

YOUR GUIDE TO A SUCCESSFUL FUNDRAISER

Together we can make a difference
across our community





Thank you for choosing to fundraise for **Craigavon Area Foodbank!**

We are **so grateful** that you have chosen to explore taking part in a fundraiser for Craigavon Area Foodbank.

Every challenge, coffee morning, sponsored walk, quiz night, and every donation helps us to continue providing practical support, emergency food, and compassionate care to local individuals and families who are struggling.

At Craigavon Area Foodbank, **we believe no one should have to face crisis alone.**

Thanks to **supporters like you**, we can continue to provide emergency food, support services and **pathways towards a brighter future.**

This guide is packed with **ideas, tips and resources** to help make your fundraising a success.

Whether you plan to raise **£50 or £5,000**, every pound raised helps local people when they need it most.

Thank you for helping us to end hunger.

How Your Fundraiser Makes A Difference

Across our community, many people are facing daily the impossible choice between heating and eating, paying bills or buying food.

£25 - Could help provide emergency food and essential items for someone facing crisis.

£50 - Could help support a family with emergency food and practical assistance when they have nowhere else to turn.

£100 - Could help stock our shelves with essential food and household items for local people in need.

£500 - Could help sustain our services and support local people through difficult times while connecting them to wider help and support.

Last year Craigavon Area Foodbank:



Supported over 5,000 people



Worked alongside 53 referral agencies, schools, churches and community groups



Provided 3,333 emergency food parcels across the community

Every pound you raise stays local and helps support people across our community.



Have a Question?



Whatever question you might have, one of our Fundraising Team are here to help you and provide any information and guidance that you might need.

Simply email contact@craigavonfoodbank.org or phone us on **0333 090 1173** to have a chat.

6 Steps to a Successful Fundraiser

1 Choose Your Fundraising Activity

Pick something you enjoy and something that will inspire others to support you. We have included some fundraising ideas on the next page.

Once you have decided, email us at contact@craigavonfoodbank.org or phone us on **0333 090 1173** so we can help you make it a successful fundraiser!

2 Set Your Target

Decide how much you'd like to raise and share your target with friends, family and supporters.

3 Create Your Fundraising Page

Set up an online Just Giving page and tell people why you're supporting Craigavon Area Foodbank. It's super easy and we have a step-by-step guide on page 6.

4 Spread the Word

Share your fundraiser on social media, WhatsApp, email and with your local community.

5 Host Your Fundraiser

Have fun, take photos and celebrate every donation. Make sure donations are safely collected and transferred to the Craigavon Area Foodbank Account via the donation link.

QUICK START CHECKLIST



- ☐ Choose your activity
- ☐ Set your target
- ☐ Create your fundraising page
- ☐ Tell your friends and family
- ☐ Run your fundraiser
- ☐ Thank your supporters

6 Celebrate Your Success

Be proud of what you've achieved. Every pound raised helps local people facing hardship.





Fundraising Ideas

For Workplaces

- Dress-down day
- Bake off
- Office sweepstake
- Team challenge
- Work Fancy Dress Day
- Guess the Sweets in the Jar



For Schools

- Non-uniform day
- Sponsored silence
- Food collection challenge
- Bake sale
- School fun run



For Churches

- Coffee morning
- Harvest appeal
- Sponsored walk
- Quiz night
- Community lunch
- Car Boot Sale
- Soup Lunch / Community Pic Nic
- Gardening/DIY Workshop



For Community Groups

- Sponsored walk
- Fun run
- Car wash
- Garden party
- Craft fair
- Coffee morning
- Table quiz
- Community concert
- Football Tournament



For Individuals

- 5k/10k/Half/Full Marathon
- Cycling challenge
- Birthday fundraiser
- Skydive
- Give something up for a month
- Livestream fundraiser
- Coffee Morning
- Bake Sale
- Car Boot Sale Earnings
- Quiz/Games Night
- Movie Night
- Cold Water Swim
- BBQ/'Come Dine With Me' evening



Your fundraising. Your way.

Setting Up Your 'Just Giving' Page



Go to [justgiving.com](https://www.justgiving.com)

Create your page on **Just Giving** to make donating quick and easy. This link will take you to our Just Giving page <https://www.justgiving.com/charity/craigavonarea-compassionproject>.

Select '**Start Fundraising**' and follow the steps to set up your page. If you need any help, just let us know.

Make sure you update your fundraising page with a picture and details of your challenge – people are more likely to sponsor you if you make it personal.



Shout about it!!

Spread the word! **Share** your fundraising page on social media, email, and with everyone you know – family, friends, colleagues, and your networks.

Tag us using **@craigavonareafoodbank** on **Instagram** and **Facebook**, so we can follow along and cheer you on.

Capture the moments that matter – take photos during your prep and on the big day, and share them with your supporters. They'll love being part of your journey!



6 Tips To Help Increase Your Donations

Set a clear target so that people are more likely to help you reach your goal

Make a donation to kickstart your fundraising – this helps encourage others to support you

Share your story and tell people why you are supporting Craigavon Area Foodbank.

Post regular updates, such as photos or progress, to keep supporters engaged.

Ask personally your friends and family to support you. A direct ask is always more successful than a general post.

Say thank you to every donor and let them know the impact of their support.

Top fundraising tips
You could see a...

14%

increase in donations if you add a photo to your page.

65%

increase in donations by writing a story on your JustGiving page. It helps your supporters understand why you're fundraising.

17%

increase in donations if your page includes a target!

Paying in Your Donations

There are lots of ways to get your donations to us safely.

Behind every number is a person, a family, a neighbour, or a child who needs help.

Together, we can ensure nobody faces crisis alone.

ONLINE DONATIONS

The easiest way to donate is through your JustGiving fundraising page. Donations are transferred securely and supporters can add Gift Aid where eligible.



CASH DONATIONS

If you've collected cash at an event, please count and store it safely. Contact us to arrange a suitable time to pay it in or discuss the best way to transfer it.



BANK TRANSFER

Donations can also be transferred directly to the Craigavon Area Foodbank bank account. Please use your name or fundraiser name as a reference and contact us for account details.



CHEQUE DONATIONS

Cheques should be made payable to Craigavon Area Foodbank and sent to our office. Please include your name and fundraising event details.



**Together, we can end
hunger in our community.**

Thank you for being a part of the Craigavon Area Foodbank family

Frequently Asked Questions



Can I fundraise as part of a group?

Yes! Schools, churches, workplaces and community groups are all welcome to fundraise together.



Can I collect food as well as money?

Absolutely. Get in touch and we'll advise on the items most needed.



Do I need permission to fundraise?

Some events may require permission or insurance. See our safety guidance on **page 9**.



Can you help me promote my event?

Yes. We will provide ongoing help and support. We can also provide posters, collection buckets and digital resources where available.



How do I let you know about my fundraiser?



Email contact@craigavonfoodbank.org.uk



or call us on 0333 050 7702



How do I pay in money raised?

Please see **page 7** on all the ways you can pay in your donation. If you need help, just let us know.

Have a question not answered above?



Whatever question you might have, one of our Fundraising Team are here to help you and provide any information and guidance that you might need.

Simply email contact@craigavonfoodbank.org or phone us on **0333 090 1173** to have a chat.

How to Stay Safe and Legal

Rules and licences

Raffles, lotteries, and competitions with prizes have strict legal rules about how they're organised and some require licenses.

You can find out more by visiting www.gamblingcommission.gov.uk

Liability and Insurance

The Craigavon Foodbank Team is here to support you but cannot accept liability for your event. If needed, you should arrange adequate public liability insurance cover.

Local collections

If you're holding an event where you'll be collecting money on the street or running a market stall, for example, make sure you check with your local authority first to make sure you have permission.

Useful Contacts

Craigavon Area Foodbank www.craigavonarea.foodbank.org.uk

Local Council www.armaghbanbridgecraigavon.gov.uk

Gambling Commission www.gamblingcommission.gov.uk

Our Charity Details

Remember to include our name and charity number (Registered Charity No. **NIC103987**) on all your publicity material.

QUICK START CHECKLIST

- Let us know about your event
- Check whether you need permission or licences
- Follow health and safety guidance
- Keep cash secure
- Consider insurance if needed
- Follow safeguarding procedures if / when children are involved

**Planning something unusual? Get in touch
and we'd be happy to help.**

Thank You

Because of people like **you**, local families facing hardship can access emergency food, practical support and hope for the future.

Every pound raised helps us continue supporting people across the Craigavon area when they need it most.

Stay Connected

Follow Us:



Facebook



Instagram



Website

Contact Us



Craigavon Area
Foodbank

Email:

contact@craigavonfoodbank.org.uk

Phone: 0333 050 7702

Website: craigavonareafoodbank.org.uk



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