

10:10

October 2024



**CENTRE
POINT**

**ENDING YOUTH
HOMELESSNESS**



Fundraising Tips & Advice

Thank you for choosing to support Centrepoin! You're amazing! In this document, we have compiled some fundraising tips that we hope you find useful. Good luck!

Kick-start your fundraising

Starting fundraising is the hardest part, so here are some top tips to get you started:

- If you have one, make sure you personalise your fundraising page. Add a photo, personalise your story and share, share, share!
- Download a [sponsorship form](#) from our website and collect donations in person. You can pay the donations directly on to your online page.
- Fundraising is fun if you work in a team. Recruit your friends, family and peers to get involved!
- Share your story. Tell people why you're fundraising for Centrepoin and what it means to you.
- You can even get in touch with your local press to them know what you're up to. You never know where it could lead!
- Take a look at our amazing [fundraising resources](#). You can print bunting, graphics and even posters!
- Break down your target into monthly chunks to ensure you stay on track.
- Have fun and enjoy making a difference. You're doing something incredible, so make the most of it!

Tips for fundraising online

Online platforms are an excellent way to promote your fundraiser.

- Add the link to your fundraising page in your email signature so even more people see it.
- Use social media regularly to promote your fundraiser.
- Get your most generous supporters to donate first, then others will follow.
- Busy people won't always get round to donating, so make sure you remind them!

Top Tip: Problem, Solution, Ask.


This formula is an efficient way of asking for money and flows perfectly!

Problem: The problem of youth homelessness, e.g. "Youth homelessness has risen in the last few years"

Solution: The amazing work Centrepoin does, e.g. "That's why Centrepoin provides (x)"

Ask: Ask for support, e.g. "...But they need your support to do even more!"

The Do's and Don'ts of fundraising

Do 	Don't 
Use positive examples of where the money will go, e.g. "£25 could cover (x) for a young person".	Try not to guilt trip people e.g. "if you don't donate (x) will happen".
Use positive language, e.g. "I've had so many people interested! Would you like to donate?" Even if your fundraising is going slowly, try saying things like: "People have seemed interested."	Use negative language, e.g. "I've hardly had any support so please sponsor me!" The better people think you're doing, the more they'll want to be part of your journey!
Be confident, smiley and assertive (without being pushy!) Remember, you're not asking for money for anything but an amazing cause!	Be scared of asking people for money. People love supporting good causes, especially in challenging times!
Have a good pitch structure (see "Top Tip".) Be succinct and clear.	Jumble your pitch. This will confuse people, who will be unclear where their money's going.