



YMCA EAST SURREY

Fundraising Guide

www.ymcaeastsurrey.org.uk

   YMCAEastSurrey

Registered Charity No: 1075028

YMCA

Here for young people
Here for communities
Here for you



Thank you!

First of all, thank you for choosing to fundraise for YMCA East Surrey!

It's thanks to the support of amazing people like you that YMCA East Surrey is able to support local children, young people and adults to belong, contribute and thrive.

Our services support many aspects of people's lives, spanning housing and advice for young homeless people and families, youth clubs, mental health support, childcare including specialist support for those with disabilities, exercise classes and a gym.

By supporting us, you are part of an exclusive team helping children, young people and adults in the local community.

This fundraising guide is bursting with great ideas, helpful tips and support on making fundraising easy and fun.

Feel free to get in touch to find out more about our charitable work – check out the links below or come and visit us for yourselves.

- ▶ [YMCA East Surrey website](#)
- ▶ [Real Stories](#)
- ▶ [Impact Report](#)
- ▶ [YMCA East Surrey video](#)

If you need any more support or have any questions, please contact us at challenge@ymcaeast surrey.org.uk

 *Thank you on behalf of everyone at YMCA East Surrey for choosing to support us. Your fundraising efforts make a huge difference to the local people who use our services. Good luck and enjoy your challenge!* 

Ian Burks, CEO, YMCA East Surrey



Getting off to a good start – creating your fundraising page

We recommend creating an online donation page through JustGiving, so people can sponsor you quickly and securely online, and easily add GiftAid if they're UK taxpayers.

Each of our challenge events has a link on our website to set up your unique JustGiving page linked to that event - [find your event](#). Alternatively, contact us at challenge@ymcaeastsurrey.org.uk and we can help you to set this up.



We recommend opening your JustGiving fundraising page as early as possible to make it easier to reach your target.

Our perfect fundraising page checklist

Follow this simple checklist to get your JustGiving page looking its best and ready to share.

1 Tell your story

A well-written story is one of the best ways to inspire more donations on your page. Let people know why you're raising money for us. Tell them about what you're doing and what this means to you.

2 Set your fundraising target

Choosing your fundraising target gives people a goal to get behind, so don't be afraid to go big! Some of our events have a pre-set fundraising target, whereas others are open, so check your sign-up information. Remember, if you hit your target ahead of your event, don't be afraid to raise it!

3 Add pictures and videos

The first thing your supporters will see is your photo selection, so the more the merrier. Our top tip? Choose a bold, standout cover photo, as this is also what people will see when you share your page on social media.

4 Personalise your thank-you message.

Add a personal touch by editing your thank-you message to donors and let them know YMCA East Surrey is really appreciative.

“Whether it's buying minibuses to take children out on trips or helping support young people facing homelessness, you're making a direct difference in your local community.”

Derek & Dara - YMCA fundraisers



You can also use our sponsorship form for people who want to give you cash. Download the form by going to www.ymcaeastsurrey.org.uk/fundraising-tips/

Sharing your fundraising page

So you've set up an eye-catching fundraising page and you're now ready to share this with the world. Reach more people with our top sharing tips.

1 Consider self-donating

A self-donation kicks off the fundraising process, boosts your own confidence, and shows potential donors that you are serious about your challenge.

2 Share your page on social media

Getting your page in front of as many people as possible is key to bringing in donations. Share your page regularly on social media throughout the lead-up to your challenge, and especially after the event. See more social media tips below.

3 Email your contacts

Start with your closest friends and family. Their donations will encourage others to donate!

4 Post updates to your page

Every milestone matters! Use your page to update people on your training or fundraising progress, people love to see what you've been up to.

5 Final update

Remember to give one final update once your event or fundraising has finished. As well as a moment to celebrate, it's also a useful prompt for people who've forgotten to donate.

Social media



Your social media accounts are important tools to promote your fundraising efforts, not only to share the link to your page but also to update your friends and family of your progress.

Here are our top social media tips:

1

If you're taking part in a physical challenge, apps like Strava can post your training efforts onto your JustGiving page or social media accounts. Show people how hard you're working towards your desired goal!

2

You don't need special kit to make brilliant fundraising update videos, your smartphone will be fine.

3

Follow YMCA East Surrey on Instagram, Facebook and X and feel free to tag us using [@ymcaeast surrey](https://www.instagram.com/ymcaeast surrey) so we can like your posts and comment.

Remember, if you need any support at all with setting up fundraising pages or using social media, please contact us by emailing challenge@ymcaeast surrey.org.uk

Other fundraising ideas

Shared your page all over social media and want to raise the bar even further? You can raise more by fundraising in loads of different ways.



- ▶ Ask your employer if they have a matched giving scheme and if they can match the amount you have raised.

- ▶ Have a good clearout and sell your unwanted items on eBay, Vinted or a car boot sale and donate the money raised to your sponsorship.



- ▶ You can buy fundraising scratch cards online, where people pay to buy a square and then part of the money received is given out to the winning square (revealed by the scratch-off panel once all squares have been sold) with the rest being donated to your fundraising. You can even film yourself scratching to reveal the winner.

- ▶ You could hold a fundraising event like a cake sale, coffee morning, quiz night, dress down day etc.



Thank you!

Thank you again for choosing to support YMCA East Surrey! We are here to help you enjoy your challenge event and fundraising every step of the way. If you need any support at all, please contact us by emailing challenge@ymcaeast surrey.org.uk

Happy fundraising!

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 YMCAEastSurrey

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Registered Charity No: 1075028

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