



the
BIG
Summer
fundraiser



Fundraising Pack

Thanks for your interest in taking part in the Big Summer Fundraiser!
Here's everything you need to get started...

About The Campaign

The Big Summer Fundraiser is a joint collaboration between Ison Harrison solicitors and the Erb's Palsy Group.

The aim is to get as many Erb's Palsy Group members as possible to take part in a fundraising mission to raise money, with all donations going straight to the Erb's Palsy Group charity to help continue and support the vital work they do in helping children, adults and families living with Erb's Palsy.

Plus, each member that fundraises will be automatically entered into a prize draw to win a fantastic **Merlin Entertainment Experience worth £300!**



The campaign is open from 10th July 2023 to 31st October 2023.

You can submit all information about your fundraising journey and how much you have raised via the form on this page of the Ison Harrison website:

isonharrison.co.uk/epg-fundraiser/

Fundraising Ideas

If you're looking for inspiration for how to get started with your fundraising, here are lots of cool ideas!

Feel free to choose as many as you like to help raise as much money as possible for the Erb's Palsy Group!

Cake /
Bake sale

Sell
Handmade
Items

Sponsored
Walk

Do a
Raffle

Sponsored
Cycling

Start a Small
Change Jar

Do a
Collection
at Work

Host a
Bingo
Night

Car Boot Sale /
Jumbo Sale

Charity
BBQ

Break a
Habit

Sponsored
Swim

Treasure
Hunt

Dress Down
Day at Work

Sponsored
Silence

Car Wash

Come Dine
with Me

Garden
Party

Games
Night

Name the
Teddy

Plant
Sale

Donate
your Hair

Break a
World
Record

Sports
Day

Birthday
Fundraiser

Planning & Promoting Your Event

Once you've chosen your fundraising idea, the next step is to think about how you will plan your event.

What - what will you do to raise money? Think of a fun fundraising idea or multiple ideas

When - when will you start / finish fundraising? Will you do multiple activities?

Where - Where will you hold your event?

The Why

Make it personal. Explain what your event is and what the Erb's Palsy Group means to you. Provide regular updates about how you are getting on - people will be keen to sponsor you if they know you are putting effort in. People who use a photo raise 53% more than those who don't, so make sure to take lots of photos.

Target

How much are you aiming to raise? People who set a fundraising target raise on average 40% more than those who don't. Make sure your target is clear and people will want to help you achieve it. Don't stop once you hit your target; if you can, keep going and see how much more money you can raise.



The Big Build Up

It's really important you let people know about your fundraising campaign and when you plan to do it so they can help spread the word!

Consider the following:

- Posting on your personal social media channels to let people know well in advance what your plans are
- Let people know how they can support you through donations – send them your Just Giving page so they can make a donation really easily!
- Use our free social media materials (included in this free fundraising pack) to help promote your fundraising on social media.
- Would the local press be interested in your fundraising mission? Why not get in touch with them before you start your campaign and see if they'll cover it! Try local radio, newspapers, local social media channels, websites, magazines and newsletters.

Promote it

Sharing your fundraiser is really important. It helps to spread the word, find new supporters and raise awareness of the Erb's Palsy Group.

Social media is often the quickest way to share your fundraiser and to keep people updated.

Through promotion, you will likely find more people willing to donate or attend your event. By posting regular updates you will keep the momentum going and increase the number of donations.



Remember to tag us in your posts so we can see what you're up to and give it a like!

@erbspalsygroup @isonharrison

Keep Ison Harrison Updated

Remember to take lots of photos throughout your fundraising journey and send them in to Ison Harrison via this special fundraising page:

isonharrison.co.uk/epg-fundraiser/

Once you've finished

Around 20% of sponsorship comes in after someone has completed their challenge. Don't stop once it's over. Let everyone know how it went, share photos and thank everyone who has already made a donation.



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Donations

There are a number of ways you can pay in your donation. Please remember to provide your name.

1. *Set up a personal Just Giving page*

Visit www.justgiving.com and create a new page just for your fundraising campaign! During the setup process, you can then assign the Erb's Palsy Group as the charity you're fundraising for and we'll receive all donations directly this way.

It's super simple and will help you keep track of your fundraising target!



2. *Make a direct donation on the Erb's Palsy Group website*

We have a brand new system in place so donations can be made quickly and easily via our website.

Visit erbspalsygroup.enthuse.com/Donate#!/

3. *Write a cheque*

Please make cheques payable to "Erb's Palsy Group" and post to 26 Browning Hill, Cohoe, Durham, DH6 4HB

4. *Contact us and we'll help you!*

If you have completed your fundraising campaign and would like to know more about how you can send the money direct to us, please contact Stacey Prichard stacey@erbspalsygroup.org.uk for help and advice.

Keep Us Up To Date

Throughout your fundraising journey, we'd love you to keep us up to date with how much you've raised and send us some lovely photos!
Here's all the details you need to keep us up to date...

Erb's Palsy Group - Social Media:

<https://twitter.com/erbspalsygroup>

<https://www.facebook.com/groups/210320982399469/>

<https://www.facebook.com/EPGCIO/>

<https://www.instagram.com/erbspalsyuk/>

Ison Harrison - Social Media:

<https://twitter.com/IsonHarrison>

<https://www.facebook.com/IsonHarrisonSolicitors>

<https://www.instagram.com/isonharrisonsolicitors/>

Ison Harrison – Website:

We have a super simple way to keep us informed of your fundraising journey – simply visit the web page below to submit your fundraising photos and info via the online form!

isonharrison.co.uk/epg-fundraiser/

Legalities

Third Party Data

During your fundraising efforts, it is possible that you will handle personal data belonging to individuals associated with your activities. It is your responsibility to ensure that any paper or electronic data you possess adheres to the regulations set forth by the General Data Protection Regulation (GDPR). Safeguarding the data you have stored is of utmost importance to prevent loss or damage. Furthermore, it is essential to only retain data for as long as necessary and refrain from sharing someone's information without their explicit consent.

Liability

Please ensure that it is explicitly stated that your fundraising efforts are conducted "in aid of" the Erb's Palsy Group. This signifies that you are solely responsible for organising all aspects of your fundraising activity, and the Erb's Palsy Group will not assume any liability associated with your fundraising endeavours. Additionally, please note that the Erb's Palsy Group will not cover any expenses or costs incurred during "in aid of" fundraisers. If you are planning an event, it is essential for you to conduct the necessary risk assessments and prioritise the health and safety of all participants.

Raffles & Lotteries

Hosting a raffle or lottery can be an effective method to raise funds while keeping costs low. However, it's crucial to adhere to the strict regulations surrounding such activities (please refer to the Gambling Commission for detailed information). We strongly advise that you familiarise yourself with these regulations and conduct your auction, lottery, or raffle accordingly. It's important to note that licenses are mandatory for all online auctions. As a responsible charity, we are obligated to provide this guidance. However, should you decide to proceed with a different type of raffle, it becomes your sole responsibility, and we cannot be held liable for any actions taken by the Gambling License Regulators.

Ethical Fundraising

The Erb's Palsy Group has a responsibility to safeguard the charity's reputation, mission, and the well-being of its beneficiaries. It is imperative that fundraising activities align with our ethical standards. Therefore, we kindly request that donations stemming from the production of weapons, tobacco, or alcohol brands not be accepted. If you have any inquiries regarding our ethical fundraising policy, please contact Karen Hillyer karen@erbspalsygroup.org.uk.

Terms and Conditions

- To enter you must be a registered member of the Erb's Palsy Group, a resident of Great Britain and your submission must be submitted by someone over the age of 18.
- The competition is free to enter, all you must do is complete a fundraising initiative for the Erb's Palsy Group and share the details of the fundraising you have done.
- All fundraising information must be submitted via this website.
- The competition is being run by Ison Harrison Solicitors on behalf of the Erb's Palsy Group, registered charity (number 1157720).
- The competition opens on 10th July 2023 and closes on 31st October 2023.
- The prize is a £300 Merlin Entertainment voucher which you can use at any Merlin Entertainment experience. Once the competition has closed a winner will be selected by a random prize draw. The winner will be notified by email and the prize can be claimed by responding to the email. Further details will be confirmed with the winner.
- By entering this competition you confirm that we can publish the names and photos of any entry made on social media and the Ison Harrison website.

Contact Details

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