

# Fundraising Pack

Get the most from your event and help us keep our choir singing!



*Our  
Dementia Choir*

*Where memory fails, music breathes life.*

# *Follow these simple steps and you'll soon be smashing your fundraising goals*

## *Tell us your 'why'!*

*We'd love to know why you want to raise money for Our Dementia Choir, and so will everyone else! Tell everyone your story and why our charity means so much to you.*

## *Tell everyone 'how'!*

*Make sure you tell everyone how they can get involved, whether that's helping you organise and run your fundraiser, or how to donate towards your target!*

## *Speaking of targets!*

*Fundraisers with a public target, especially if you have an online donation page, are more likely to smash their goal! Set an ambitious but realistic target - and go for it!*

## *Be social!*

*Tell everyone you're raising money for Our Dementia Choir on your social media accounts. Get your friends involved and write regular updates so everyone can see how great you're doing and share, share, share! Be sure to tag us in your posts!*

## *Timing*

*People are more likely to donate if it's near payday so reminding everyone of your fundraiser near the end of the month is a great way to nudge people to donate.*

## *It isn't the end!*

*People will still donate after your fundraiser is over, so keep reminding people how they can support you after the event!*



*Boost your Giving Power!*

## *Employer Matched Donations*

Do you work for a large company? Check if they would match the sum you raise to help you reach your target. Many large companies have a charitable giving budget as part of their Corporate Social Responsibility Scheme.

Smaller companies might also consider matching the funds you raise, or make a donation of their own, if you tell them why raising money for our choir means so much to you.












*Don't forget to  
Gift Aid it!*

Gift Aid boosts your fundraising by **25%**! And if you use a Just Giving page it automatically offers a Gift Aid option to your sponsors when they donate!

# *So, what will you do to raise funds for Our Dementia Choir today?*

*With a little bit of thought, almost anything can be turned into a fundraising event - here's some ideas to inspire you!*

-  Hold a quiz, an online one if you can't meet in person!
-  A sponsored walk, run, swim or cycle ride
-  A charity football match
-  A gaming tournament!
-  A dressing up day at work or school
-  A charity bake off
-  A dressing up day at work or school
-  A tea party or coffee morning
-  An charity auction event!

The list is endless - if it's fun it can fundraise!

 **Why not turn an everyday event into a fundraiser!**

A day trip, a birthday, a wedding! Anywhere people are gathered can raise much needed funds for Our Dementia Choir

*Whatever you decide to do, we're here to support you - just get in touch if you need any advice*

*Don't forget the  
legal stuff!*

You're doing something amazing to help our choir and we want to make sure you're safe whilst you're doing it!

Whatever you're planning to do, check whether you need a licence and insurance to hold your fundraiser, and always follow Health & Safety guidelines.

Check with the local authorities about gatherings of people in public, and if you're handling cash or personal information, there are some simple rules you'll have to be mindful of.



*Everything you need to know you can find on the [Fundraising Regulator's website.](#)*



*sending us the money you  
raised couldn't be easier*

You can do this in one of two ways:

1) Go to our [Just Giving page](#), follow the instructions, and send us the entire sum online.

2) Send us the money via Bank Transfer

Send us an email and tell us how much you raised. Let us know your name, when and where your event was and how much you raised. Give us all the details so we can tell our followers on social media, don't forget to send pictures!



# Without YOU, there is no US

We need fundraisers like you so we can continue to preserve and protect the health of those living with Dementia. Without you, we can't continue - it's as simple as that!



*Here's what your donations help us to fund:*

**£50**

Pays for transport to get a choir member safely to rehearsal and home again.

Pays for music printing each week - especially for those with dementia (yellow paper/large print)

**£100**

Drinks and biscuits for each rehearsal (choir members and carers)

Transports someone who needs specialist accessible transport to get to choir rehearsal

**£200**

Buys 5 choir uniforms

Funds 2 visits to local care homes to perform for residents

10 tickets to our performances for vulnerable people

**£500**

Funds a the whole rehearsal including drinks and lunch for the whole choir

Funds a whole month's expenses for our London-based Musical Director)

# Keep in Touch

*Join us Online:*

*And if you need to email us, you can reach us here!*



Facebook



Instagram



Tik Tok



[www.ourdementiachoir.com](http://www.ourdementiachoir.com)



Our Dementia Choir is a registered charity No 1187483 (England & Wales)



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