



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 £2,750, 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!

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 Stray Over 2018. 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.

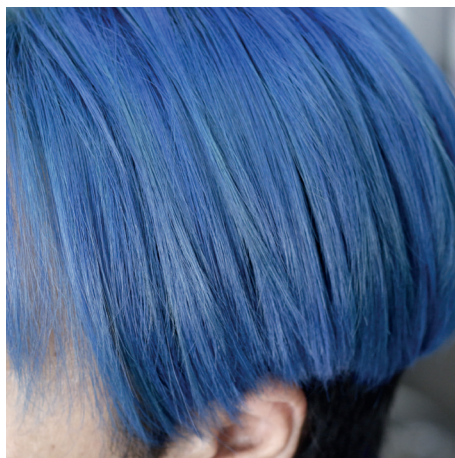
Time to get baking!

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 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 you will be raising money, what it will 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 £2,750.

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.





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

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.

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.

Keep an eye on our website in the lead up to the event for even more tips on how you can boost your fundraising.



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.

£75

can cover the cost of running one cat cabin for a day.

£100

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

£2750

The total amount raised by you and your team can care for a great number of dogs, for example all of the Staffies at Battersea for a full day and cover the costs of re-homing one of these Staffies. In 2017 we rehomed over 350 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 020 3887 8366 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



PROMOTING STRAY OVER

Here are some tips on how to promote your involvement:

- Title: Official Stray Over Team 2019
- Headline: We're fundraising for Battersea
- Use of combined event and Battersea logo
- Use #StrayOver on your social media activity.

Restrictions:

The Battersea logo must not be used on its own on any communication or website.

Company teams may not refer to themselves as partners or sponsors of Battersea in any communication or on their website.



Copy to use:

This March/April, five brave souls from [COMPANY NAME] led by [TEAM LEADER NAME] will be giving up their warm beds and home comforts to spend a night under the stars to raise £2,750 for Battersea.

Stray Over 2019 is the second year of a new sleep out event for the corporate sector and the night will see over 400 people from various industries across the UK taking the chilly challenge to sleep out at one of the famous charity's centres in either Windsor or London.

The night is being held to raise awareness of the plight of the thousands of stray and abandoned animals that arrive at Battersea's gates every year. We stand beside Battersea in believing that no animal deserves to be kicked out onto the streets and that they all deserve care, respect and a loving home.

Help change the lives of dogs and cats by donating to my/our JustGiving page

[INSERT LINK] and sponsoring team [INSERT TEAM NAME].

**About Battersea –
useful information for you to use:**

- Established in 1860, Battersea aims never to turn away a dog or cat in need of our help, caring for them until their owners or loving new homes can be found, no matter how long it takes. We are champions for, and supporters of, vulnerable dogs and cats, determined to create lasting changes for animals in our society.
- Since it was founded, Battersea has rescued, reunited and rehomed over 3.1 million dogs and cats.
- In 2017, Battersea cared for over 7000 dogs and cats.
- Battersea cares for an average of 270 dogs and 200 cats across its three centres at any one time.
- There is no time limit on how long an animal can stay at the charity but the average stay for a dog is 38 days and 22 days for a cat.

PROMOTING STRAY OVER

- In 2017, 27% of dogs and cats arriving at Battersea's centres were strays, equating to over 2000 animals.
- In addition to the site in South West London, Battersea also has two other centres based at Old Windsor, Berkshire and Brands Hatch, Kent.
- Battersea rehomes dogs and cats all over the UK.
- Battersea receives no central government funding and relies on the generosity and support of the public to help care for lost and abandoned dogs and cats.
- For further information on Battersea please visit battersea.org.uk.
- Follow Battersea on Twitter @BDCH or [facebook.com/Battersea](https://www.facebook.com/Battersea)
- Battersea's social media will follow your company's Twitter / Instagram account.
- If you're able to secure match giving you will have the opportunity to show a one page ad inbetween our films at our silent cinema on the night.
- Your company will be included in the official pre and post-event press release.
- By asking for photos and stories of your fundraising journey to share within the Stray Over newsletters.

If any of your questions are not answered above please get in touch with us at:

Special Events team:

Battersea Dogs & Cats Home,
4 Battersea Park Road,
London, SW8 4AA.

or email strayover@battersea.org.uk
or telephone **020 3887 8366**

How will Battersea help to promote your involvement?

- Your company name and team members will be listed on the 'Who's taking part' Stray Over web pages on the main Battersea website.



Battersea Dogs & Cats Home is a charity registered in England and Wales 206394

