

Fundraising Tips & Advice

Thank you for choosing to support Centrepont and help end youth homelessness, you're amazing! In this guide we have compiled our 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 Centrepont 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 Centrepont does, e.g. "That's why Centrepont 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.

Fundraising suggestions

Stuck on how to raise money? Run out of ideas? Here are some suggestions for you:

- Sell your old belongings. We all have clothes, books, electronics etc we don't need anymore. You could use eBay, Vinted, Depop, or get a pitch at a car boot sale
- Hold a bake sale. Everyone loves a tasty treat, especially for a good cause!
- Ask for donations instead of Christmas/ birthday presents. In times of celebration, donations can really build up!
- On that note, you could try making and selling your own Christmas/ Easter or Valentines cards!
- Hold your own quiz/ open mic/ talent show night and charge for tickets. Don't worry- we can help with this!
- Hold your own **Sleep Out**. This is where you sleep outside for a night to simulate homelessness and ask people to donate.

Tips for fundraising online

- **We all have passions and talents which can be used to raise money. Use your imagination- there are countless fundraising opportunities waiting for you! You could:**
- Offer tutoring in a subject you know well. This is rewarding and can pay well!
- Offer dog-walking services in the community. Who doesn't want to be paid to walk a dog?!
- Busk. If you have musical/ juggling or any entertaining talents, busking is a great fundraising tool (you'll just need to make sure you have permissions first!)
- Paint/ draw/ or write something homelessness related and sell it to the highest bidder.

Example fundraising calendar

Breaking down your fundraising into chunks may be helpful. Here is an example fundraising calendar which you can adapt. Make a note of went well and what could have gone better so you know for next time!

Month	Activity(ies)	Amount raised	What went well	What could have gone better?	Goal for next month
1	Bake sale	£100	People loved the cakes and cause	Could have publicised it more	£300 total
2	Dog walking	£200	I've hit my target set last month!	Could have done more babysitting	£500 total
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Thank you again for fundraising for Centrepoint. We are delighted you want to help us end youth homelessness by 2037, we couldn't do it with you!

