



FUNDRAISING Guide



northamptonsaintsfoundation.org

Charity number 1176345

Our ambition

INSPIRE
SUPPORT
EDUCATE

Use our heritage to **INSPIRE** our work, preserve our past and protect the future.

SUPPORT disengaged, disadvantaged people to find a better future.

Provide a range **EDUCATION** programmes to develop social, emotional and academic progress.



ABOUT US



Northampton Saints Rugby Football Club was formed, in 1880, when Reverend Samuel Wathen Wigg identified rugby as a way to channel the energies of some of the county's more troubled youngsters.

More than 140 years on, Northampton Saints Foundation continues his legacy, using the power of sport and the values of rugby to INSPIRE, SUPPORT and EDUCATE thousands of people each year.

Our education and social inclusion programmes inspire the current generation to learn, develop new skills, increase confidence and where appropriate return to education, training or employment.



HOW YOUR MONEY HELPS



£20

Provides workbooks for ten students to track their progress whilst with the Foundation

£60

Pays for a group of six to visit the farm to help young people see the positives in everyday life



£200

Funds three 60 minute sessions of art therapy to encourage creativity and improve wellbeing

FUNDRAISING IDEAS

There are a number of ways to raise funds for the Foundation, here's a few ideas to get you started!



Get creative and have a bake sale



Challenge yourself by climbing the three peaks



Run a Marathon or go virtual



Create excitement with an auction



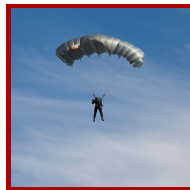
Hold a fancy dress party or event



Set up a race night with friends or colleagues



Put your mind to the test with a quiz night



Bring out your inner dare devil with a sky dive



Arrange a fun Easter Egg or treasure hunt



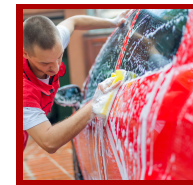
Gather your best china for an afternoon tea



Hold a dinner or gala event



Don't look down during a abseil



Get your car squeaky clean with a carwash



Aim for a hole in one on a golf day



Go ahead to head with a sports challenge



Take part in a tough mudder

Set up your fundraising page

Enthuse

You've decided what event you're doing, now it's time to create your sponsorship page.

Click [HERE](#) to set up your Enthuse fundraising page

Click fundraise for us

Sign up or sign in to your account

Select which fundraiser you would like to start

Enter challenge name, challenge type and start date

Set your target

Upload a profile picture

Upload a header

Enter your page title

Write why you are fundraising for Northampton Saints Foundation

Create your custom URL

Select your marketing preferences

What to include?

- Date of event
- Fundraising target - be reasonable but challenge yourself
- What the challenge or activity involves
- Information about Northampton Saints Foundation so people know who you are fundraising for. You can find information on the second page of this booklet or by visiting northamptonsaintsfoundation.org.
- Tell people why you have picked the Foundation as your chosen charity, any personal connections, add power to your fundraising.
- Add an ask for people to donate and help you reach your target

Post your progress

Update your social media

Use your social media to keep your friends, family and colleagues updated, this will show them how hard you are working and encourage them to donate. Regularly share updates on your training, your target, your activity to inspire others to donate.

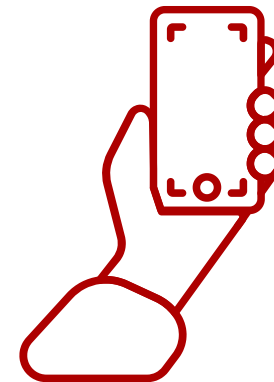
If you are a company fundraising, or work for a company, ask them to share on their social media, don't forget to ask your colleagues to like/comment and share your posts too!

Keep sharing your 'why'

As well as your updates, it's also important to keep sharing information about the Foundation and your reason why. Lot's of information can be found on our [website](#) and [youtube channel](#).

Take pictures and videos

Take lot's of pictures and video updates to go with your posts



OTHER WAYS TO SHARE

Tell the press

To spread the word further, a press release can be sent to your local news outlets along with a high quality landscape picture. Please get in touch if you need a hand with this. A quote from yourself and the Foundation will add to the likelihood of the press sharing your story.

Add to a newsletter

Does your company send an internal or external newsletter? Ask them to add your event to help spread the word.

Email signature

Why not add your sponsorship link to your email signature? A great way to raise awareness of your efforts.

TAG US

We'd love to be kept up to date with your fundraising so make sure you tag the Foundation on social media



Facebook – [Northampton Saints Foundation](#)

Instagram – [@saintsfdation](#)

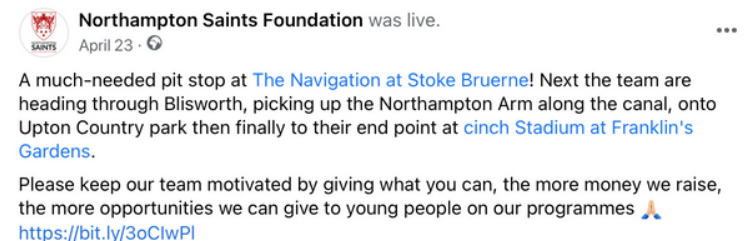
Twitter – [@SaintsFdation](#)

LinkedIn – [Northampton Saints Foundation](#)

DURING THE EVENT

During the event, if you can, depending on what the event involves, update your social media with photos and updates. You may want someone to post on your behalf.

Tell them how it's going, how are you feeling with an ask to sponsor you



AFTER THE EVENT

Just before and during the event, your sponsorship should start gaining momentum, but it is most common that you will receive the most donations during and after the event.

Tell everyone you have completed the event, post any photos and share your sponsorship link, give them an update how far you are from your fundraising target.

If you have reached your target, consider extending it to raise more.

When your sponsorship has come to an end, share the grand total and thank those who have donated, don't forget to let the Foundation know too.

You might want to write another press release and send another landscape photo from the event or with a cheque to share with supporters.



The important part

Licences

Find out if you need a licence and insurance and always follow health and safety regulations. If you're handling money in public there's simple rules you need to follow, and check your local council website for information on holding public events or gatherings. You can reach out to the Fundraising Regulator for independent advice or get in contact with us.

Collections

The law surrounding public collections varies depending on the location of your collection and the type of collection you are holding. Refer to your local council or reach out to the Foundation for more information.

Raffles

Depending on what type of lottery you want to hold will depend on whether you require a licence from the borough council. Non-commercial lotteries, such as those held at school fairs or fun days, and private lotteries such as office sweepstakes, are exempt from licence requirements. However, lotteries where tickets are sold in advance and advertised to the general public (to benefit a charity) do require a licence. Contact us if you need more information.

Insurance

Remember that you are responsible for making sure that your activity/event is run safely and legally. If you are planning an event which involves the general public you may need public liability insurance. If you are holding the event at a venue which may already have liability insurance, check with them if you need to arrange your own, extra insurance.

Health and safety

Make sure that your event complies with the Health and Safety at Work Act 1974 if you are holding it at your place of work. Always ensure that children are safe and that they never collect money without a responsible adult. If you are going to carry money around with you, please take care with your personal security. Make sure that you fundraise in a safe environment by pre-assessing any risks and eliminating or minimising any risks for yourself and your volunteers - we can provide a risk assessment template if required.

Food and drink

If you want to sell food and drink at your event, please seek advice from the Environmental Health department at your local council. If you want to sell alcohol at your event, you will need to apply for a temporary licence at least a month in advance.

Further information

Further information can also be found at The Institute of Fundraising website - www.institute-of-fundraising.org.uk or contact the fundraising team at the Foundation if you have queries about your fundraising activity.

Northampton Saints Foundation adhere to the Institute of Fundraising's Code of Fundraising Practice and follow all best practice guidelines. We also operate a complaints handling procedure if you are ever unhappy with any of our services.

Northampton Saints Foundation, cinch Stadium at Franklin's Gardens, Weedon Road, Northampton, NN5 5BG.
Charities number: 1176345

DOWNLOAD YOUR RESOURCES

Here's some handy resources to help with your fundraising.



Bunting 1



Bunting 2



Event poster



Scan to donate



Stickers 1



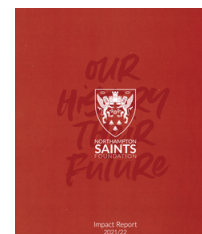
Stickers 2



Email signature



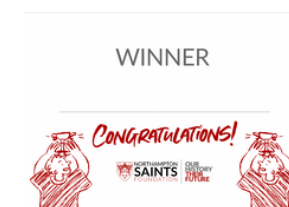
Donate poster



Impact report



Thank you poster



Winners certificate

BRANDING AND STYLE GUIDELINES

For information on our font, pantone colours and logos, please click [here](#).



Media pack

Click [here](#) to read more about the Foundation and our programmes.



THANK YOU FOR YOUR SUPPORT



The money raised by you will help the Foundation to achieve its ambition giving every person the chance for a positive future.

[**northamptonsaintsfoundation.org**](http://northamptonsaintsfoundation.org)