

## FAQS

### 1. What happens if I don't reach my target?

All money raised is massively appreciated and we understand that committing to a specific target can be daunting. If you have a place with us and are struggling with your fundraising then please do get in touch. We have lots of experience with fundraising, and can give you some great advice, tips and fundraising materials to help you smash your target. Email [Imogen.duffin@northlondoncares.org.uk](mailto:Imogen.duffin@northlondoncares.org.uk) for further help.

### 2. Why do we have a target?

Each charity place at an event represents a vital source of income for North London Cares and makes our programmes possible. While we purchase spots in events for our fundraisers at a discounted charity rate, North London Cares does have to pay a fee for your spot to the race provider, which varies depending on the challenge. We therefore need to ensure that for each event, our challengers can raise enough to cover the cost of their spots, while making a significant difference to our community. We have lots of creative ideas to help you on your journey to your target.

### 3. Where can I get a sponsorship form?

You can set up an online fundraising page via Enthuse, which will mean you don't need a sponsorship form. For many of our challenge events, this will be generated for you automatically when you sign up. This is quick, simple, and saves the time and hassle of collecting offline donations and transferring to us.

That said, we know some prefer to give offline donations, and not everybody has access to the internet. **You can download a sponsorship form here.** Sadly, we can't accept cash donations directly, so you will need to pay the money into your own account then transfer it to us. If it's a cheque, please send it to:

FAO Imogen Duffin

North London Cares

c/o Collective Auction Rooms

5-7 Buck Street, London

NW1 8NJ

#### **4. When do I get my t-shirt and pin badge?**

We will post your t-shirt once the registration fee for your event has been paid. If your t-shirt / vest is the wrong size - you can change it. We would appreciate it if you could post or drop off the original running top back to us at the address below as it really helps us to keep costs down.

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#### **5. When is my fundraising deadline?**

You should aim to raise a minimum of 75% of your target at least two weeks before your event takes place. Any final donations must be received a maximum of four weeks after the event, when we will close your fundraising page.

#### **6. Do you have any fundraising tips?**

**Tell your story** - People give to people. Everyone loves a story, so be proud to tell yours. Use your fundraising page to share how you heard about North London Cares, why you support the charity and what it is about us that has inspired YOU to take on this tough challenge. Add a photo of yourself or the team who will be taking part.

**Fight the fear** - Worried about asking friends and family to part with their hard earned cash, especially after a pandemic? Ask at the start of the month. People are likely to be feeling more generous around pay day.

**Asking directly** - Don't be afraid to ask people directly or to ask multiple times! Sometimes, friends and family just need a reminder.

**Social media** - Keep people updated with your training in the run up to the event! Share videos and pictures on social media, and make sure to do a shout out for donations every time you post!

**Thanking** - Be sure to say thank you to everyone who supports you, be it with a high five, a text or even better, a shout out on social media. Other people will be inspired to give if they see their friends do the same.

**On the day** - During the event, or even for four weeks after, you can keep fundraising! Some people will be inspired when they see what you've achieved. Why not live stream your event on social media and include a donate link?

**Match funding** - Does your employer have a match funding scheme? Or could they support your fundraising with a donation? This could give your fundraising a big boost - and if you're not sure, it's always a good idea to ask.

**Fundraising events** - Organise an event or activity at work, uni or in your community to support your fundraising and reach a wider group of people. Whether it's a bake sale or a quiz night, there are any number of great ways to get the sponsorship rolling in.

If you have any further questions, contact [imogen.duffin@northlondoncares.org.uk](mailto:imogen.duffin@northlondoncares.org.uk)