

# 999 Club Fundraising Pack



 The999Club

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 999ClubDeptford

 020 86945797

 999  
CLUB

Making change count  
for homeless people

 Fundraising@999club.org

# Change that counts

With your help, we're transforming the lives of homeless people in south-east London.

Over 60% of our income is from donations - your help is invaluable in allowing us to continue our vital work.

We provide stability, encouragement and expertise to enable people to overcome the issues that led to their homelessness, or that put them at risk of losing their accommodation. We support people in gaining the confidence and skills needed to make lasting changes in their lives.

We hope this booklet will help give you some ideas, tips and tricks to make the most of your fundraising efforts.

Many thanks for all your help!

# Set up a fundraising page

You can easily set up a fundraising page by following the simple steps on [Just Giving](#) or through [Facebook fundraisers](#), and select the **999 Club** as your chosen charity.



On your fundraising page you can:

- Tell people why you are fundraising for us
- Collect online donations
- Keep track of your fundraising target
- Make it easy for people to register for gift aid

# Fundraising through social media



Fundraising is made so much easier with the use of social media.

You can use social media to:

- Share your fundraising page with your friends and encourage donations.
- Livestream your event, or share photos and videos of your challenge progress.
- Use hashtags to aggregate your event posts together, and reach a wider audience than just your friends list.
- Raise awareness of what the 999 Club does, and influence others to partake in fundraising challenges.

# Make the most of your efforts

Just Giving have a tip-top guide on maximising your fundraising efforts. [Check out their Fundraising Page Guide](#) to find out how you can:

- Make the most out of your fundraising page
- Promote your page using social media
- Tell your story and let people know why you're fundraising
- What to do when you're finished



# Be Passionate

Tell people what it is about our work that inspires you. Enthusing people with the passion you have for helping the homeless will encourage them to support you!

Henry took on the RideLondon-Surrey challenge.  
He explains why...

“I have seen at close hand the isolation and hopelessness that city living can bring to some people. The 999 Club provides immediate comfort and can direct its visitors to where additional help can be found. For the lucky ones, the 999 Club is the tipping point from despair to hope and happiness. Except it is not luck, it is the hard work of the 999 Club volunteers.”



# A-Z of Fundraising

A

**Auction:** You could ask for people to donate clothing or items they don't want any more, and sell them on eBay or apps like Depop or Vinted.

B

**Birthday Fundraiser:** Select 999 Club as your chosen charity and ask your friends and family to donate on your birthday. You can set up a birthday fundraiser via Facebook.

C

**Comedy Night:** Encourage people to donate to listen to your friends and family do stand-up.

D

**Diet:** Get sponsored to go vegan or vegetarian for a month, or give up chocolate, whatever is the biggest challenge for you.

E

**Exercise:** Squats, sit-ups, star jumps, set yourself a challenge to do a certain amount with a timeframe of your choice and encourage sponsorship.

F

**Film night :** Host a film night where people pay a small donation to eat snacks and watch films together, this can also be hosted online.

G

**Gaming marathon:** Stream yourself gaming online using platforms like Tiltify, or host a board game marathon.

H

**Hike:** Encourage people to sponsor you to hike a mountain or from one side of the country to another.

I

**Ice Water:** Swim in the sea in the cold months, or ice in a paddling pool in the Summer. See how long you can last

J

**Jars:** Swearing too much? Tired of hearing people talk about Covid? Stick a jar in your office to encourage people to donate when using banned words.

K

**Karaoke :** Not everyone's cup of tea, but if you fancy convincing friends to belt one out, see if people would be willing to make a donation to sing or see others sing.

L

**Livestream:** Livestream yourself gaming, singing, eating, whatever brings in the money. This can also be easily integrated with your JustGiving page.

M

**Marathon:** This doesn't mean you need to run, or do any exercise whatsoever. You could organise a gaming marathon with your friends, or perform a 26.2 hour DJ set, or cook, or paint, whatever your personal marathon is.

# A-Z of Fundraising

N

**Night in:** Encourage your friends to have a night in instead of going to the pub (when they're open) and donate the money you saved.

S

**Sleep out :** Get your friends to sponsor you to sleep in the garden for a week - even more impressive in winter months!

X

**Xmas party:** Sing carols, serve food, plays games and ask guests to make a small donation.

O

**Obstacle course:** Create your own or join an existing event and get sponsored.

T

**Themed events:** Dress up, host games and contests and encourage donations.

Y

**Yoga:** Organise an instructor, and get people to donate to join the class.

P

**Podcast:** By creating your own Podcast, or doing a fundraiser special in an existing podcast, you not only raise money for us, but awareness of the work we do.

U

**Unwanted gift sale:** Ask for people to donate any gift they've received that weren't to their taste and sell them off.

Z

**Zoom:** Lots of the previous mentioned challenges can take part via Zoom, encouraging more people to participate and watch and bring in more donations.

Q

**Quiz:** Online quizzes have soared in popularity since the pandemic. Organise a pub quiz for your friends via Zoom.

V

**Virtual event:** They're less restricted and allow for anyone to join in. Many of the fundraising ideas mentioned can be made virtual with the help of livestreaming and apps: concerts, quizzes, movie nights and sport activities.

R

**Race:** Again this doesn't necessarily need to be running. You could have a knitting race, cake icing race, or eating race - just be careful not to choke!

W

**Walk:** 100 miles a month, 12,000 steps a day, set a challenge that's right for you.

Let us know your ideas:  
[Fundraising@999club.org](mailto:Fundraising@999club.org)



# Top Ten Tips

From JustGiving

- 1** Promote your selfie: Fundraisers with pictures or videos on their page raise 14% more per photo. A perfect excuse for a #selfie.
- 2** Tell your personal story: Why do you care? Tell your story about why you are fundraising.
- 3** Shoot for a target: Pages with a target raise 46% more. Aim high and tell the world.
- 4** Don't be afraid to share: Sharing on Facebook, social media and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing.
- 5** Don't forget about email: There are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.

# Top Ten Tips

From JustGiving

- 6** Add a video or livestream: Add a video as a cover photo by adding a YouTube link. Videos really help Tell your story and why your cause is so important.
- 7** Let the charity know: Tell the charity so they can help you spread the word.
- 8** Update your page: Let supporters know how you are doing by updating your page often, they will enjoy following your progress and you can even do it through the JG app.
- 9** Encourage others: Convince your friends to take part and raise money as well ...as it makes the experience more fun!
- 10** It's not over 'til it's over: 20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.

# Paying in your funds

Online

Donate via our [JustGiving Page](#)

Cheque

Make cheques payable to 'The 999 Club Trust'  
and post to:  
Fundraising  
999 Club  
21 Deptford Broadway  
London SE8 4PA

Bank

BACS payments can be made to:  
The 999 Club Trust  
HSBC Bank Plc  
Account number: 11323822  
Sort code: 40-02-25

**Good Luck and thank you  
for you support!**



Any questions?

Get in touch:

[Fundraising@999club.org](mailto:Fundraising@999club.org)

020 8694 5797