise, you're helping create a future where sight loss is no longer a barrier.

Inside this pack you'll find our top tips to kick start your fundraising. So you can smash your fundraising goals and the barriers faced by people with sight loss. We're here to support you every step of the way and would love to hear from you, call us on **0303 123 9999** or email **events@rnib.org.uk**.

**Go Team RNIB!**



# How your money makes a difference

**£12**

could pay for 30 minutes with a sight loss adviser, to help someone cope with the shock of finding out they're going blind.

**£20**

could help someone feel more confident about living with sight loss, with personalised support from our expert Sight Loss Advice Service.

**£47**

could help someone feel more positive about the future after losing their sight, through a one-to-one phone or online counselling session.

**£80**

could provide free Talking Books for six months, so someone with sight loss can read to their heart's content.

**£100**

could help a person with sight loss discover ways to live independently, through our two-day Finding Your Feet course.

**£200**

could run our Employment Line for a day, so we can support people with sight loss to stay in their job or look for work.

**£400**

could help two blind and partially sighted people to rebuild their confidence through a six-day Living with Sight Loss course.

**£532**

could run our Helpline for one hour, so people with sight loss can find out about the support and services we can offer.

**£980**

could run our Eye Health Information Service for a day, so our team of friendly, expert advisers can support people across the UK to understand their eye condition and available treatment.

**£1500**

could make a new children's book available in our Talking Books library, enabling a child with sight loss to experience the joy of reading.

**£1,995**

could help us reach out to blind and partially sighted people for a day through our RNIB Connect Radio station, run by and for people with sight loss to promote independence and reduce isolation.

**£2,500**

could make a new adult book available in our Talking Books library, enabling a person with sight loss to enjoy the latest best seller.



# Online fundraising: is where it's at!

Fundraising online is the quickest, simplest and safest way to raise money. Follow our top tips and just go for it – you'll be a fundraising champion in no time!



## Set up your page today

Don't delay! The sooner you start, the more money you'll raise. It takes under five minutes to set up a page; we recommend [justgiving.com](https://www.justgiving.com) or [virginmoneygiving.com](https://www.virginmoneygiving.com).

## Think big

Setting a target creates momentum and gives you a clear goal, fundraising pages with a target raise 45 per cent more than pages without. If you set your target high, you'll raise more too, as higher targets equal more donations.

## Personalise your page

Add a picture and a short summary of why you're taking on your challenge for RNIB and what it means to you. Posting regular updates about your training and fundraising progress is a winner! Pages with updates raise 36 per cent more than ones without.

## Get active on social media

Social media is a massive driver of online fundraising, especially Facebook, Twitter and Instagram. Share your fundraising page regularly, telling friends why RNIB is so important to you, how their donations will change lives and how hard you're training.

## Make hay after pay day

Email your work colleagues with your fundraising page link and ask them to sponsor you. Time it for just after pay day, when they're feeling more generous!

## Instant messaging equals instant donations

Message your friends directly through WhatsApp with a link to your fundraising page and ask them to sponsor you. Last year £1 million was raised through requests from WhatsApp.

# Fundraising ideas

You've signed up to your challenge so it's time to kick off your fundraising. These favourite fundraising ideas are guaranteed to get friends, family, neighbours and colleagues digging deep.

## Quiz night

Everybody loves a quiz and it's a great way to get people together. If your local pub already holds a quiz ask if the proceeds can be donated to RNIB, if they don't ask if you can host your own. If pubs aren't your thing, ask a local café or community centre, or if you've got enough space, do it at home.

## Collection tins in your local area

Ask if you can place a collection tin on the counter of your local pub, café, gym, corner shop, church, gallery or anywhere else you can think of. You could even ask your local sports club if you can do a collection before and after a match. It's a great way to collect donations with minimal effort.

## Donations instead of presents

If you have a birthday coming up, or if Christmas is around the corner, ask for money towards your fundraising instead of presents. This can be a big pay-off for little effort.

## Curry night

Contact your local Indian restaurant and ask to host a curry night. Choose a week day and ask if they can put on a buffet or a fixed price menu for you. We suggest asking them to do it for £10 per head and charge £20 in advance for tickets. If curry's not your favourite food, just contact your favourite local restaurant, or hold a dinner party at home.

## Hold a raffle

Raffles are a great way to raise extra money at your fundraising events. Contact local businesses and ask them to donate prizes or vouchers. Sell tickets for £2 each and draw the winner at the end of your event. See our "Keeping it Legal" section for more information on holding raffles.

## Be creative

If you have a passion, use it to raise money. Love music? Put on a gig or a house party. Love art? Put on a craft evening or mini exhibition. Love football? Organise a five-a-side tournament. Love talking? Do a sponsored silence! Anything goes. Just make sure you ask people to donate as well as enjoy themselves.

Above all, tell people why raising money for RNIB is important to you and remember the golden rule, if you don't ask you don't get! You'll be amazed by the generosity of the people around you. Go for it and good luck.

## Some other quick ideas:

- Organise a sweepstake: Guess how many sweets are in the jar or who's going to win the FA cup or Strictly?
- Hold a cake sale at work
- Ask your employer about match funding
- Don't forget to set up your fundraising page.



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# Shout it from the rooftops

**You're doing something amazing so don't be shy – shout about it! The more people you tell, the more money you're likely to raise.**

## **Talk to people about what you're doing**

Sounds simple, but talking to your friends, family, colleagues, neighbours (and anyone else who'll listen) about what you're doing and why you want to support RNIB is the best way to inspire people to donate. Plus you never know who they'll tell and what doors they might open.

## **Contact the press**

Contact your local newspaper, TV or radio station to share your story, it's a great way to raise awareness of what you're doing. Try to stand out from the crowd and explain what inspired you to take on this challenge for RNIB. There is no guarantee your story will be picked up, but it's always worth a try.

Local media are always interested in hearing about things that are happening in the local community, so it's worth a shot.

## **Social social social**

Online is the way forward, so post about what you're up to on Facebook, Twitter, Instagram and Snapchat and don't forget to use #TeamRNIB and tag @RNIB whenever you do!







## Connect with RNIB

We'd love to see what you're up to and how your fundraising is coming along so join and follow us on:



[facebook.com/rnibuk](https://facebook.com/rnibuk)



[twitter.com/rnib](https://twitter.com/rnib)



[instagram.com/rnibuk](https://instagram.com/rnibuk)

# Meet the fundraisers

## Mark Rogerson

**Mark was 30 when he developed an infection during a routine operation for a detached retina. 10 days later, he lost his sight.**

“Over the past four years I’ve received a lot of assistance from RNIB including practical, emotional and mobility support, as well as advice on employment and benefits. They helped me rebuild my life.”

After all the help and support he received, Mark wanted to give something back to RNIB. Inspired by his mother and sister’s half marathon fundraising he decided to take on his own challenge. He has since run two marathons for RNIB, and most recently completed the Great North Run, raising £400. As well as fundraising online, he also organised a school reunion and persuaded the venue to let him use it for free, and throw in a DJ and special drinks offers. A great night was had by all!



### **Mark’s top fundraising tip is:**

“People are more likely to give if there’s a chance of them winning something! So make sure there’s something in it for them.”

## Marvel Opara



**Marvel is taking on the challenge of a lifetime and climbing Mount Kilimanjaro. Marvel has optic atrophy which means she has no vision in her left eye and only seven per cent of vision in her right eye.**

“RNIB has helped me a lot in the past with various resources including Talking Books, assistive equipment and large size board games I could play with my kids. I wanted to do this challenge to make more people aware of RNIB and the work they do.”

As well as asking people to donate online to her fundraising page, Marvel put on various events to raise an incredible £4,700. Her largest event was an auction evening at a club where she raised £2,000. She also got people to sweat it out at a spina-thon in her local spin studio, and held a fun filled hula-thon where she recruited friends and family to hula for as long as they could!

### **Marvel’s top fundraising tip is:**

“Try and keep your costs down by doing things that are going to be free. Ask people you know and speak to local businesses, they’re quite helpful. You’d be surprised how many people would like to help you.”

## Megan Smithson-Booth

Megan decided to celebrate her 16th birthday in an unforgettable way, and being registered blind isn't stopping her from jumping out of a plane at 10,000 feet!

"RNIB has helped me at school by providing resources for various subjects so I can access my work. I even got a braille note-taking tablet this year. I wanted to do something to show how thankful I am for all of the support I've received."

Megan raised an amazing £900 mainly through online fundraising on Just Giving. She used the power of social media and shared her page with family and friends through Facebook, Instagram and Snapchat. She also organised a collection at her local Sainsbury's to add an extra boost to her fundraising total.



### Megan's top fundraising tip is:

"Get it out there and share it on all social media platforms. Don't be scared of asking people, most people are happy to help."

## Abdul Aziz



**Abdul was inspired by a fellow fundraiser who completed Trek Iceland for RNIB, and contributed to her fundraising by completing a tandem skydive. This motivated him to take on an even bigger challenge and he signed up for the London Marathon.**

Abdul raised a whopping £2,000 by sharing his online fundraising page via WhatsApp and Facebook. He also spoke to everyone he knew: family, friends, colleagues, customers and suppliers through his work.

"I told them I was running the London Marathon for RNIB and what it meant to me. I received a lot of online and cash donations just by simply asking people."

### Abdul's top fundraising tip is:

"Share photos of your training, your medal and your fundraising certificate, with the people who have supported you. They love seeing them and sometimes donate even more!"

# Keeping it legal and safe

Fundraising is what the first three letters suggest – fun! However it's also subject to important laws and regulations, so we've broken down the key points for you to consider.

## Using the RNIB logo

In all the fundraising you do, please make it clear you are fundraising in aid of RNIB and that you do not officially represent RNIB. If you'd like to use our logo as part of your fundraising, please contact us and we can send you our "In aid of" logo. You must also make it clear we are a registered charity, by mentioning our registered charity numbers. Here's an example:

**"I'm fundraising in aid of RNIB, a registered charity in England and Wales 226227 and Scotland SC039316".**

This means you can shout about supporting RNIB while abiding by the Code of Fundraising practice.

## Health and Safety/Insurance

If you hold a fundraising event, then you are responsible for the health and safety of the event and everyone who comes along. Visit [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk) for advice.



As your fundraising events and activity are not organised by RNIB, it will not be covered by our insurance. So you'll need to arrange your own insurance if appropriate.

RNIB cannot accept responsibility for any loss, accident, damage or injury arising from activity you organise.

## Collections

You must get permission before collecting donations, either from your local authority for street collections, or from the owner or manager of private premises, such as a supermarket or train stations. RNIB are unable to organise collections for you; but we can provide collection buckets, tins, and an official letter to confirm you're fundraising in aid of RNIB. Please be aware you cannot collect door to door without a licence and we recommend you do not carry out this type of collection.

## Money

When handling cash, keep it secure at all times in a lockable box. It's a good to have two people count cash collections and bank the cash as soon as possible. If you have to travel with any cash donations, it may be safer to have someone travelling with you. You should also consider the safety of your mode of transport.

## Food hygiene and alcohol

Please take care when handling food and follow basic rules for the safe preparation, handling, storage and display in accordance to hygiene regulations. Visit [www.food.gov.uk](http://www.food.gov.uk) for more information.



If you sell alcohol at your event, check if the venue is licenced. Otherwise you need a temporary license from your local authority.

### First aid

Make sure you have adequate first aid provision for events you're holding. A qualified first aider may be needed for larger events.

### Raffles

If your raffle takes place during one of your events, a licence isn't necessary, as long as you sell tickets and give out prizes at the event. If you're planning to sell tickets to the public, this type of activity is heavily regulated, so please ask for our advice or visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for the latest information.

### Data Protection

You shouldn't share personal information or data about people who have supported your fundraising without their permission. All electronic or paper records should be stored securely and don't keep it for longer than you need to.

Remember we're here to help, so call us on **0303 123 9999** or email **[events@rnib.org.uk](mailto:events@rnib.org.uk)** if you have any concerns.



## Don't forget Gift Aid

How would you like to bump up your fundraising total by 25 per cent? Imagine how many more people with sight loss you could support!

It's easier than you think, thanks to the magic of Gift Aid. This means if your sponsors are UK taxpayers, we can claim an extra 25p from HMRC for every £1 they donate. How awesome is that?

This is where our sponsorship forms come in. Follow these steps to help us make your sponsorship go even further:

- Always use our official sponsorship forms – you can photocopy them or contact us for more if you need them
- Ask your sponsors to complete their details themselves in clear handwriting
- Make sure they complete their full name, home address, postcode and sponsor amount
- Most importantly – get them to tick the gift aid box.
- Don't forget to post us your sponsorship forms so we can claim Gift Aid.



**Together with your support,  
we can smash through the  
barriers that stop people  
with sight loss thriving.**

**Thank you so much for fundraising for RNIB**

We're here to support you every step of the way, if you have any questions about your fundraising please get in touch by phone on **0303 123 9999** or email **events@rnib.org.uk**.

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