



Nottingham Trent
University



YOUR NTU FUNDRAISING GUIDE



SHARE YOUR JOURNEY

Please take a moment to share your fundraising journey on your own social media channels. Doing this helps to create awareness of our causes and inspires others to raise money for NTU.

It's also a great opportunity to shout about the amazing thing you're doing and raise more from your peers – you should be so proud of yourself!



1. Visit ntu.ac.uk/fundraise to download your social media banners and let others know you're fundraising for NTU!



2. Use **#ProudtobeNTU** in your posts.



3. Don't forget about email. You may have friends, colleagues, and neighbours who are not on social networks but would love to hear about what you're doing and support you!

Thank you for choosing NTU

We're so happy you've chosen to fundraise for one of our causes. Whether you're supporting vital medical research, or providing much-needed financial support to students from disadvantaged backgrounds, you're making a difference and we're very grateful.

We're here every step of the way to offer support and guidance – whether it's a question about your JustGiving page, or you need some ideas to help promote your event. Get in touch with our friendly team at giving@ntu.ac.uk

Setting up your **JustGiving** page

The easiest way to raise money for our causes is to set up a JustGiving page. It's really easy to do, just follow the steps below:

- 1. Set up a new fundraising page at www.justgiving.com/create-page**
Make sure you select '**Yes, I'm fundraising for a charity**' and select **Nottingham Trent University** from the list of registered charities. That way, your donations will come directly through to us and you won't have to do anything. Don't forget to indicate on your page which cause you are fundraising for (e.g. Alzheimer's, Dementia, and Parkinson's research).
- 2. Set a target.** Pages that do this usually raise 17% more funds!
- 3. Personalise your page** – let people know why your chosen cause is close to your heart, and help your donors understand why you're fundraising.
- 4. Include photos, videos and updates** – bring your donors along for the journey! Pages with photos typically raise 13% more funds.
- 5. Share everything** – post to your social media channels and connect to any suitable fitness apps to maximise promotion of your page.
- 6. Self-donate to kick things off** – this can really boost your fundraising efforts and is known to make a difference!
- 7. Don't forget to **keep your page updated**** – your supporters will love to hear about your progress along the way.
- 8. Say thanks after your challenge** has been completed. Typically, 20% of donations come in after your event has ended.

Fundraising checklist

Our helpful checklist guides you through everything you need to do on your fundraising journey...

Choose a challenge and date

If you're not sure what to do, we have some great ideas on page 5! Think carefully about your date – why not tie in your activity with a well-known event? For example, if you are fundraising for the John van Geest Cancer Research Centre, you could consider a date close to World Cancer Day.

Set up your JustGiving Page

Check out our guide on page 2. You can also use the donation and sponsorship forms in your kit if your sponsors would prefer to pay by cash.

Raise awareness

Be vocal online – share pictures and links to your JustGiving page, and let your network know how they can support.

Share your story

Do you have a personal story that has inspired you to fundraise? We'd love to hear from you. Stories like yours inspire future fundraisers to take action, so send yours to giving@ntu.ac.uk

Return your donations

All the details you need can be found on the back page.

TOP TIP

If you share your fundraising page online, don't forget to use **#ProudtobeNTU**. That way, we will see your post and can help to amplify your voice online!



Peter's story

We always love to hear from our committed and passionate community of fundraisers and were delighted when Peter Besson got in touch to tell us that he raised over £600 for Alzheimer's, Dementia and Parkinson's research at NTU.

Following his father-in-law's Parkinson's disease diagnosis, Peter, his son Tommy and friend Denys, set themselves a challenge – to walk the entire 90-mile length of Hadrian's Wall.

Taking five days to complete, Peter and friends were keen to keep their progress fresh in everyone's minds.

Peter has some great advice if you're considering setting your own challenge.

"I made sure we posted a daily update on the mobile app Strava," Peter says, "which linked with Facebook and Instagram. The support of people on there – and those we met along the way – really kept us going, especially seeing the total amount raised increase day on day.

"Choose a charity that's close to your heart – one that really means something. This will spur you on."



We'd love to hear from you!

If you're thinking about fundraising for NTU, or have a story to share, get in touch at giving@ntu.ac.uk



TOP TEN

FUNDRAISING IDEAS

Whether you're looking for inspiration for a showstopping challenge – or need ideas for something you can do to build momentum for a bigger activity – we can help. From classic physical challenges like running or cycling, to the perfect excuse for a cup of tea and cake at an organised coffee morning, here are our top ten ideas to consider:

- 1. Walk, run, cycle or swim** – there are so many ways to do this, from setting yourself a challenging target (e.g. run 100K in a month) or joining an organised event.
- 2. Skydive** – if you're a thrill seeker and fancy taking on a bigger challenge, why not try a sponsored skydive? Something to tick off the bucket list at the same time!



- 3. Bake sale** – this is a great activity to involve your workplace or community. Plus, who doesn't love an excuse to eat cake?
- 4. Team quiz** – host a quiz night, ask for a small donation to enter – and have fun!



- 5. Head or beard shave** – are you feeling brave? This is an eye-catching way to raise awareness for your chosen cause.
- 6. Sponsored dress up** – pick a theme and encourage others to join you for a donation. This is a perfect challenge for any age group and is a great way to raise awareness.
- 7. Bucket list challenge** – do something you've always wanted to try! Raise money and achieve a life goal at the same time.



- 8. Bring and buy** – join up with colleagues or friends to host a car boot or table-top sale. Or why not try a swap shop event where people bring items to swap for free, with funds raised through an entrance fee?
- 9. Collect and sell old tech** – lots of people have an old phone or two gathering dust at home. Ask your community to donate theirs – for you to trade in for cash.
- 10. Social media fundraiser** – host a live event on social media and take part in mini challenges to raise funds. You could combine this idea with a quiz to host online, rather than in person.

Return your donations

When your fundraising is complete, there are several easy ways to send your donations to us.

1. JustGiving

If you set up a JustGiving page – good news, you don't need to do a thing! Your funds will be transferred to us directly. Make sure you link to us as your chosen charity, and make it clear on your page which cause you are supporting (see page 3 for more information).

2. Via Post

Please send any sponsorship or donation forms along with your cheque – made payable to Nottingham Trent University – to the address below:

FAO: Regular Giving and Community Fundraising team

Development and Alumni Relations
Nottingham Trent University
50 Shakespeare Street
Nottingham
NG1 4FO

Please ensure you include a memo specifying your chosen fundraising cause.

3. Bank Transfer

National Westminster Bank PLC

Sort Code:

60 80 09

Account Number:

612 653 81

Account Name:

Nottingham Trent University

Please put your name and the cause you have fundraised for in the reference.

Don't forget to Gift Aid your donation if you're eligible – doing this means we receive an additional 25p for every £1 donated, at no extra cost to you!

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Fundraising promise

All our activities adhere to the Fundraising Code of Practice, which ensures that every donation you make is put to the best possible use. Find out more at www.ntu.ac.uk/alumni/give-to-ntu/fundraising-promise

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