



# YOUR GUIDE TO FUNDRAISING



**BATTERSEA**  
HERE FOR EVERY DOG AND CAT



## **EVERYTHING YOU NEED TO KNOW TO MAKE YOUR STRAY OVER A SUCCESS**

We want to say a massive thank you for pledging to give up your warm beds to help raise money and awareness for the dogs and cats at Battersea – many of whom have spent nights abandoned, cold and lonely on the streets.

By raising £2,500, and going without home comforts for the night, your team will ensure Battersea's dogs and cats get the love and care they need before they find a new home.

Have a read through this guide with your team. It's packed full of unique fundraising ideas, little tips and tricks to help you stay on target and practical advice on banking your money.

We know you can do it!

**See you at Stray Over on 28 September**

# GET CREATIVE, RAISE MONEY, STRAY OVER

Get excited, because fundraising for Stray Over will be fun! Have a look at some of our ideas to get you started, but don't be afraid to think outside the box – the more original the event, the more likely you are to raise more money for Battersea's dogs and cats.

## THINK BIG

### **Dye your beard Battersea blue**

Show your commitment to the cause by getting people to sponsor you to dye your beard or hair Battersea blue.

### **Stage a jailbreak**

Got a boss with a phone full of well-connected people? Get them involved by locking them in the boardroom. They can only be released when they've phoned in some favours and secured big donations for your Stray Over.

### **Get your trainers on**

Get competitive with the other teams in your office by organising a five-a-side football or netball tournament. Get participants to pay to enter, and everyone else to pay to watch. May the best team win!

### **Take to the stage**

Leave your inhibitions at the door and organise a workplace talent contest. You never know who'll have secret singing skills or a talent for fire eating!



Pat Keogh and Team Muttley Crew of Pro-Recruitment Group raised £2,500 for April's Stray Over Event. Pat even shaved his head for the cause. Can you beat that?!



## DON'T FORGET THE CLASSICS

### **And the winner is...**

Everyone loves a pub quiz, so why not organise one in your local area? Don't be afraid to make those questions hard; people love a challenge.

### **Time to get baking!**

Whether it's dog shaped doughnuts, cat cupcakes or good old-fashioned brownies, a bake sale always goes down a storm.

### **Currency collection**

Ask everyone you know to donate any foreign currency they have lying around at home. Take it all to be changed and you'll be surprised at how much you have to add to your fundraising pot.

**Download our ready-made posters and email footer to promote your fundraising.**



### **Gift Aid it**

Encourage your sponsors to add Gift Aid to their donations if they are a UK tax payer – it won't cost them any extra.

# SOCIAL MEDIA TIPS

Raising money using an online platform like JustGiving or Virgin Money Giving is one of the fastest ways to kick start your fundraising. Below are some of our top tips on how to make the most of your online giving page.

## Tell your story

Fundraise for us using the stories section of your page! Tell people how will you be raising money, what will it involve and why you chose Battersea.

## Personalise your page

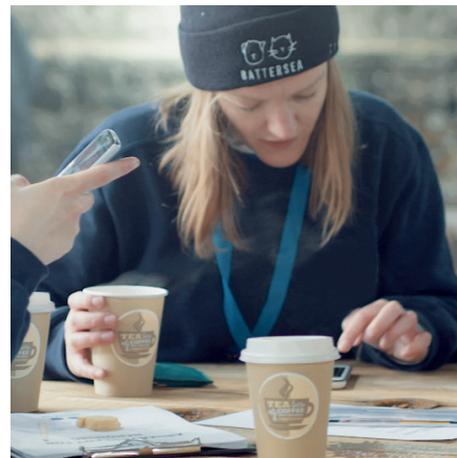
Your page will be one of the first things your supporters see and it's a great way to explain who you are and why you're raising money for Battersea.

## Communicate your target

Pages with a fundraising target raise on average 45% more than those without. Let your supporters know they're getting you ever-closer to your goal of £2,500.

## Show where the money will go

People love to know the impact of their giving, so if you can, tell them exactly how their donation will help. You can get some ideas on page 9 of this booklet.



## Share, share and share some more

Be sure to share your page with as many people as possible, and send the link to your page round again on pay day to remind people to donate – it's an easy way to boost your fundraising.

## Email your contacts in groups

Start by emailing your family and closest friends. They're most likely to support you and having a couple of donations from them already on the page should encourage others too.

## Print your page

Both JustGiving and Virgin Money Giving offer poster templates for you to print out to encourage even more people to support you.

## Get a JustGiving text code

With JustTextGiving by Vodafone you can now create your very own text code and get people to donate to your fundraising page just by sending a quick text!

Ask your family and friends to help you share your cause far and wide. Join the conversation by using **#StrayOver**

## Contact your local and internal press

A bit of exposure such as a feature in your company newsletter or magazine, a few lines in the local paper, or even an appeal on your local radio station can really help get your message out there.

## Thank people

Let people know how your fundraising went, what their support has meant to you, and what a difference their donation will make to us here at Battersea.

**Visit the Stray Over website for even more detailed tips on how to use social media to boost your fundraising for the event.**



## YOUR MONEY WILL CHANGE THE LIVES OF BATTERSEA DOGS AND CATS

Every penny you raise really will have a life-changing impact, by helping us give our dogs and cats the love and care they need to find their forever homes. Here are some useful stats to use to help raise even more money!

**£25**

Can cover the cost of treats and toys for stressed and vulnerable animals.

**£50**

Can help pay for cosy bedding to help unwanted cats and dogs be comfortable and happy while waiting for a home of their own.

**£100**

Could be used for special milk and food for hand-rearing orphaned puppies and kittens.

**£2500**

The total amount raised by you and your amazing team is the same amount it costs us, every day, to care for all our Staffies.

# HOW TO PAY IN YOUR MONEY

Firstly a massive thank you for raising money for Battersea's dogs and cats at Stray Over – you really have made life better for our dogs and cats. If you're ready to pay your money in, here's how:

## **Debit or credit card:**

Pay over the phone on 0203 8878366 or return the money return form with your card details.

## **JustGiving:**

Using JustGiving is the best way to send us your money and setting up a page is quick and easy. Follow the instructions on the JustGiving website and the funds will automatically transfer to Battersea.

**Set up your fundraising page now on: [justgiving.com/BatterseaDogs](https://www.justgiving.com/BatterseaDogs)** and click the orange button to 'Fundraise for us', make sure to select the Stray Over event.

## **Cheques or cash:**

Fill out the money return form in your welcome pack and send it with your cheques or cash (made payable to Battersea Dogs & Cats Home).

## **Return to Freepost address:**

Special Events Team  
Freepost RTLJ-ETCZ-SCCZ,  
Battersea Dogs & Cats Home,  
4 Battersea Park Road,  
London SW8 4AA

**If you have any questions, email the Stray Over team on [strayover@battersea.org.uk](mailto:strayover@battersea.org.uk)**



