

How to:

Fundraise for Velindre



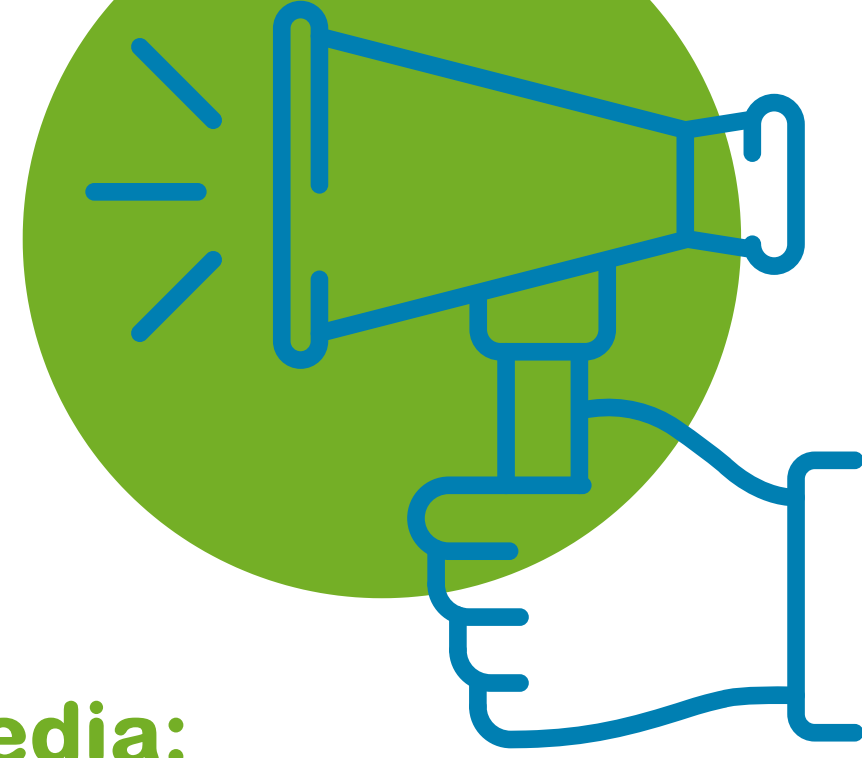
Got a Fundraising Idea? Let us know!

Before starting your Fundraising Activity we would encourage you to contact our Fundraising Team to let us know about your plans.

You will be allocated a Fundraising Officer who will be on hand to support you with guidance, promotional covergage and event resources.



How to Promote Your Fundraising:



Facebook:

Facebook is a fantastic platform for reaching new audiences and spreading your event far and wide. The first thing to do would be to set up a Facebook Event page with the event date, time and information on how to get involved.

Not only can you share this Facebook event to your page but can also invite your friends to take part. Your friends then invite their friends and soon your event is being shared far and wide.

Sometimes your events will need a little more of a push which is why we encourage fundraisers to share the event link into any local community group pages within your area. Take a look at what community pages are out there and ask if they will share your event.

Key Contacts:

Don't be afraid to ask Friends and Family directly. If you know someone who would be interested in the event you're planning then simply share the ticket link with them. Although social media is a great tool, it is very easy for people to miss content, so it is important not to assume everyone has seen the event page.

Other key contacts could be relating to the theme of your event, for example rugby themed events may be best promoted through rugby clubs or contacts.

Local Media:

Enlist the support of your local media outlets whether that be newspapers, radio stations or other community news groups. Don't be afraid to ask for help as most media outlets will be happy to help promote a good local event for a good local cause.

Other Social Media:

Twitter and Instagram are the two other social media platforms we would encourage you to use to help promote your event.

It is always a good idea to change up your content. Rather than sharing the same poster all of the time, try and give the audience a new image to look at every now and then.

For example, if you are hosting a raffle, try sharing some pictures of the prizes to entice more engagement. Other ideas would be to share insights into the decorations, planned entertainment, special guests to emphasise the unique selling points of your event and share a behind the scenes look etc..

Businesses and Groups:

If you have a high number of tickets to sell, it is often easier to target larger groups including businesses, community groups or friendship groups. Rather than selling one ticket to one person, try to recruit a team or group of people to attend together. Highlighting your event as a staff night out or social evening for a group of friends will encourage larger groups to attend making your job of selling the event much easier!

Ask Us For Help!

If you are struggling to sell your event, please get in touch with our Fundraising Team. We can help offer professional advice, share more hints and tips with you and depending on your event, we may even be able to help promote through our social media channels. We're here to help the best we can.

I was nervous about hosting an event but the Fundraising Team helped make it a fun, stress-free experience!



Post Fundraising Plans:

Once your event has taken place, there's just a few things to do in order to tie up all of the loose ends.

It is very important to always say Thank You:

It sounds very simple, but we can often get caught up with the post event tasks and forget to say the very simple words... Thank You.

Whether it's thanking guests for attending your event, thanking donors for their generosity or evening acknowledging sponsors or volunteers for their contributions, it is incredibly important to share your thanks.

It's always a nice touch to let your supporters know how they have made a difference, how much money they have helped you raise and also how they made you feel. A Thank You on the evening of the event will go a long way and will encourage your participants to continue their support for future events or fundraising activities you host.

When your event is complete and your donations have been counted, we would also encourage you to share your final donation total with everyone involved. Our Fundraising Team can provide a personalised certificate, letter or social media post to help you share this news.

A small Thank You can make a huge difference to your ongoing fundraising and can help develop great relationships and friendships.

Time to make your donation to Velindre:

When you have collected in your donations, organised your payments and deducted your costs, you will then be ready to make your donations to Velindre Fundraising.

There are a range of methods available for paying in your event donations which are listed below, if you need any help choosing the correct method please contact our team.

Over the Phone:

We are able to accept Credit Card payments over the phone if your donations are being stored within your bank account. Call our team today to make your donation and receive an email receipt:

029 2031 6211

Donate through our website:

You can make a donation to the charity through our website and also leave a message to say how the funds were raised. You will receive an automatic confirmation when your payment has been transferred.

www.velindrefundraising.com

Make a Bank Transfer:

If making a bank transfer is the easiest option for you, please contact our team to gain our bank details and a unique reference code for your donor profile.

DIOLCH

THANK
YOU

WE
RAISED...

Through the Post:

If your donations are being made in the form of a cheque, you can send this in the post to the address below. Please include your name and return address so that we can send a receipt and acknowledgment in return.

FAO Velindre Fundraising
Velindre Cancer Centre
Velindre Road
Whitchurch, Cardiff
CF14 2TL

Visit the Cancer Centre:

If your donations are in the form of cash, you will need to make arrangements to deliver these to our team at Velindre Cancer Centre. Please call our us to arrange a drop off time with a member of our Fundraising Department.

Event Resources:

We have a wide range of indoor and outdoor event materials to help take your event to the next level. If you would like to hear more about our event resources please contact our team to arrange your collection and return dates.

Help Us To Help Others:

By returning your event resources in good condition and in a timely manner, you are allowing us to support many other fundraisers and donors.

We invest in event resources each year and try to keep this cost at a minimum to ensure maximum donations are used to enhance patient experience and treatment on site.

You can help support this by returning your materials after your event.



Thank You

for supporting
Wales' Premier Cancer Centre.

Share your Fundraising with us:

 @VelindreFundraising

 @Velindre

 @VelindreFundraising

#TeamVelindre
#VelindreFundraising

Want to speak to our
Fundraising Team?
Email or Call us today:

info@velindrefundraising.com
029 2031 6211

For more information on our
upcoming events, please sign
up to our Newsletter here:
www.velindrefundraising.com

