THE NELSON TRUST

The Essential Fundraising Guide



Thank you!

Thank you for choosing to fundraise for The Nelson Trust!

The money you raise on your fundraising journey will directly benefit the thousands of people who access our women's centres and residential rehabilitation services every year.

Because of you, a daughter can escape an abusive relationship, a mother can be reunited with her children, a son can begin his recovery journey, and a woman can move away from sleeping on the streets.

Your support helps ensure that our life-changing services remain accessible to those who need them most. It enables us to continue holding hope for people when they cannot see it for themselves, and to walk alongside them as they heal, recover and thrive.

So, once again, thank you. You are making lasting change possible.

The Nelson Trust Fundraising Team



What your fundraising amount can do

£70 Covers the cost of a night at a hotel, ensuring a woman and her family are safe after fleeing abuse.

£150 Provides a client with essentials they need in their new home after homelessness.

£500 Provides 10 mobile phones to keep people connected to vital support.

£1000 Covers travel for 100 people to access work, training or education.

£5000 Funds 12 weeks of art therapy, supporting healing for 20 women.



Where to start

Choosing a fundraising activity that is safe, enjoyable and achievable is the best place to start. Fundraising doesn't have to mean skydives or ultra-marathons; it can be whatever works for you, every fundraising effort makes a difference.

Fundraising Ideas

- Get baking and sell your sweet treats
- Host a 'Wear Something Purple Day' - the official colour of recovery!
- Host a quiz or games night, raffle or karaoke party
- Get sporty with a sponsored run, walk, hike or cycle
- Host a car wash in your local community
- Get selling pre-loved items
- Sponsored haircut or wax
- Host a football match or sports day



JustGiving

Using JustGiving to fundraise online ensures that your donations come directly to us, saving you the hassle of collecting cash, posting donations or making bank transfers. .

Here's how to sign up:

1. Go to justgiving.com/thenelsontrust
2. Click 'Fundraise for us'
3. Sign in or Create an account
4. Personalise your page
5. Share your page

JustGiving®

Fundraising checklist

Use our simple checklist to make the most of your fundraising experience and maximise your donations.

- [ ] **Personalise your page**
Add a photo and a short description to your fundraising page, telling people about your challenge, The Nelson Trust, and why you have chosen to fundraise. Sharing your story can help supporters connect with your cause and encourage more donations.

- [ ] **Set a target**
Your fundraising target is a great way to stay motivated and inspire others to donate. If you reach your target sooner than expected, why not aim even higher? You can increase your fundraising goal at any time.

- [ ] **Donate first**
A great way to encourage donations is to make the first contribution yourself, even if it's only a small amount. Be sure to add Gift Aid, giving us an extra 25% at no extra cost to you.

- [ ] **Share your page**
This is where the donations start to come in, so make sure you share your fundraising page far and wide. Send it to your friends, family, colleagues and social media networks. Be sure to let us know too!

- [ ] **Be persistent**
Make sure to reshare your fundraising page regularly through social media, private messages and email. Don't forget to add the link to your social media profiles too, making it easy for people to support your fundraiser whenever they visit your page.

How we can support you

Our team is here to support you every step of the way on your fundraising journey. When you first get in touch, let us know what you're planning, where you're based and how you'll be fundraising. We'd love to hear from you, so keep us updated on your progress and achievements along the way.

Get in touch with us on fundraising@nelsontrust.com to find out more about how we can support you.

Here's what we can offer:

Receive a free t-shirt

If you're taking part in a sporting event such as a run, hike or cycle, let us know your T-shirt size, how many shirts you'd like and your postal address, and we'll send them out to you. Just don't forget to snap a photo in your Nelson Trust T-shirt and share it with us!

We'll share your page

Send us the link to your fundraising page and we'll help spread the word by sharing it on our social media channels and supporter newsletter. Better still, why not tell us your fundraising story so we can share that too?

Sharing your story is a great way to inspire others to support your fundraiser. Personal stories often resonate with people, helping them connect with your cause and encouraging more donations.

Paying your money in

If you have chosen to fundraise using cash or bank transfers instead of JustGiving, you can pay your money to us by:

Post

You can easily donate by post by sending a cheque to us. Please make the cheque payable to 'The Nelson Trust' and send to:

The Nelson Trust Fundraising Department,
The Chapel, Brimscombe Port,
Stroud, Gloucestershire, GL5 2QG

Online Payment

If you'd prefer to donate directly to The Nelson Trust, you can do so by following the link below:

https://tr.ee/DonateNT

Or by scanning the QR code.

Gift Aid

When you or your supporters make a donation, please remember to enable Gift Aid if you're a UK taxpayer.

Gift Aid is a UK government scheme that allows charities to claim an extra 25% on every donation by UK taxpayers. This means that if you donate £10, we can claim an additional £2.50, making your total contribution £12.50, at no extra cost to you!

Find out more about Gift Aid on www.nelsontrust.com/gift-aid/

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The Big Give

Every year, we take part in the Big Give Christmas Challenge Week, which is usually held at the beginning of December. During the Big Give week, every donation is matched by our generous match funders. This means that a £10 donation is doubled to £20 at no extra cost to the donor.

As a fundraiser, you can help us reach our target in no time by fundraising in the lead-up to the Big Give, during the campaign itself, or by encouraging people to donate via our Big Give page in honour of your fundraising efforts.

If you get in touch with the team to tell us about your fundraising challenge and when you plan to get started, we can discuss how your fundraising can support the Big Give Christmas Challenge and direct you to our Big Give webpage to submit your donations.

Please note: For us to recieve the match funding, donations need to be deposited during Big Give week and via the Big Give website, not JustGiving or The Nelson Trust website.

Double your donation. Double your impact.



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Registered Charity No: 1056672