

NAPA's Fundraising Tips

TOP TIPS

Know about NAPA:

When you fundraise for NAPA, it helps to know a little about the work we do, as you may be asked questions from people interested in supporting you. You should know that NAPA support the care sector to prioritise the well-being of people with care and support needs, through the provision of activities, arts and engagement. We currently support approximately 3,000 care homes in the UK. The money that you raise will help fund The NAPA Helpline – A FREE support service for care and activity teams and family carers, offering information, advice, and resources to support engagement. For more information visit www.napa-activities.co.uk

Decide what you would like to do:

To make your fundraising count, the first thing you need is a great idea! If you don't already have one, think about what you enjoy doing, how much time you can dedicate to organising your event, how much money you want to raise, and what will interest your audience. This will make your fundraising more fun and enjoyable

Choose a date:

When planning your event ask yourself when does your idea work best? An evening or weekend, at the end of the month after pay day? Make sure you check diaries before you put on your event to ensure your date and time doesn't clash with anything

Choose a venue:

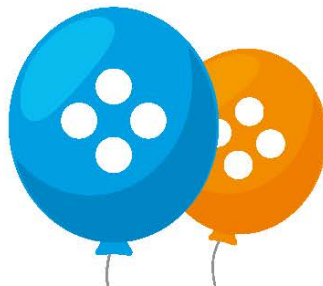
Where is the best place to hold your event? If you need to book a venue, what size does it need to be? Can people get there by public transport or do you need to arrange parking? Use your contacts and networks to find the best possible venue

Decide on your audience:

Who is your event audience? Try to involve everyone you know – your friends, your family your work colleagues. You can then estimate the number of people who will get involved and how much money you can expect to raise.

Set a target:

A fundraising target can seem a little scary but with a positive attitude, bit of planning and by organising, the money will start coming in! A target can help motivate you and encourage your friends and family to donate – Events with a target raise 46% more, be brave and tell the world what you are aiming for – BUT whatever you raise will make a difference!



Take the time you need:

Give yourself plenty of time! Fundraising can take longer than we expect. Choose your date, time and location. Set a budget and think about how you will incorporate the 'fundraising' element; are you selling tickets? asking for donations? Will you be creating your own posters and flyers? – **email us**, and we can send you the NAPA fundraising logo and some templates for posters etc

Share, Share, Share

Create a buzz about what you are planning. If your fundraiser is open to the public then make sure the wider community knows it is happening and when. Tell your friends and family and ask them to tell their friends and family.

Social media:

Your social media pages such as Facebook, Twitter, Instagram, LinkedIn – are ideal for publicising your event and sharing updates and photos with friends. Set up a Facebook event and invite all your contacts. You can also link to the NAPA pages too. Follow us on twitter and Instagram and 'like' us on Facebook. And don't forget to let us know what you're doing.

Press:

Contact your local newspaper/radio station. Write a press release and send it to the news desk of your local paper or radio, include key information such as detail about your planned fundraising activity and target. Include some fun photos and link to our [website](#). If you are writing a press release – aim for 25-30 words per paragraph and no more than two pages, write in the third person, make sure you include the who, what, where, when and why, include your contact details. Share the details with us and NAPA will share on our social media platforms too.

NAPA is a Charity:

It is good practice to use our charity number on anything you produce on our behalf: NAPA is a registered charity in England and Wales No. 1070674 and in Scotland No. 038991.

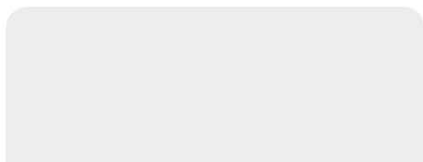


Say thank you!

Please do not forget to thank everyone who sponsors you. If someone makes a bigger donation and you would like us to thank them separately, then we would be more than happy to do so, please send us their details and we will write to them.

Online fundraising:

Set up a giving page. Within a few minutes you can create a personal online fundraising page.



Online fundraising makes it easy for family and friends to sponsor each other, just send them a link to your page and all the money they give comes straight to NAPA. All Giving Pages are easy to use and offer a great way to quickly collect donations. Just make sure that you check to say that you are raising funds for NAPA (National Activity Providers Association.) Things to include on your online fundraising page – what you are doing, a target amount, a paragraph about why you are fundraising for NAPA. To personalise your campaign use photos – including a picture of yourself and contact NAPA for logos to brand your page. Fundraisers with photos raise an average of 14% more! A good excuse for a #selfie! and tell your story, people will give you more if they know why you care, add your story to your page. Do not take your page down too soon after the event, 20% of donations come in after an event – so keep in touch with your potential donors, they might feel the need to donate again!

Gift Aid:

Are you or your sponsors UK taxpayers? NAPA can claim an extra 25p for every £1 you raise. Tick the Gift Aid box! Every gift made to NAPA has the potential to be worth more at no extra cost to your supporters, just by them simply ticking the Gift Aid box if they are eligible. This can be done on your JustGiving page. Please know that Gift Aid provides a significant source of income to allow us to help hundreds more people. As well as this, you can also include any Gift Aid claimed on your donations towards your fundraising total. If you have a charity place in one of our events e.g. the London Marathon, and the charity is paying towards the cost of your place in the event, you need to let your supporters know that you have received a benefit from NAPA. As you have received this benefit, we cannot claim Gift Aid on sponsorship from certain people connected to you such as any close relatives i.e. mother, father, grandparents etc. You should let your supporters know the details below; either verbally or by

copying this information on to your JustGiving page: NAPA is contributing to the cost of my event. These costs will not exceed 50% of the minimum sponsorship pledge that has been made which is £XXX. As I am receiving a benefit, any sponsorship payments made by connected persons (i.e. family members) will not qualify for Gift Aid and therefore the gift aid box should not be ticked." If you need more information on who qualifies as a 'connected person' or on these Gift Aid rules in general please get in touch with our fundraising team who will be happy to help and send you more information.

Make your donation:



Text to Donate

Text / SMS donations
To donate £1, text NAPA to 70201
To donate £3, text NAPA to 70331
To donate £5, text NAPA to 70970
To donate £10, text NAPA to 70191



* Fundraising payments and donations will be processed and administered by the National Fundraising Centre (Charity No. 1148868) operating as DONATE. There will be charges at your standard network rate. For Terms & Conditions, see [www.justgiving.com](#)

If you have used a giving page or Text to Donate then you don't need to do anything. If you are sending a cheque to NAPA – Please make it payable to NAPA and send to St Marys Court, The Broadway, Amersham, Bucks, HP7 0UT. Make sure you include your name and address, so we know it is from you. For bank transfers please email us [here](#).



You are amazing!

Thank you for all your support. You should be proud of your achievement. Let us know how your event goes and send us some pictures! We would love to share your story in our magazine and celebrate your achievements, so don't be shy!

Registered Charity Number: 1070674
Scottish Charity Number: SCO38991



Registered with
**FUNDRAISING
REGULATOR**