

## SETTING UP A FUNDRAISER - PRACTICAL GUIDE

*Thank you so much for choosing to support The Purple Elephant Project. Together we can support children with the mental health challenges they are facing and transform their lives. Your efforts will make a huge difference, and every penny really does count!*

This document is a practical guide to help you set up, promote, and manage your fundraiser once you've chosen your fundraising activity. We have loads of fantastic ideas on our website and the campaign landing page and we are always happy to discuss ideas with you.

### Setting Up Your Fundraiser Through an Online Fundraising Platform

- **Online fundraising platforms** are the easiest way for donors to contribute and claim Gift Aid. We tend to use **JustGiving**. You can easily set up an online fundraising page connected to The Purple Elephant Project on JustGiving. First, type *Justgiving Purple Elephant Project* into an internet search engine. This will take you straight to our charity page, where you can click the "Fundraise for us" button to create your page linked to our charity. If it is for a particular campaign, such as the *Share the Love Campaign* or *The Purple Parade* we will provide a direct link on the website and social media and you should select the "Start Fundraising" button within that campaign. However, we can always move your page if it ends up in the wrong place. Therefore, we suggest you email us using the contact details in the footer of this document and send us the link to your page once you have set it up so we can check. This is easiest option because anything you raise through this page will come directly to us.
- **To add your own fundraising event or activity to a campaign**, once you have clicked on "Fundraise for us" click on "Just Fundraising," then select "Something Else," and manually enter the event name and date.
- **In the "Your Story" section**, include details about why you're taking on this challenge. Explain why you want to raise money for The Purple Elephant Project with your community, the impact of the funds you



because children should be heard

raise and share your personal experiences. This personal touch can inspire others to support your efforts. You can also come back here to post updates and photographs.

- **Promoting your event**, once your page is set up. For example, you could share it on social media using the "Share" button or copy the page URL to send to friends, family and work colleagues (and us!) to help raise funds and awareness. You can also use social media to generate excitement, post your preparations, thoughts, and photos from the event. If you feature us on a website, newsletters, or other communication channels, be sure to link to our website and social media channels so we can follow along and promote your efforts. Use the hashtag #PurpleElephantProject and any campaign hashtags. Tag us on Instagram (@the\_purple\_elephant\_project) and Facebook (@the purple elephant project).
- **Boost your fundraising total:** We suggest you provide regular updates on your JustGiving page or social media, don't be afraid to go back and ask people to sponsor you and send reminders out to people who haven't

## Collecting and Submitting Donations

- If you use JustGiving, all the work is done for you. Donations are automatically processed and sent directly to The Purple Elephant Project.
- You can also donate directly through our website ([link here](#)).
- To donate via BACS, bank transfer, or by depositing your fundraising at a bank branch, contact us using the details in the footer below.

## Updates and Contact

Do keep in touch with us and send us updates before, during, and after your fundraising activity. We'd love to help promote your success and thank you publicly! If you have any queries, please contact us using the details in the footer of this document.

## Thank You Again

Thank you once more for your incredible support. Together, we can make a real difference in the lives of children. Your dedication and generosity are truly appreciated!

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