

#TeamSpinal Fundraising Tips

Your guide to making the most of your event



SCAN ME

Thank You

You have chosen to do something amazing by signing up to #TeamSpinal! This guide has all the information you need to get started and help you raise vital funds for research.

If you have any other questions, please email us at events@spinal-research.org.

Who are we?

Spinal Research are the UK's leading charity funding medical research into developing effective treatments for paralysis caused by a spinal cord injury.

Historically, the only treatment for a spinal cord injury is rehabilitation, management of pain, and adapting to life with reduced mobility and a vast number of secondary health conditions. After an injury, many individuals are told that there is no hope of a cure, which is where Spinal Research comes in.

Until recently, it was felt that any regeneration and repair of the spinal cord was not possible. However, over the last 40 years, we have played a leading role in developing the research needed to advance our understanding of spinal cord biology. With new treatments in human trials, we are now witnessing the first generation of therapeutics which will deliver life-changing improvements to those living with paralysis today.

In addition to this, through our PhD studentships, we are creating a network of specialists in the field and funding the experts of the future. This means that the 105,000 people living with a spinal cord injury in the UK have the hope that a cure will be found in their lifetime, thanks to supporters like you.

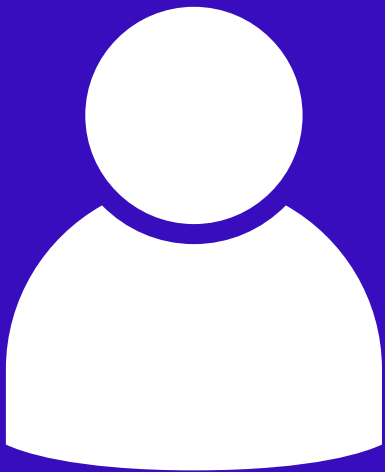


Our Vision

We believe in a future where paralysis is no longer a life sentence.

EVERY
2

hours someone
is paralysed by
a spinal cord
injury in the UK



4,400

new injuries
occur every
year in the UK



105,000

people currently
living with a SCI
in the UK



12

SCI injuries
occur every
day in the UK

Let's kickstart your fundraising

Kickstarting your fundraising journey for Spinal Research can be both exciting and rewarding! To get started, tap into your personal network of family, friends, and colleagues—let them know why you're passionate about this cause and how they can support you. Utilise social media platforms to share your story and progress, creating engaging posts with updates and photos. Below, we will go through fundraising tips, including leveraging social media, other ways to fundraise, and making the most of the personalised fundraising support provided by #TeamSpinal. Remember, the science is there, we are making breakthroughs, but your donations are the lifeline that supports this. [Let's make a difference together!](#)

Setting up your fundraising page

Creating a JustGiving page is the perfect foundation for your fundraising efforts! It simplifies the donation process, making it easy and secure for your supporters to contribute online. With JustGiving, you can share your campaign widely through social media and email, reaching a larger audience. Creating a page is simple. Scan the QR code or [click here to get started.](#)



For a step-by-step guide, [click here.](#)

JustGiving vs Other Sites

Enteuse and JustGiving are both great options for fundraising. We encourage participants to use JustGiving as it is the platform most people are familiar with. This means that your donors will be more comfortable donating through them. With JustGiving, you can amend the currency so your donors do not have to pay an exchange rate on top of their donation. You may also get a £5 donation gifted from them!

If you wanted to use an alternative fundraising page provider, that is absolutely fine. Please send us your link so we can see how you are getting on.

Tips for your page



Personalise your page

Adding your own photo and story will help those donations come in. People are more likely to donate if they understand why you are fundraising.



Share regular updates

Fundraisers who regularly share updates on their page raise more! Take photos when you go on runs and share on your social media & fundraising page. You could even link your page to Strava! [Find out more here.](#)



Kick start your fundraising with a self donation

Show everyone how passionate you are about funding research by making a self donation on your fundraising page. This will encourage others to get donating.



Ask everyone you know to sponsor you

Share your page on social media, email a link, and ask more than once! When someone sponsors you, share a thank you on social media to nudge others who may have forgotten!

More hints & tips?
[Click here](#)

Match funding

Match funding is when your employer will match a certain amount of your fundraising. This is a great way to reduce the amount that you need to raise on your own and help you hit your target. To get started, speak to your employer to see if this is something they offer. If you have any questions, please get in touch.



Fundraising ideas

To maximise your fundraising, you shouldn't only rely on sharing your fundraising page. There are many different ways to fundraise, below are some examples that we hope will inspire you.



Sell your clutter

Decluttering can be a great way to fundraise. Sell these items online and donate them towards your fundraising target.



Game for good

Host a games night or stream online. Commit to playing games for a certain number of hours or try to beat a challenge. Ask for donations in exchange for game play.



Organise an online event

Host an online quiz, murder mystery, gala dinner, virtual workshop, or, virtual movie night. Ask those who come for a donation, or pay a fee to join!



Host a bake sale

If you work in an office or are part of a club, a bake sale is a fantastic way to contribute to your fundraising target!



Guessing games

Put together sweets in a jar and ask your colleagues or friends to guess how many sweets are inside for £1 per guess. The winner takes home the jar, and you can put the donations towards your target.



More ideas

There are so many ways to fundraise! [Read more here](#)

Looking for inspiration?



It wouldn't be a fundraising pack without an A-Z of ideas. Who knows, you may find the perfect one for you.

A

Art competition.
Afternoon tea.
Auction.
Abseil.

B

Bake for Research. Bring & buy sale. Barbecue. Bike challenge. Bridge Drive. Bingo night. Birthday fundraiser. Bench press challenge. Boxing night.

C

Coffee morning. Cake sale. Car boot sale. Cooking challenges. Cocktail party. Cycle challenge. Crafting. Charity tin collection. Colour run. Curry night.

D

Dinner party. Dance contest or challenge. Darts competition. Dog walk or competition. Driveway sale. Drop kick challenge.

E

Etsy selling. Eurovision party. Exercise challenge. Ebay selling. Easter party.

F

Fete stall. Fashion show. Football match or challenge. Facebook fundraiser. Film night. First 5k challenge. Fire walk.

G

Golf day. Gaming night. Garden party. Greatest of All Time challenge. Give something up. Guess the number or name game. Garage sale.

H

Hair cut amnesty. Hiking. Hand cycle. Halloween party. Head shave. House clearout. Half Marathon. Horse competition. Hack out.

I

Iron Man challenge. Indoor gaming night. Instagram fundraiser. Inflatable race.

J

Jumble sale.
Jazz garden party.
Jump out of an aeroplane.

K

Karaoke night.
Knitting and selling.
Keepy uppy competition.

L

Ladies day. Lawn bowls competition. Livestream your gaming. Loose a bad habit. Loose change collecting. Lego walk.

M

Marathon. Murder mystery night. Musical bingo. Manicures for donations. Mountain climb. Music event. Magic night. Memory walk.

N

Night walk challenge. New Year's resolution. Netball tournament.

O

Open water swim challenge. Office collection. Open garden. Orienteering. Open mic night.

P

Putt for Paralysis. Parachute jump. Poker night. Paintball challenge. Painting competition. Plant growing and selling. Prize draw.

Q

Quiz night. Question of sport. Quiet time challenge. Quickest time competitions. Quit something.

R

Roll for Research. Race night. Reading club. Raffle. Run. Rock climbing. Racing day. Rugby game. Retro night.

S

Sweepstake. Skydive. Street party. Sponsored silence. Sell sweet cones. Sell your clutter. Shave it off. Shoot day. Stream.

T

Tennis event. Treasure trail. Talent night. Trek. Take up a new hobby. Teach others. Triathlon. Treadmill challenge.

U

Uniform free or swap day. Upcycle items and sell. University challenge quiz night.

V

Valentine's night party. Video game night. Vinted sales. Village fete stalls.

W

Wedding donations. World record challenge. Wine tasting party.

X

X-treme sport challenge. Xbox gaming night.

Y


Yoga fundraiser. Yo-Yo Contest.

Z

Zumbathon. Zip wire. Zoom party.

Fundraising tools

We are here to help make your fundraising a success! Take a look at the downloads and advice below and if you need any further help please get in touch.



Why your fundraising counts


Every 4 hours someone is paralysed by a spinal cord injury in the UK. Currently, the only treatment available is rehabilitation, management of pain, and adapting to life post-injury. Many individuals are told that there is no hope of a cure, which is where Spinal Research comes in.

We exist to find a cure for paralysis.

Through funding innovative research, we've made significant progress in developing experimental treatments to restore movement and sensation. These treatments are nearing real-life application, with some expected to be available within 3-5 years. Additionally, our PhD studentships are building a network of specialists and future experts in the field.

With your support, we offer hope to the 60,000 individuals living with spinal cord injuries, giving them the chance for a cure in their lifetime.

spinal-research.org
REGISTERED CHARITY NUMBER: 1153215 (ENGLAND & WALES) SC036719 (SCOTLAND)



Sponsorship Form

Every 4 hours someone in the UK is told they will never walk again

Please sponsor me in support of Spinal Research. Over 60,000 people in the UK and Ireland are paralysed by a spinal cord injury.

Spinal Research is a UK charity working to develop treatments to restore feeling and mobility to people paralysed as a result of a spinal cord injury.


Their pioneering research is making ground breaking progress but they rely on the generosity of supporters to help raise the vital funds needed.

Together, we will cure paralysis

Please print ALL your details clearly so we can claim any Gift Aid (see overleaf)

Name	Home address	Postcode	Amount	Date	Gift Aid	Spinal Research
(Example) Joe Smith	23 Alexandra Drive, London	SW16 7DD	£20	05/01/14	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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Thank you for your kind donation. Together, we will cure paralysis



Join my event


Please come along to my event to help raise vital funds to cure paralysis.

Event at:

Date and time:

Hosted by:

spinal-research.org
REGISTERED CHARITY NUMBER: 1153215 (ENGLAND & WALES) SC036719 (SCOTLAND)



Invites

Cut along the dashed lines to make your invites

You are invited to my fundraiser

spinal-research.org
REGISTERED CHARITY NUMBER: 1153215 (ENGLAND & WALES) SC036719 (SCOTLAND)

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You are invited to my fundraiser

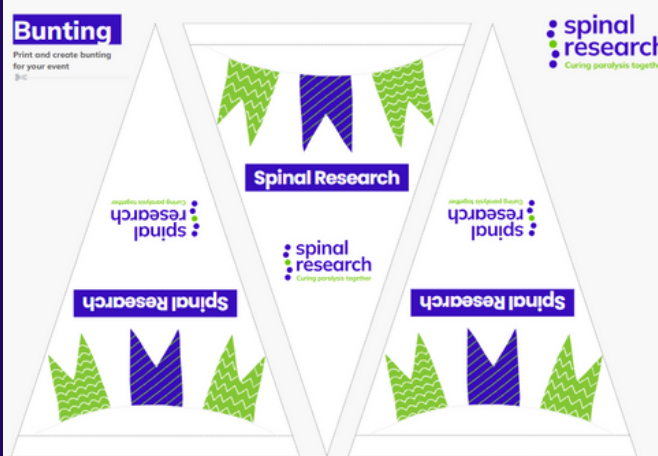
spinal-research.org
REGISTERED CHARITY NUMBER: 1153215 (ENGLAND & WALES) SC036719 (SCOTLAND)

You are invited to my fundraiser

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You are invited to my fundraiser

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Bunting

Print and create bunting for your event

Bic

Spinal Research

spinal-research.org
Curing paralysis together

Spinal Research

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Curing paralysis together

Spinal Research

spinal-research.org
Curing paralysis together



Scan or [click here](#) to view all of our tools.

Promoting your fundraising

Letting as many people know about your fundraising and your motivations for doing so is key to fundraising success. Here are some ideas to help you reach more people.

Use social media

Contact your local media

Other ways to promote

#TeamSpinal Social Media Resources

Create a free canva account

All the resources we've created are completely free to use. You can change the images, edit the text and download the files all without a pro subscription.

Make a copy of the file

To make a copy, click the File menu on the top left of your screen and click 'make a copy'. If you're on your phone, click the three dots on the top right to bring up the menu.

Customise your event info

Edit the event name and make sure you update the fundraising link in your bio. See our social media tips for where is best to place your links depending on what platform/features you're comfortable with.

Change the pictures (optional)

To change an image, right click it and select 'detach image'. Delete the image that pops out, and then drag your own image into the template to replace it.

Download the file

Click 'Share' and then 'Download' to save the resources. You can use any file type you'd like but we'd recommend using the default .png settings. They will save as individual pictures, so you can choose to save all of them, or select a certain few.

Share to your social media

Remember, these resources are endlessly editable. You can do weekly or monthly fundraising updates, reshare them to keep the cause fresh in people's minds, and change the thank you image every time someone new donates.



Download **Links**



Posts

[Click here to access your resources](#)



Stories

[Click here to access your resources](#)



Posts

[Click here to access your resources](#)



Headers

[Click here to access your resources](#)



Posts

[Click here to access your resources](#)





Use social media

Social media is an easy and free way to tell friends, family, and colleagues what you are doing. You can also extend your reach further if you have a public profile on platforms such as Instagram, LinkedIn, and Tik-Tok. Here are our top tips for social media:

- When sharing your fundraising be sure to tell people what motivates you - give your reasons for fundraising and add photos.
- Make sure you keep everyone updated. Post about the lead up to your fundraising. Post a thank you every time someone donates to you.
- Don't forget to tell people how your fundraising went and ask for a post-event donation.
- Tag us in so we can see your progress, we may also be able to share your posts. See our social handles on the back page.

Contact your local media

If you have a story attached to what you are doing, your local media may be interested. They are always looking for 'real life' stories and it can be a great way to get free publicity for your event. The first step is to contact your local press and find out the name of the person that you should talk to. You will find most of the information you need on their website. You can then send a press release telling them what you are doing and why. Always include the link to your online fundraising page so that people can donate. Ask them to include our website address spinal-research.org and send a photo, ideally wearing your Spinal Research T-shirt. Once you've sent your press release to your local media always call them to follow up. We are very happy to help you with your press release and can provide you with a 'Notes for Editors' information sheet which will give the journalist more information about the charity and its work with plenty of facts and figures for them to use.

Other ways to promote

There are other ways to promote your fundraising, including:

- Use posters and flyers. You can put these up in workplaces, shops, and community hubs. You can use our poster template or design your own. Let us know if you would like any help with this.
- Recontact your network. If you have contacts not on social media drop them an email or phone call to tell them about your fundraising.
- Write a blog.
- Contact local neighbourhood groups to ask if you can share your fundraising story in their magazine or online.

How we can help

If you have a personal story attached to your fundraising then let us know so we can help promote your fundraising. We can do this by sharing your story on our channels and approaching local and national media.

Keeping safe & legal

Your fundraising should be a fun experience but it is important that you make sure you keep it legal and make sure everyone is safe. Here are some useful hints and tips but if you would like any help or advice, just shout.



Permissions

Please ensure you have the relevant permissions to host your fundraising activity, from the local council, or the owner of the location. If you're planning a collection in a public place as part of your activity, you'll need a license or permit from your local authority (or the Metropolitan Police for collections in London). For collections on private land, such as a supermarket, you need to get permission from the land owner.



Data Protection

Make sure any electronic or paper records you keep about people involved in a fundraising event comply with current Data Protection rules. Don't keep information about people any longer than you need to, and don't share information or data about someone without their permission. View our privacy policy by visiting spinal-research.org/privacy



Lotteries and raffles

Whether you're planning a small raffle at an event, or selling tickets for a raffle in the run-up to your fundraising activity, there are important rules to consider. Get in touch to tell us about your raffle so we can share the information you need to keep it safe and legal.



Insurance and First Aid

When you organise a fundraising event, you're responsible for making sure it poses no risk to others and ensure any necessary health and safety issues are covered. That's why we'd recommend you take out a public liability cover for events such as, a sponsored walk or sports event, if your venue doesn't have it already. Unfortunately, our policy doesn't cover you. If you are hosting a large event for the general public, you may need to provide First Aid assistance.

Extra guidance: The government has produced a useful guide to hosting a voluntary event. Take a look [here](#) to download this useful resource.



Paying in your fundraising

Thank you so much for making a difference to those living with a spinal cord injury. It's now time to make sure your fundraising reaches us quickly so we can put it to good use.



Online fundraising pages

If you have set up an online fundraising page, as long as you have connected it to our charity, your fundraising will come to us automatically. There is nothing for you to do except to say a big thank you to everyone who supported you.



Paying offline donations

If you have any offline donations, you can deposit this into your bank and pay it directly onto your fundraising page. Alternatively, you can scan this code or [click here](#) to pay it online through our website.



By phone

You can pay by debit or credit card by calling 0203 824 7404 Monday to Friday 9am to 5pm.



By post

Cheques should be made payable to Spinal Research and sent to:
Spinal Research, 201 Borough High Street, London, SE1 1JA.



By bank transfer

You can make an online transfer directly to our bank account using the details below. Please use your name as the reference:

Account name: International Spinal Research Trust

Account number: 11079867

Sort code: 80-22-60

Bank: Bank of Scotland



Thank you for fundraising for Spinal Research. I'll never give up hoping, because I know that amazing scientists and researchers will never give up looking for ways to cure my paralysis. All it will take is more research.

Bel - Injured age 7



Keep in touch

We are on hand to support you with any questions or support you need. Please see below to get in touch.

Email us: events@spinal-research.org

Phone us: 0203 824 7400

Website: spinal-research.org

Write to us: Spinal Research, 201 Borough High Street, London, SE1 1JA

Follow us on social media

Please follow us on our social platforms to stay up to date with our latest news and developments. Don't forget to tag us into any posts relating to your fundraising.



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THANK YOU
for helping us to cure paralysis!