Fundraising pack

#TeamBRACE
How to do I get started?

Raising sponsorship can seem a very daunting task, especially when you have registered for a challenge event and the idea of raising the sponsorship seems a harder challenge than the training! Don’t despair - just like training, take it one step at a time and don’t think you have to raise it all in one go. Below are some ideas to help you raise various amounts which put together will help you raise the full amount, or more!

With a little help from your friends:
Raising your sponsorship is easier if you get the help of your friends. Their support will be invaluable and boost your confidence - they could even do some of it for you. Ask 10 friends to raise, say, £100 each for you through their family/friends and work colleagues.

Pub Quiz:
Why not ask your local pub/social club if you could run a pub quiz. Why not include a raffle - they are always a great way to raise extra amounts with little effort.

Collections:
Sports Centre - would your local sports centre take a collection tin for donations and allow you to do a collection on a set day to help boost your income? Local Gym - would the gym sponsor you or support you by having a donation tin/sponsor form to ask fellow gym members to support you? Remember, it’s essential to get the relevant permission before making any collection - please contact us if you need any guidance with this.

Hold a larger event to raise more in one go:
Why not hold a larger event - and get your friends to help you. Some examples are: Golf Day; Casino/race night; Raffle (obtain license if appropriate); Auction - silent or promises; Fashion Show; Bowling/Skittles evening; Curry Night - perhaps ask a local restaurant to hold the event for you and donate a percentage of the profits.

Corporate Sponsorship:
Don’t forget your workplace. Find out if your company operates a match giving scheme. Ask if you can hold a dress-down day with employees paying to wear what they like on a given day.

Keep your fundraising simple, achievable and fun for you to do. These are just some suggestions to get you started. If you have any other successful ideas that you would like to share, please do let us know.
Media Tips

There are two ways of approaching the local media (both regional/local newspapers and local radio stations)

1. Telephoning the local newsdesk at either the newspaper or radio station.

2. Submitting a press release by post or email detailing your fundraising and imminent challenge.

Telephoning the Local Newsdesk

Be prepared by having all the details ready of your event and the challenge you are participating in for BRACE. Have contact numbers for both yourself and BRACE.

Writing a Press Release

- Have a catchy headline and first line.
- Always address who, what, where, and why within the contents of your press release.
- Keep it concise and factual and ensure the gist of your main story features in the first paragraph. Keep sentences short and punchy.
- Is there an angle to your story? Have you a relative/friend who has been affected by Alzheimer’s disease or other dementia? Is there anything unusual about the event you are arranging or participating in?
- Go through the article meticulously - would it interest you?
- Do not send original photographs, as you cannot guarantee their return. Send copies or use the sentence ‘Photographs available on request’. Alternatively send photographs in digital format.
- Make sure you include your name, age and contact details.
- Contact us for a quote to include in your press release. Work with BRACE and our PR adviser.
BRACE on social media - #TeamBRACE

*If you mention us online, please use the hashtag #teamBRACE thank you!*

Our website: [www.alzheimers-brace.org](http://www.alzheimers-brace.org)

Facebook: [www.facebook.com/BRACEAlzheimersResearch](http://www.facebook.com/BRACEAlzheimersResearch)

YouTube: [www.youtube.com/user/BRACEBRISTOL](http://www.youtube.com/user/BRACEBRISTOL)

Twitter: [@AlzheimersBRACE](http://twitter.com/AlzheimersBRACE)

Instagram: ‘alzheimersresearchbrace’

Google+: [plus.google.com/+BRACEAlzheimersResearchBristol](http://plus.google.com/+BRACEAlzheimersResearchBristol)

eBay - For all our merchandise: [www.ebay.co.uk/usr/the-brace-charity-shop](http://www.ebay.co.uk/usr/the-brace-charity-shop)
Photos & Stories

How to make your fundraising worth even more!
You’re planning to raise funds for BRACE by doing something which we hope you will enjoy.
Thank you! All our funds come from motivated supporters like you, and we couldn’t do anything without you.

The money itself is important, of course, but you can help us even more with photos, quotes and stories from your fundraising. We can use these in our Newsletter and online, sometimes in press releases or brochures. They help raise our profile and inspire others in the fight against Alzheimer’s and other forms of dementia.

Photos
Cheque presentations have less impact than “action” photos. Whether your fundraising is energetic or sedentary, in the office or half way up a mountain, pictures of people raising funds and having a good time are generally more fun and more eye-catching than formal photos.

Quality, high resolution photos give us the option of printing and, with the right story, might be accepted by the press. Aim for at least 1mb file size, though photos of about 500kb are sometimes used in our Newsletter. Smaller photos can only be used online. Make people the stars of your photos; make sure they fill out the frame, everyone with nice smiley faces and clearly doing the activity that you have chosen - and if you’re wearing a BRACE T-shirt all the better! A picture is worth a thousand words and all that...

Text
Do you have a story to tell? Is there a personal reason you are supporting BRACE which you would be happy to share with others? What was your inspiration/motivation? Perhaps a loved one is living with dementia and you wanted to do something in their name?

Have you any anecdotes to tell about your experiences during the fundraising itself? Was it gruelling, life-changing, inspirational?

Could you supply a short quote we could use? Tell us in your own words how you fared in your fundraising challenge and why you wanted to join the fight against dementia.