

**FOCUS**  
Ireland

# The Next Step!

## Fundraising Guide

Supported by  **HORIZON**



# Top Tips for Fundraising

**Use your network:** Tell your friends, family, colleagues, clients, suppliers and anyone who will listen that you are taking part in **The Next Step** to fight homelessness. Ask them for support or invite them to join the challenge alongside you.

**Share, Share and Share again:** Share your fundraising page far and wide. Use WhatsApp, social media, e-mail or text your link to your friends, family and colleagues and ask them to support you to take **The Next Step** to fight homelessness.

Don't know what to say? Check out our social media post examples

**Matched Giving:** Many employees don't know that their company offer matched giving when employees fundraise for a great cause. So, why not get a team of your colleagues together and speak to the Corporate Social responsibility or Human Resource team at your workplace to see will they will match what you raise? It's worth the ask!

**Stick to the Facts:** Figures and statistics about homelessness can be a powerful motivator for people to donate to your page for **The Next Step**. Educate yourself and your network about homelessness, the work Focus Ireland do and how they can help. Check out our [stats and figures page](#) to get the latest information.

# Tips for your Fundraising Page

**Personalise your page:** Why are you taking part in **The Next Step**? Make sure you add a story to your page to let your supporters know why you got involved and why you believe homelessness is wrong.

**Top Tip:** People who post a profile picture raise up to 10 times more. It can be a smiling selfie, a picture of your run route or a snap of your dog – whatever it is, make it personal!

**Create a team:** Fundraise as a team to amplify your efforts in supporting people experiencing homelessness. Each member of your team will have their own individual fundraising page that links to a team page. You can easily create or team a team when you register for an event. If you have already registered, you can still join an existing team.

**Join your company group:** If you are taking part with a company, make sure you select the company from the drop down when you register. This means all the funds you raise will be added to the company total and appear on the leaderboard. Don't worry, you can still join a company group if you have already registered, just e-mail [thenextstep@focusireland.ie](mailto:thenextstep@focusireland.ie) and we will get your page connected!

**Set your target:** We suggest you set your target at €250 if you are a member of the public and €500 if you are a company supporter. Pages with a target are proven to raise 46% more, so aim high!

**Share, share and share again:** You will receive a personalised fundraising page URL when you register for **The Next Step**. Share this link far and wide so your supporters can donate. Research shows the number one reason people donate is because they were asked. So, don't be shy!

# Fundraising Ideas

**Online Quiz:** Get your friends, family, colleagues together for an online quiz. As everyone to donate to you're **The Next Step** page to take part.

**Virtual cooking class:** Get your colleagues, friends, and family together for a virtual cooking class. Choose your favourite dish to teach and ask everyone to donate to you're **The Next Step** page to join!

**Guess who?** Ask your colleagues to share a photo of them as a baby or toddler and ask everyone to guess who the baby is! Set a minimum donation to guess the baby and give a prize to the winner!

**Webinar event:** Host a TED talk style webinar and invite interesting speakers to take part. The speaker can be anyone from the CEO of a company, a yoga instructor or someone who has a skill they want to share! Ask everyone to donate to your Next Step page to receive the invite link!

**Social Media Challenge:** Share a photo of you on your walk, jog or run and tag 5 friends, family members or colleagues. Challenge them to share a photo of their walk, jog or run and tag 5 more people to join them!

**The tried and tested!** Go for the classic fundraiser such as a Virtual Coffee Morning, Bake Sale, Shave or Dye or Raffle.

# How your support helps



Could help provide 7 people with advice, information and a warm meal in the Focus Ireland Coffee Shop.



Could help provide 2 families with a dedicated support from our Family Homeless Action Team for one month.



Could help provide 1 young person with the dedicated support from our Youth Mediation services for 1 month



Could help a Focus Ireland Child Support Worker in supporting up to 8 children at risk of homelessness.

# We are here to help!

Don't forget the Focus Ireland Team are always here to help. If you have any questions, please feel free to get in touch:

**E:** [thenextstep@focusireland.ie](mailto:thenextstep@focusireland.ie)

**T:** 01-881-5900

**W:** [www.thenextstep.focusireland.ie](http://www.thenextstep.focusireland.ie)

**Thank you from Focus Ireland. Together we have moved one step closer to ending homelessness.**



**The Next Step!**

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