



YOUR GUIDE TO FUNDRAISING FOR RNID!

**RN
I:D** | Supporting people
who are deaf, have
hearing loss or tinnitus



WE ARE RNID

Thank you for choosing to support RNID. In this fundraising pack, you'll find everything you need to help plan and promote your fundraising event. We're also doing our bit for the planet; our fundraising materials are recyclable, and digital resources can be downloaded from our website: <https://rnid.org.uk/get-involved/fundraise>

WHY SUPPORT RNID?

Deaf people face barriers in almost every part of daily life. Train announcements. Job interviews. Even getting a takeaway coffee. Everything becomes so much harder when our communication needs aren't being met. As a nation, we're not taking our hearing health seriously enough. At its root is a **lack of understanding of hearing loss and devastating conditions like tinnitus.**

These invisible barriers in society affect 1 in 5 of us in the UK. **You can help us break them down.**

Fundraise for us today and help fund the hearing research, vital services, and supportive campaigns for the 12 million adults in the UK who are deaf, have hearing loss or tinnitus.



OUR AREAS OF WORK

INCLUSION

We'll work to end the discrimination faced by our communities and make life fully inclusive, transforming public understanding and attitudes in the process.



HEALTH

We want to get rid of the barriers deaf people, and people with hearing loss and tinnitus face in getting access to healthcare of all kinds.



EMPLOYMENT

We will work so that our communities have equal access to rewarding employment. We'll help leaders understand how to successfully recruit people into their organisations, and support individuals to excel when they get there.



RESEARCH

We will fund world-class research to find new treatments to prevent hearing loss, restore hearing and silence tinnitus. We'll work to increase the number of scientists focussed on developing better treatments.



HOW WILL YOUR MONEY MAKE A DIFFERENCE?



£10 could cover the cost of sending our Tinnitus Guide to five people in need of support and coping strategies

£30 could pay for vital emotional and practical support from Contact RNID for someone struggling with sudden onset hearing loss

£50 could help cover the cost of training a new team member to offer life-saving support to someone in crisis

£100 could pay for five people to receive personalised, invaluable advice on life-enhancing products

£250 could cover a day of research developing gene therapies to prevent children with Norrie Disease losing their hearing

£500 could pay for some research to improve cochlear implant technology for people with severe hearing loss

5 SIMPLE STEPS FOR SUCCESS



PICK AN IDEA

What do you like to do? What are you good at? Is there a challenge you would really like to push yourself to complete? Be sure to choose something that's right for you and if you need some inspiration, [check out our A-Z of fundraising here](#).



PLAN YOUR ACTIVITY

What is your goal? Write down all the things you need to do and ask for help if you need it. There will be more about planning an event later on in the guide.



ASK FOR HELP

Teamwork makes the dream work! Don't be afraid to ask for help from friends, relatives, colleagues or even organisations.



KEEP IT SIMPLE

Especially if this is your first event. Check out our ideas throughout this booklet and on our website for further inspiration.



WORK OUT YOUR COSTS

Aim to raise at least three times what you spend. Think about how you can keep costs down, ask businesses to contribute free gifts to a raffle for example.

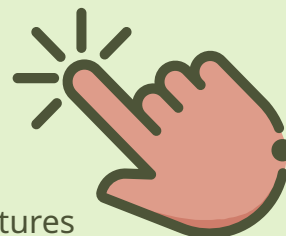
RAISE MONEY ONLINE

Creating an online fundraising page with a website like JustGiving is a quick and easy way to collect donations. You can easily spread the message about your event and it'll save you hours of asking for and collecting sponsorship money!



TOP TIPS FOR FUNDRAISING ONLINE

Set up your fundraising page (the earlier the better!) with [justgiving.com](https://www.justgiving.com), following these top tips:



- Make it personal. Tell your story with words and pictures – giving the reason behind your fundraising can help raise more.
- Add a photo! Pages with photos tend to raise 13% more funds, so this is a great thing to do.
- Line up your first donor. Try and get your first donation to be above the £20 mark, as this will encourage other people to give a similar amount.
- Setting a target can increase your funds by up to 46%! If you hit your target, push it up again.
- Share, share, share! Once your page is ready, share it via email, social media and WhatsApp.
- Keep your page up to date. You can add photos and updates to your page as you go, so people can see how you're doing.

PLAN YOUR EVENT



So, you've decided to hold your own event - thank you! Whether you're planning a toddlers' tea party, a pub quiz or a grand ball, we're here to help!



SET A DATE

Make sure you give yourself enough time to plan.



FIND AN IDEAL LOCATION

Consider the type of space, what facilities you need and how many people you expect to take part. Pick a venue that is accessible to all and close to transport links.



BUDGET

Make sure your target is realistic but at least three times higher than your costs.



THE LEGAL BITS

We want your fundraising to be great fun, but please ensure that whatever you're doing is both safe and legal.



MATERIALS

[Download our fundraising materials](#) to help people find out about and get excited about your event.

If you would like some help, are unsure about anything, or just want to tell us about your fundraising, please get in touch with your Community Fundraising Team at community.fundraising@rnid.org.uk

SPREAD THE WORD



Start with why: People respond to causes that mean something to you, the fundraiser, so be sure to tell people why it's important to you and why they should donate! A great fundraising story should include:

- Why you decided to take on this challenge.
- Why you chose to support RNID.

Giving is contagious: Did you know that people are more likely to donate when they see others doing it? Why not make a point of sharing gratitude for generous donations on your social media, making sure to remind others that they can help by donating to your fundraising page.

Match funding: Companies sometimes offer match funding to help boost your total. They may even double it, so be sure to ask whether that is an option.

IN THE PRESS



Tell the press, including your local newspaper, radio and TV about your amazing plans. They love to hear about what's going on in the community. Remember to include a quote, how people can support you, and your reason for fundraising. A template press release is available from your Community Fundraising Team

SOCIAL MEDIA



Download our [social badges](#) from our website and use them to spread the word about your event. Set up a Facebook event, you can post updates. Make sure you tag us wherever possible!

 [rnid](#)  [@rnid](#)  [@rnid_uk](#)

Around 20% of donations come in after your event has ended, so remember when you're taking your victory lap on social media, to post the JustGiving page too - it could make all the difference.



FUNDRAISING IDEAS



GET OUT THERE AND GET MOVING

If you're looking to challenge yourself physically, we have a range of races and challenges you can take part in. Check out our [website](#) for more information.



SUPERMARKET SWEEP

Apply for permission to hold a bag-packing day in your local supermarket. Bring some friends, pick a busy shopping day and get packing for small change.



YOU COULD ALWAYS SET YOUR OWN TARGET...

1000 burpees in one day?
Skip a marathon in fancy dress?
Swim 100 lengths in 1 hour?
The choice is yours!



FACEBOOK BIRTHDAY APPEAL

Nominate RNID as your preferred charity on your birthday, explain why our cause is so important to you and watch the dosh roll in.



DRESS IN DECIBELS

Get your school or workplace to take part in a Dress in Decibels day. Ask everyone to dress in their LOUDEST brightest clothing instead of their usual attire, to help raise awareness and funds.

More ideas and support for a Dress in Decibels day can be found on our [website](#).



BAKE FOR RNID

Whether you're a seasoned baker or just like eating the cookie dough when no one's looking, why not host a bake sale?



SMASH A WORLD RECORD

Can you beat the world's fastest handstand walk with a football between your legs (26.09 seconds)? Find your challenge, make sure it is safe for you to do and give it a go. Make sure you let us know what you're going to try, we would love to support you.



SKYDIVE

Are you ready for the ultimate adrenaline rush? Whether you're a bit of a daredevil or just fancy the challenge of a lifetime, look no further. A skydive for RNID could be the thing for you!



For more ideas check out our website [Our A-Z of fundraising ideas](#) or chat with your fundraising team at community.fundraising@rnid.org.uk

PAYING IN



There are different ways you can pay in the money you've raised.

THROUGH OUR WEBSITE



1. Visit the [donate page](#) and select a "one time" gift of the amount you've raised
2. Select to give a "one time" gift of the amount you've raised.
3. When asked "What motivated you to donate?" select "other" and type "Community Fundraising" or the name of your event in the box that appears.

ONLINE BANKING



Account number: 01796505

Sort code: 30-00-02

Name of organisation: RNID

Reference: Name and event (for example, J Smith Quiz night)

VISITING YOUR BANK



You can use the paying-in slip at your bank to transfer cash directly to our account, using the account details above. If you're sending us money through online banking or at the bank, please let us know so we can thank you!

OVER THE PHONE



Call 0808 808 0123 9am-5pm Monday to Friday and pay in the funds by credit or debit card. We also welcome calls through the Relay UK service.

BY CHEQUE



Please make your cheque payable to 'RNID' and send it to: RNID, Freepost RUBR-STEY-KKUR, Brightfield Business Hub, Bakewell Road, Orton Southgate, Peterborough, PE2 6XU

JUSTGIVING

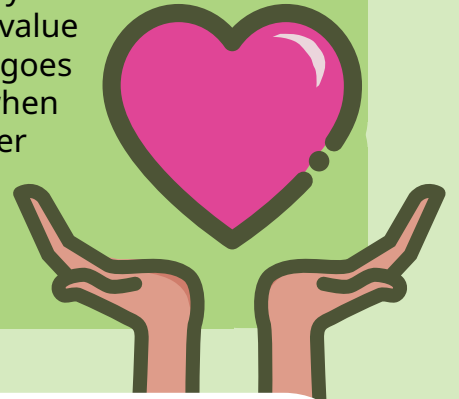


If you've set up an online fundraising page through JustGiving you don't need to do anything - they'll send the funds directly to us.

MAKE YOUR DONATIONS WORK HARDER WITH GIFTAID

How does an extra 25p per every £1 raised sound to you? Sounds pretty good to us too. Gift Aid increases the value of donations by 25%, so it means even more money goes to our cause. Any UK taxpayer can include Gift Aid when they donate. It means the taxman will give us another 25p for every pound donated, at no cost to you. So please encourage your supporters to tick the gift aid box when they donate!

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THANK YOU!

You're amazing! Thanks to you we can support the 12 million people in the UK who are deaf, have hearing loss or tinnitus. Together, we will end the discrimination faced by our communities, help people hear better now and fund world-class research to restore hearing and silence tinnitus.



ASK THE TEAM



Tell us about your great fundraising idea or ask us a question! We're here to help. You can email us at community.fundraising@rnid.org.uk or via [Contact RNID](#)