

#TeamSpinal Fundraising Guide

Your guide to making the most of your event



Thank You

Thank you for joining #TeamSpinal - you're making a real difference! This guide has everything you need to get started and raise vital funds for groundbreaking research.

If you have any questions, we're here to help. Just email us at events@spinal-research.org

Dear #TeamSpinal,

Thank you for taking on this incredible challenge - your commitment means so much to us. By joining #TeamSpinal, you're helping to drive groundbreaking research towards treatments that could change lives.

Every two hours, someone in the UK is paralysed, and for decades, people were told there was no hope of recovery. But thanks to pioneering research, that's changing. Spinal Research is the UK's leading charity funding medical breakthroughs to restore movement and independence after spinal cord injury. With new treatments in human trials, we're closer than ever to making what once seemed impossible a reality. Your fundraising fuels this progress, bringing hope to the 15.4 million people worldwide living with paralysis.

As part of the team, you'll receive personalised fundraising support, regular team updates, and expert training guides from our partners at GH Training. Plus, your official Spinal Research running t-shirt!

We're here to support you every step of the way. Keep reading for top tips to smash your fundraising goal.

Together, we're pushing the boundaries of science to create a future where paralysis can be cured. Let's make it happen!

Warm wishes,

Georgia & Zoe

The Events Team at Spinal Research



events@spinal-research.org



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Who are we?

Spinal Research is the UK's leading charity funding groundbreaking medical research to find effective treatments for paralysis caused by spinal cord injury.

Every two hours, someone in the UK becomes paralysed. Globally, an estimated 15.4 million people live with paralysis - life can change in an instant. And it's not just about losing the ability to walk. A spinal cord injury affects movement, sensation, continence, breathing, and so much more.

For decades, rehabilitation and symptom management were the only options. Many were told a cure wasn't possible. But we're changing that.

Thanks to pioneering research, we're advancing the science of spinal cord regeneration. With function-restoring treatments now in human trials, we're witnessing a medical breakthrough in the making. Our vision is a world where paralysis can be cured, no matter when or where the injury occurred.

We're funding the most promising global research, investing in the next generation of scientists, and driving innovation to push the boundaries of what's possible. The science is progressing rapidly, but accelerating this life-changing work depends on funding.

For the 105,000 people in the UK living with a spinal cord injury - and millions worldwide - there is real hope. With your support, we can turn that hope into reality.

We will not stop until we achieve our goal of a future where paralysis can be cured.





Every 2 hours someone is paralysed by a **Spinal Cord Injury** in the UK.



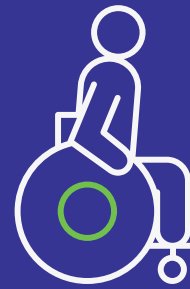
4,400

new injuries occur every year in the UK.



105,000

people currently living with a SCI in the UK.



12

injuries occur every day in the UK.



50+

PhD studentships funded. Many now running world-class research labs.



120

of the world's leading researchers attended our Network Meeting.



£2.2m

invested in research over the last few years.

We exist to cure paralysis

Let's set up your fundraising

Creating a JustGiving page is a great way to kickstart your fundraising!

It makes donating easy and secure, helping you reach more supporters through social media and email. Most people are familiar with JustGiving, which means your donors will feel confident using it - and they won't have to pay exchange rate fees if donating in a different currency. Plus, you might even receive a £5 donation from JustGiving!

Getting started is simple. Just scan the QR code or [click here](#) to create your page.

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



If you prefer to use a different fundraising platform, that's absolutely fine! Just share your link with us - we'd love to follow your journey and support you along the way.

Kickstarting your fundraising for Spinal Research is an exciting and rewarding journey!

Start by reaching out to family, friends, and colleagues - share why this cause matters to you and how they can support you. Use social media to tell your story, post updates, and celebrate milestones.

In the next section, we'll share fundraising tips, including how to maximise social media, explore different fundraising ideas, and make the most of the personalised support from [#TeamSpinal](#).

Top Tip:

Some fundraising platforms, including JustGiving and Enthuse, request tips on top of your supporters' donation amount. This is a process put in place by the platforms, and the extra money does not go to charity. A default amount is put in the box, and this must be manually changed to zero by anyone who does not wish to contribute to the platform itself.

If you or any of your supporters encounter this issue you can request a refund from the support team on each platform. [Click here for JustGiving refund information](#) and [here for the Enthuse support page](#)

Breakthroughs are happening - but we need you. Your fundraising fuels life-changing research. Let's make a difference together!

Setting up a team page

Team Pages allow you to fundraise with friends, family or teammates while still having individual totals and targets. They're a great way to fundraise together, as they work by combining a group of individual pages under one banner. Your team page will showcase everyone's individual fundraising efforts, some information about Spinal Research, and your collective team total.

To create your team page, at least one person must already have an active fundraising page.

On your fundraising page, select the 'Create a team' option - this is found just below the 'Give Now' and 'Share' buttons. If you can't see this, check you're logged into the JustGiving account attached to your page.

JustGiving will automatically fill in the event you're fundraising in and the information for Spinal Research from your fundraising page, and will give you the option to include if you're fundraising in memory of anyone. Provide the team name, team story behind your team fundraising together and a team page URL. Don't forget to add a cover photo!

You can make further edits to your name and story after your team page is live - [click here](#) to find out how.

Once you've published the page, make sure to share your URL with your other team members so they can join you. For more information on how to do this, [click here](#).



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.



Kickstart 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.



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.](#)



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!

Match funding

Boost your fundraising with match funding!

Many employers offer match funding, where they'll match some or all of what you raise - helping you reach your target faster. It's an easy way to double your impact!

Check with your employer to see if they offer this scheme, and if you have any questions, we're here to help. Just get in touch!



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

Let's get the **word out**

When you share your fundraising efforts, you're doing more than just asking for donations - you're spreading hope and inspiring others to join the cause. Every time you talk about your journey, whether it's online, through word-of-mouth, or in your community, you're helping to build a powerful network of support.

By sharing your story, you make it personal. People are more likely to donate when they understand why it matters to you. Your passion, your dedication, and your reason for taking on this challenge are what motivate others to get involved. You never know who might be touched by your story and decide to support you.

Use social media to boost your fundraising

Social media is a powerful (and free!) tool to spread the word about your fundraising. It helps you reach friends, family, colleagues, and even beyond if you have a public profile on platforms like Instagram, LinkedIn, or TikTok. Here are our top tips to make the most of it

:

- **Share Your Why:** Let people know what motivates you - share your personal story and add photos to make your posts more engaging.
- **Keep Everyone Updated:** Post regular updates about your journey, from training milestones to event day excitement. Don't forget to thank each person who donates - it makes them feel appreciated and encourages others to give too.
- **Ask for Support After the Event:** Share how the day went and remind people they can still donate if they haven't had the chance yet.

Tag Us: We'd love to see your progress and may even be able to share your posts! You can find our social handles on the back page.

Other ways to promote your fundraising

There are plenty of ways to spread the word about your fundraising beyond social media. Posters and flyers are a simple but effective option - you can put them up in workplaces, shops, and community hubs. Feel free to use our poster template or design your own, and let us know if you'd like any help.

Don't forget to reconnect with your network. If you have contacts who aren't on social media, a quick email or phone call can go a long way in letting them know about your fundraising and how they can support you. You could also write a blog to share your journey in more detail or reach out to local neighbourhood groups to see if they'd feature your story in their magazine or online.

Contact your local media

If you have a personal story behind your fundraising, your local media may be interested in featuring it. They're often looking for real-life stories, and this can be a fantastic way to raise awareness and boost your fundraising efforts - all for free!

The first step is to reach out to your local press. Visit their website to find the right contact person and send them a press release explaining what you're doing and why. Be sure to include the link to your online fundraising page so people can donate. Don't forget to attach a photo - ideally of you wearing your Spinal Research t-shirt - and ask them to include our website: spinal-research.org

Once you've sent your press release, follow up with a quick call to ensure they received it and offer any additional info they might need.

We're here to help! If you'd like support with your press release, we can provide you with a 'Notes for Editors' sheet. This includes facts, figures, and background on Spinal Research to help journalists tell your story accurately.

How can we 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.



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](#)

Check out our [fundraising zone](#)
for even more ideas!



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 sale. Bring & buy sale. Barbecue. Bike challenge. Bingo night. Birthday fundraiser. Boxing night.

C Coffee morning. Car boot sale. Cocktail party. Crafting. Charity tin collection. Colour run. Curry night.

D Dinner party. Darts competition. Dog walk or competition.

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

F Fete stall. Fashion show. Football match. Facebook fundraiser. Film night. Fire walk.

G Golf day. Game night. Garden party. Give something up. Guess the number or name game. Garage sale.

H Hiking. Hand cycle. Halloween party. Head shave. House clearout. Half Marathon. Horse competition.

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 Lawn bowls competition. Livestream your gaming. Lose a bad habit. Loose change collecting.

M Murder mystery night. Musical bingo. Mountain climb. Music event. 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.

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

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

S Sweepstake. Skydive. Street party. Sponsored silence. 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.

How to push your fundraising event further

Hosting an event is a great way to boost your fundraising and bring people together for an important cause. To help you maximise your efforts and keep things running smoothly, we've put together some top tips and tricks.

From choosing the right event to promoting it effectively, we've got you covered - so you can focus on making an impact!

Make the most of your marketing

Push your event on social media and get your friends and family to share your posts. Create a buzz around your ticket sales - are there any 'early bird' offers you can do? Reach out to your local media and see if they'd be interested in running a story about your event.

Sell your seats

Send out a link or a QR code to your fundraising page, or add in-person payments as offline donations

Reach out for research

Are there any local businesses in your area that could donate goods and/or services for your event? Would they be interested in sponsorship or donating raffle prizes?

Integrate your ideas

Is there anything you could do alongside your main event idea? Would a bake sale go alongside a football game? Could you do a raffle at your dinner event? Would a personalised sweepstake interest your supporters?

Rope in your relatives

Who in your life could help you make the most of your event? Do they have any expertise that would be useful? Social media experts, bakers, willing car-washers - everyone can lend a helping hand!

Cut your costs

Ask local schools, community centres and churches if you can borrow tea/coffee facilities for the day if your venue doesn't have any. Any local coffee shops willing to donate drinks? Will anyone let you borrow a marquee for the day?

How to use your #TeamSpinal Social Media Resources

We've got everything you need to launch your #TeamSpinal journey online. From announcing your challenge to sharing updates and raising awareness, our resources make it easy to keep your supporters engaged.

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](#)

Keeping it 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 [clicking here](#)



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 [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.



[Spinal Research](#) [@spinalresearch](#) [@SpinalResearch](#) [@spinalresearch](#) [/spinalresearch](#)



THANK YOU
for helping us to cure paralysis!