

Every Step

A pack for fundraisers

Join our Every Step challenge for 2024

This year, will you take on something new?

Whatever pushes you out of your comfort zone, be it a physical or mental challenge...you choose the activity, you choose the date!

Whatever you do, every step you take towards completing it will make a huge difference to the lives of local people.

As the cost-of-living crisis continues to hit families and individuals locally hard, we're seeing a hugely increased demand for our services.

Whether that's people experiencing homelessness or at risk of becoming homeless, people experiencing poverty, people facing isolation and discrimination, or people facing other acute crisis situations, it's vital that we take action now to support them.

Will you please consider taking on a challenge this year to help us work alongside local people so they can transform their lives?

From runs or sponsored walks, to challenges or sponsoring others who are taking on their own activity in aid of Caritas Salford, there are lots of ways you can get involved.



Five simple steps to get started with your fundraising

1 Decide what you want to do as part of your Every Step challenge:

Think about what you want to do and what's realistic for your personal level of fitness.

It doesn't have to be an *activity-based* challenge though, so think about what you are passionate about that you can get others to sponsor you for achieving.

Could you organise something as a team and involve your friends, family, and work colleagues?

If you're unsure, look at our A-Z of fundraising page in this guide to give you some inspiration.

2 Pick a date and location:

You will need to pick a date for your Every Step event or activity.

Think about school holidays and the time of year and / or the weather conditions that might have an impact.

Are there any other similar events near you that you need to be aware of that might clash?

3 Set yourself a fundraising target:

Let everyone know how much you would like to raise and how Every Step and every penny raised will help local people accessing Caritas Salford services in Greater Manchester and Lancashire.

Post regular updates and show people how they can help you reach the next milestone towards your target.

4 Set up an online fundraising page:

This is the simplest and most effective way to share your fundraising activity with family, friends, and work colleagues. Please use this link:

www.justgiving.com/campaign/everystepcaritas

The best part of an online fundraising page is that as the sponsorship money comes directly to Caritas, you don't need to collect it before or after the event!

Remember to ask people to Gift Aid their donation if they're eligible, as it increases the value of their gift by 25%. That's an extra 25p per £1 they give - and it doesn't cost them another penny.

5 Spread the word!

Tell everyone what you are doing!

Gain support by spreading the word with your family, friends, colleagues and wider network.

You could also send an email to your family, friends, and work colleagues with the link to your online fundraising page and keep them updated on any progress you make.

Social media is a fantastic platform to share your fundraising activity. Don't forget to tag us in it too...



Not sure what to do to raise funds?

Get inspired with our A-Z of fundraising ideas or let us know if you have any other suggestions of your own!

- | | | | |
|----------|---|----------|---|
| A | Abseil, Auction, Aerobics | N | Night Walk, Non-Uniform Day, Netball Match |
| B | Beard Shave, Bike Ride, Bingo | O | Onesie Day, Odd Job Day, Orienteering |
| C | Coffee Morning, Cake Bake, Cycling, Crochet | P | Picnic, Pub Quiz, Parachute Jump, Paint Balling |
| D | Dinner Party, Darts Match, Dog Walk | Q | Quiz Night, Quasar Night |
| E | Exotic Cookery, Expedition | R | Raffles, Race Night |
| F | Fun Run, Football Match | S | Sky Dive, Snooker, Snowdon Trek |
| G | Give up something, Golf | T | Treasure Hunt, Themed Evening, Ten Thousand Steps A Day for a month |
| H | Half Marathon, Head Shave, Hula Hoop | U | Unwanted Gift Sale, Underwear on the Outside Day |
| I | Ice Skating, Ice Bucket Challenge | V | Vegan or Vegetarian for a Week/Month |
| J | Jazz Night, Jail Break, Jigsaw | W | Wine Tasting, Wilmslow Half Marathon |
| K | Karaoke Evening, Knitting | X | X-Factor Competition |
| L | Local Race | y | Yo-Yo Competition, Yoga |
| M | Marathon, Music Concert, Murder Mystery Evening | Z | Zumbathon, Zany Clothes Day |



How to boost your fundraising



JustGiving:

Set up your own fundraising page linked to our event

www.justgiving.com/campaign/everystepcaritas

It's the safest and quickest way to collect sponsorship money. Remember to share the link regularly!



Gift Aid:

If your donors are UK taxpayers, Caritas Salford can claim back from HMRC an extra **25p** for every **£1** donation, at no additional cost to the donor.

Please encourage supporters to tick the gift aid box on your sponsor form or online giving page if they are eligible.

Please make sure they provide their full name and postal address, and that the donation is only from them and not as part of a collection.



Matched giving:

Does your workplace offer matched funding? Many companies will match the total an employee raises. Even if your employer doesn't have a scheme, your boss may give you a donation for your efforts.



Add a tombola or games:

We all love a prize, and this can be an excellent way to increase your funds and help make the fundraising or event more fun! Perhaps include a guess the number of sweets in a jar or run a tombola stall.

Ask people you know or local business to help you out with prizes.

Ensure that any raffle is drawn, winners announced and prizes allocated on the same day as the event.



Paper sponsorship form:

We've produced one of these because we know that not everyone has access to / feels comfortable with digital methods of giving. However, processing donations in this way costs our charity money in terms of administration time, and often means it's not as easy to claim back Gift Aid. If possible, do encourage as many supporters as you can to use the JustGiving link. Please contact fundraising@caritassalford.org.uk if you need a paper sponsorship form.



Top 10 fundraising tips

1 Upload a photo

As they say, a picture tells a thousand words, so update your online Every Step fundraising page with new photos to keep your page looking fresh. Uploading lots of photos is one of the easiest and most effective ways of personalising your page.

2 Set a target

Setting a target for your Every Step challenge is not only a great way of motivating yourself, but it's great for encouraging your supporters. Letting them know that they are getting you ever closer to your goal may just encourage them to give that little bit more.

3 Show donors what their support will do

People love to know the impact of their giving, so tell them exactly how their donation will help local people. What could a £10 donation provide? What would a £50 donation mean to the charity? Caritas Salford has lots of examples of these on our website - contact us if you need any more.

4 Tell your story

We think an engaging story can make all the difference to Every Step.

If you're challenging yourself, let people know how much effort you're putting in and what barriers you've had to overcome. If you're doing Every Step in someone's memory or as part of a celebration, tell your supporters why. If they are visiting your fundraising page, they must be interested in what you're doing, so make sure you tell them all about it.

5 Email, WhatsApp, message your contacts

It's a great idea to contact your family and closest friends first. As your most ardent supporters, they are most likely to support you and get the ball rolling.

6 Share your fundraising page on social media

Social media can be brilliant for fundraising, helping you reach out to a huge community. Share your fundraising page with your followers and ask them to share it to theirs. The more people that share, like and comment, the more people that will see your page. Tag us in too!

7 Put your page link in your email signature

Adding your JustGiving page address to an email signature is a quick and easy win in terms of getting your page out there. It only needs doing once and then every email that you send out will be raising awareness of your fundraising and attracting more donations. You may need to ask permission at work first.



8 Thank your sponsors when they donate

It sounds obvious, but thanking people when they donate is so important - whether you do that in person, by telephone or with a direct electronic message. But you may also want to consider publicly thanking when people donate in a way that encourages others to sponsor you. For example, by updating your story on your fundraising page, or by updating social media with a general thank you to your latest sponsor. If appropriate (and you know your sponsors better than we do), you could also tag the person in a message thanking them for their sponsorship. Once your Every Step challenge is over, let people know how your fundraising went, just what their support has meant to you and what a difference it will make to the local people accessing Caritas Salford's services.

9 Send a follow up message

If necessary, be persistent. It sometimes takes more than one round of communications to inspire people to help you reach your target. You know what it's like...people mean to donate, but sometimes they don't quite get round to it and they may forget to do it later. Or perhaps when you first messaged them, maybe it wasn't a great time, but now you're catching them just after pay day. Also, remember to thank the people who have already supported you so far and ask if they wouldn't mind sharing the fact that they've sponsored you on their social media or to others in their networks.

10 Contact local press

If your challenge is particularly extraordinary, you may capture the imagination of the local press. If you do manage to get a few lines in the local paper or an appeal on your local radio station, remember to publicise your online fundraising page address so that it's easy for readers and listeners to support you.

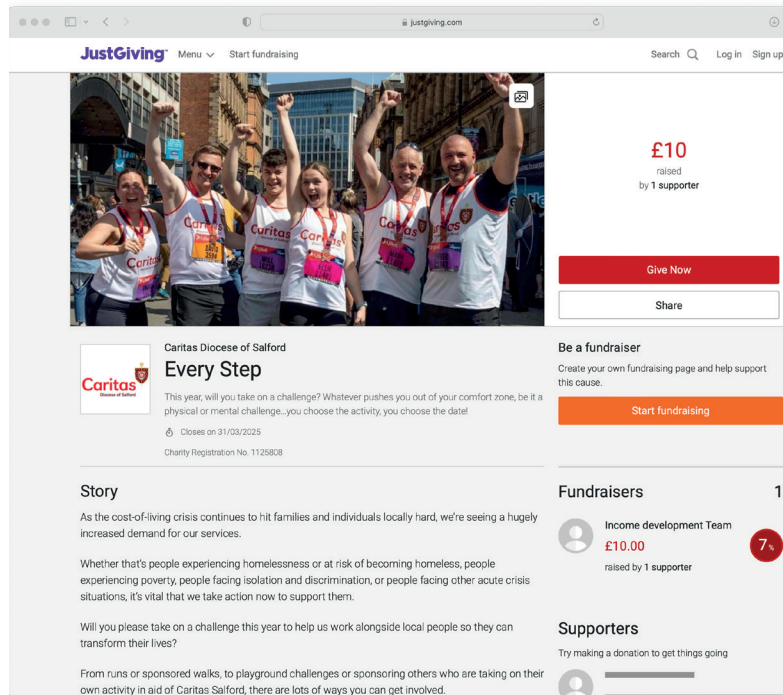
Paying in your monies:

The easiest way is to set up an online fundraising page for Every Step
justgiving.com/campaign/everystepcaritas

By bank transfer

Please email fundraising@caritassalford.org.uk for details of how you can bank transfer your sponsorship money, so that we know to look out for it and provide you with a receipt.

For alternative ways to pay in your fundraising, please visit our website:
www.caritassalford.org.uk/pay-in-your-money/



JustGiving Menu Start fundraising Search Log in Sign up

£10 raised by 1 supporter

Give Now Share

Caritas Diocese of Salford

Every Step

This year, will you take on a challenge? Whatever pushes you out of your comfort zone, be it a physical or mental challenge...you choose the activity, you choose the date!

Closes on 31/03/2025
Charity Registration No. 1125808

Be a fundraiser
Create your own fundraising page and help support this cause.

Start fundraising

Story

As the cost-of-living crisis continues to hit families and individuals locally hard, we're seeing a hugely increased demand for our services.

Whether that's people experiencing homelessness or at risk of becoming homeless, people experiencing poverty, people facing isolation and discrimination, or people facing other acute crisis situations, it's vital that we take action now to support them.

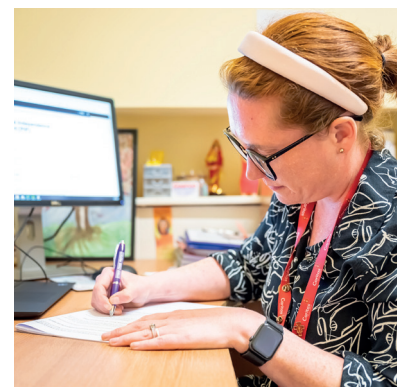
Will you please take on a challenge this year to help us work alongside local people so they can transform their lives?

From runs or sponsored walks, to playground challenges or sponsoring others who are taking on their own activity in aid of Caritas Salford, there are lots of ways you can get involved.

Fundraisers 1

Income development Team
£10.00 raised by 1 supporter 7%

Supporters
Try making a donation to get things going



Keeping yourself safe and legal:

It's important that when you're raising money for Caritas Diocese of Salford, you stay safe and keep it legal. To make things super easy for you, we've put together this guide, but if you're still unsure about any aspect of fundraising, contact us, we'll be happy to help you!

Keeping safe is everyone's top priority during your Every Step fundraising event. Common sense and good planning are key, but here are a few other things to consider.

Assessing risk:

Writing a risk assessment for your activity will help you think about anything that may go wrong and how best to deal with it:

Key things you may wish to consider are:

- Handling money safely
- Possible accidents
- Risk of slips and trips
- Manual handling (e.g., lifting heavy items safely)

Identify any potential accidents or hazards:

Even if your location for the challenge is somewhere you know well, take the time to consider what will be different if your planned event is to take place at night. Revisit the assessment on the day of the event in case anything else needs to be considered/has changed.

Permission:

If you intend to use someone else's premises for your challenge, you must have the permission of the land/property owner before planning it. Consider who else might need to know, especially if there will be a number of people on the premises at an unusual time and there will be lighting/noise etc. You will also need to ensure that there is always at least one qualified first aider and a fully stocked first aid kit. Ensure you have details of the emergency contact details and any personal medical needs for any of the group participating. These should be easy to access / available during the event.

Weather:

If you're planning to spend any time outside, consider what alternative arrangements can be put in place if you need to take emergency shelter from heavy rain or other extremes of weather.

Setting up/packing down:

Ensure people follow safe moving and handling procedures.

Fundraising materials:

If you wish to use our logo on any fundraising materials you make for your event, please email: comms@caritassalford.org.uk as all publicity materials should state 'in aid of Caritas Diocese of Salford, Registered Charity No. 1125808.'

For more help and guidance, please call us during office hours on **0161 817 2285 / 2281**.

Photo consent:

Please ensure that you have permission from anyone you take a picture of, and do not share images of anyone else if in any doubt.

If you have to cancel your event or activity:

Hopefully, this will not happen, but if you do need to cancel your event or activity for whatever reason, you need to contact your donors and let them know.

If you've collected donations on the basis of a challenge, you need to ask supporters if they're okay for their donation to be given to Caritas Salford to support local people in crisis, or if they want their money back.



We're hugely grateful that you've chosen Caritas Salford to help raise funds.

However you choose to take part, every step you take will make a huge difference to the lives of people in Greater Manchester and Lancashire.

Remember, we're here to support you so get in touch if you need any help or advice - or just to let us know what you have planned!

Good luck!