

YOUR GUIDE TO
FUNDRAISING

BE A
FUNDRAISING
HERO

Chest
Heart &
Stroke
Scotland



NO LIFE
HALF LIVED



YOU ARE A HERO

THANK YOU FOR JOINING A SUPER SPECIAL TEAM OF SCOTLAND'S HEROES! YOU ARE ABOUT TO DO SOMETHING TRULY HEROIC.

You're fighting back against loneliness, stopping fear in its tracks and keeping people alive for longer.

Your fundraising superpowers are helping people do more than survive. Because of you they will live their lives to the full.

Whether you run, bake, dance or shake buckets – what you do makes such a difference to people in Scotland. To them, you're Scotland's true superheroes – always ready to save the day.

In your fundraising superhero starter pack, you'll find everything you need to really make your fundraising fly. You'll also find inspiring stories to see how your fundraising changes lives.

SO KICK-START YOUR FUNDRAISING,
ASSEMBLE YOUR AMAZING TEAM,
AND GET READY - IT'S HERO TIME!



BEFORE YOUR BIG DAY

PUT YOUR THINKING 'CAPE' ON

What do you enjoy doing? What's your superpower or your hobby? Create a masterplan of everything you can do to smash your fundraising goals. If you're in need of a little inspiration, help is at hand. Visit WWW.CHSS.ORG.UK/MYFUNDRAISING or email FUNDRAISING@CHSS.ORG.UK



ASSEMBLE YOUR TEAM

Ask if your friends and families would like to help. Find the Batman to your Robin, dare them to take up a challenge or mission with you, or simply get some help with your fundraising masterplans.

TEAM



SET UP A SUPER FUNDRAISING PAGE

You can do this for free at WWW.CHSS.ORG.UK/MYPAGE. It's an easy way to keep the donations flying in and makes it simple to claim Gift Aid.

LET US HELP!

We're here to support you every step of the way and make your fundraising as easy and fun as possible. Don't hesitate to get in touch or just send out the signal. FUNDRAISING@CHSS.ORG.UK



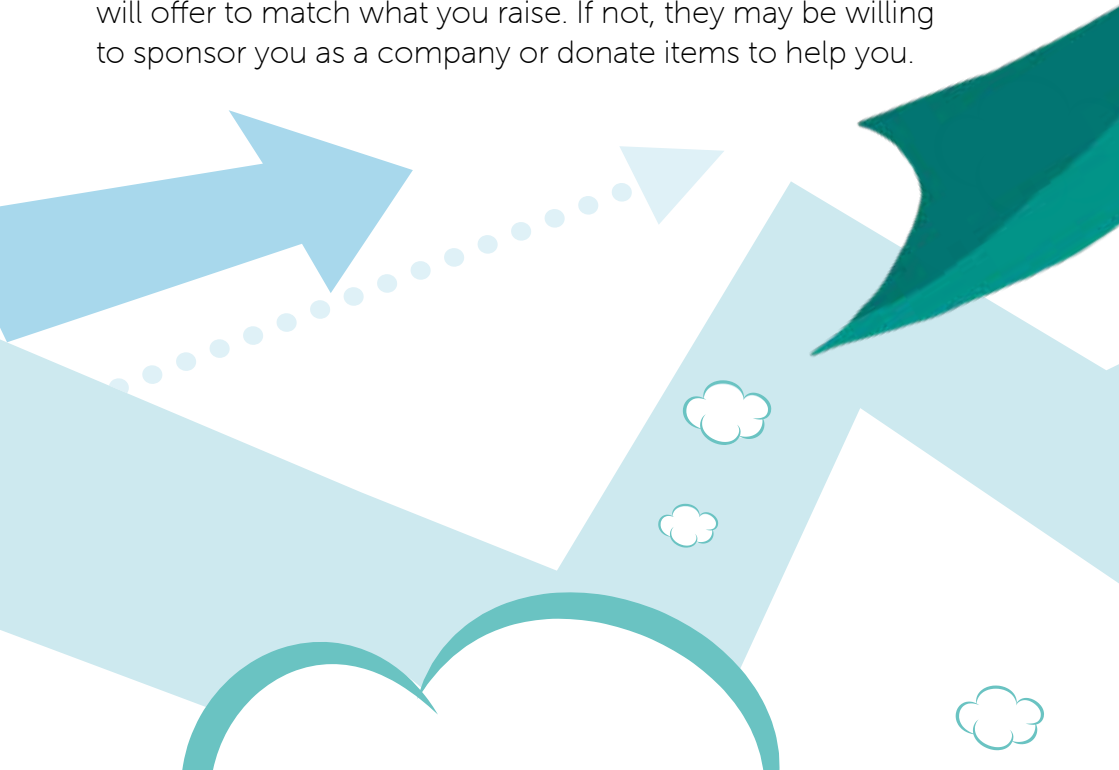
BOOST YOUR FUNDRAISING

ASK PEOPLE TO GIFT AID

There are lots of ways you can make your money go even further. Asking people to add Gift Aid to a donation means we can claim an extra 25% at no extra cost to them. They just need to be a UK taxpayer.

MATCH FUNDING

Could your employer double your funds? Lots of companies will offer to match what you raise. If not, they may be willing to sponsor you as a company or donate items to help you.



DON'T FORGET A SUPERHERO ALWAYS STAYS WITHIN THE LAW! YOU MAY NEED PERMISSION IF YOU ARE HOSTING AN EVENT IN A PUBLIC PLACE, OR NEED TO THINK ABOUT HEALTH AND SAFETY ISSUES OR INSURANCE. GET IN TOUCH WITH US AND WE CAN HELP GUIDE YOU.



TELL THE WORLD

YOU'RE ABOUT TO DO SOMETHING AMAZING - SO TELL THE WORLD ABOUT IT! THESE HANDY TIPS WILL HELP YOU SMASH YOUR FUNDRAISING GOALS.


HIT THE HEADLINES!

Splash your story in your local papers! To make your story as interesting as possible, here are some top tips:

BE YOU. Tell them why you're raising money and who is involved. Don't be shy – you're a fundraising hero!

BE DIFFERENT. What makes your event interesting? Journalists are always on the lookout for an angle to a news story.

BE LOCAL. Local media is all about celebrating local people and communities.



BE OUT THERE. Get your cape on and put up those event posters (included in your pack!) all over town. You could be surprised by the generosity of local businesses.

BE VISUAL.

Photographs and video clips are a brilliant way to get your story in the paper. So get snap happy!

GET SOCIAL AND HAVE FUN. Make the most of social media to spread the word and tell your friends about your fundraising. Taking photos or videos is a brilliant way to let people know what you're doing and celebrate your fundraising milestones along the way. Or get creative with some live action shots of your events.

AFTER YOUR

EVENT

HOW TO PAY IN

IF YOU'VE SET UP AN ONLINE GIVING PAGE, YOU CAN SIT BACK, HANG UP THAT HERO CAPE AND RELAX. YOUR FUNDRAISING WILL COME DIRECTLY TO US.

Or you can use any of these easy pay-in methods

PAY IN CASH. Please pop along to any branch of RBS and pay directly into our account.

Sort Code : 83-51-00 Account No : 00126003.

Quoting your ID as your reference, which is detailed on your letter.

PAY OVER THE PHONE. Call 0131 225 4800 with your credit or debit card.

PAY ONLINE. www.chss.org.uk/donate

PAY IN BY CHEQUE. Post a cheque made payable to Chest Heart & Stroke Scotland, 9 Haymarket Terrace, Edinburgh, EH12 5EZ

WE ALWAYS LOVE SEEING HOW YOU GET ON WITH YOUR FUNDRAISING EVENTS.

Send us your photos or videos to STORIES@CHSS.ORG.UK and we may feature them on our social media to inspire others. Share your story on social media and tag us on:



@CHSSCOTLAND



CHSSCOTLAND



You can find information about how we protect and store your personal data in our privacy policy. For more information, visit www.chss.org.uk/privacy-policy

10 STEPS TO BOOST YOUR FUNDRAISING

First set up your page at WWW.CHSS.ORG.UK/MYPAGE



ADD A PHOTO
to your profile



ADD A VIDEO



ADD YOUR STORY
to let people know
why you're fundraising



**KEEP PEOPLE
UPDATED** – share
stories and images of
your progress



SET A TARGET
(and change it if you
reach it quickly!)



ADD ANY MONEY
you've raised offline



**SHARE ON SOCIAL
MEDIA** with a personal
message



**SHARE YOUR
PAGE** near the end
of the month to catch
pay day donations



**CHALLENGE
YOUR FRIENDS**
to take part/join a team



**SHARE YOUR
PAGE AGAIN**
after your activity is
complete

YOUR HERO CHECKLIST



PICK A SUPER-AMAZING FUNDRAISING IDEA



SET UP YOUR FUNDRAISING PAGE WWW.CHSS.ORG.UK/MYPAGE, SHARE IT FAR AND WIDE, AND WATCH THE DONATIONS FLY IN.



ASSEMBLE YOUR TEAM TO HELP WITH YOUR MASTERPLAN

AND REMEMBER TO GET IN TOUCH. OUR TEAM IS ALWAYS HERE TO HELP.



FUNDRAISING@CHSS.ORG.UK

YOUR FUNDRAISING MEANS
PEOPLE CAN DO MORE THAN
SURVIVE - THEY CAN REALLY
LIVE THEIR LIVES TO THE FULL.

THANK YOU FOR TAKING THE
TIME TO READ THIS GUIDE

AND FOR HELPING US TO RAISE
MONEY TO HELP PEOPLE
AFFECTED BY CHEST, HEART
AND STROKE CONDITIONS.

ACROSS
SCOTLAND

WE'RE HERE TO
SUPERCHARGE YOUR
FUNDRAISING
POWERS!

CONTACT YOUR LOCAL
FUNDRAISING TEAM AT
ANY TIME FOR HINTS, TIPS
AND ADVICE. WE WOULD
LOVE TO HEAR FROM YOU.
GET ON THE BATPHONE TO
YOUR TEAM BELOW

GET IN
TOUCH

NORTH
0300 1212 777

NORTH EAST
0300 1212 888

WEST
0300 1212 666

EAST
0300 1212 444

AT CHEST
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**YOU
ARE A**



HERO



YOU'RE HELPING
ANGIE SOAR
THROUGH THE AIR.

THANKS



YOU'RE HELPING STEVEN SPEAK AGAIN.



YOU'RE HELPING
DEBBIE BE A
SUPERMUM.

YOU'RE
GIVING LEO
BACK HIS
SUPERHUMAN
STRENGTH.



POW!

Chest
Heart &
Stroke
Scotland



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