



Get organised!

Your practical guide to fundraising



To do list

We're right beside you on every step of your fundraising journey. Whether you need advice on organising events, or sponsored challenges, we're here to help with any support you might need. Here are some top tips to help your events go smoothly...

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Keeping people safe:

Think ahead about health and safety to help things run smoothly. There's some great detailed advice on www.hse.gov.uk, and here are a few quick tips:

- ☐ If there will be a lot of people at your event, it's a good idea to have a trained first aider on site and a first aid kit too
 - ☐ Writing a risk assessment will help you plan what to do in an emergency
 - ☐ As well as keeping food gluten free, make sure you practise good food hygiene.
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Keeping it all above board:

- ☐ If your event is in a public place, ask the property owner for permission
 - ☐ Ask your local authority if you need a public entertainment licence or alcohol licence
 - ☐ Get public liability insurance for events involving the general public.
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Children and young people

Children can be the most enthusiastic and creative fundraisers, with wild ideas and unlimited energy, so you want them on the team! But keep them safe by ensuring an adult is responsible for them.

You can find safeguarding guidance at the Chartered Institute of Fundraising's website: www.ciof.org.uk





Get permission for photos

- ☐ Photos are fantastic for showing how your event went, but make sure you ask people for permission (or parents of children under 13) before you take and share their picture.

Raffles and lotteries

If you're holding a raffle, make sure you follow The Gambling Commission's guidelines.

- ☐ Raffle tickets can only be sold on the day of the event (if you want to sell them in advance, you'll need a licence)
- ☐ Participants must receive a physical ticket (a cloakroom ticket is fine)
- ☐ You can deduct up to £100 from the raffle proceeds to cover expenses
- ☐ You mustn't spend more than £500 in total on prizes, so you're best to ask people and local businesses to donate them.

For more advice, visit www.gamblingcommission.gov.uk

Get seen on socials

Social media is great for sharing your fundraising event far and wide. Just tag us in your posts so we can share your updates with our wonderful community who may want to donate.

Tips for acing it on social media:

- Don't be shy – get sharing!
Take your audience along with you on your fundraising or training journey
- Grab attention with clear, sharp images and great video content
- Reply to comments so your supporters know they are loved
- Encourage your followers to take action, whether it's donating to your fundraiser or following Coeliac UK for further updates
- And finally, an obvious one – please keep posts polite, positive and respectful.



 @coeliacuk
 @CoeliacUK
 @coeliacuk
 @Coeliac_UK

Top tagging!

Use relevant hashtags such as [#CoeliacUK](#) [#CoeliacDisease](#) [#Coeliac](#) [#GlutenFree](#) or hashtags relating to the event such as [#TCSLondonMarathon](#). (Try to avoid using [#Celiac](#) as this may not reach UK audience.) And please tag us in your posts using [@coeliacuk](#). This means we will be able to see your posts and re share them with our audience!

Tell us your story

We love to hear about your fundraising activities, so please let us know how your event went. Send your stories and photos to fundraising@coeliac.org.uk.

You could feature on our website or in our newsletter, and inspire others to take on a fundraising challenge of their own! And thank you again for doing such an amazing thing!



10 steps to online success!

Online fundraising pages make it easy to publicise your events and gather sponsorship. We recommend JustGiving for its user friendliness and established reputation, but other options include Enthuse, Facebook Fundraising, GoFundMe and Instagram Fundraising.

Try these easy steps to get noticed and boost your fundraising total:

- 1 Set up your account
- 2 Start a new fundraiser
- 3 Set a goal amount
- 4 Personalise your page with photos and videos
- 5 Write your story, highlighting what Coeliac UK means to you
- 6 People often follow others' lead, so a healthy first donation from your keenest supporter will encourage generosity
- 7 Share all over social media encouraging friends and followers to contribute
- 8 Offline materials such as event posters could include a QR code to your page
- 9 Don't stop – around 20% of online donations come in after the big day
- 10 Say a humongous thank you all over social media

Reaping the rewards!

Once you've enjoyed a well deserved rest, you can enjoy the best bit - paying in that amazing fundraising total!

Please send us your donation within six weeks of your event, via any of these routes:

- Use the Money Return form in your fundraising pack, or on our website.
- Send a cheque in the post (not cash) to Fundraising, Coeliac UK, Artisan, Hillbottom Road, High Wycombe, HP12 4HJ or use the return envelope in your pack.
- Call our friendly team on 0333 332 2033 to pay by credit or debit card.
- By BACS – transfer the funds to account name: Coeliac UK, sort code 40-05-16, account number 31017691. Please use your surname and postcode as a reference.

Also, Gift Aid means we can claim an extra 25p from the government for every £1 you donate.

For sponsored events, each person who supports you simply needs to make their own Gift Aid declaration, by ticking the Gift Aid box on our sponsorship form, or online fundraising platform, and we'll do the rest! (Unfortunately, Gift Aid doesn't apply to money you've collected from someone else, for example, by holding a tombola or charging for tickets.)

Finally, thank you SO much for raising funds - you're helping fight for everyone with coeliac disease, and that's truly amazing!

Get in touch
0333 332 2033
fundraising@coeliac.org.uk

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