



Fundraising Pack 2020/2021



Welcome!

Thank you for choosing to fundraise for Scottish Families Affected by Alcohol and Drugs! If you are looking for some inspiration on how you can fundraise for us, see our A-Z of ideas in this pack, or check out our website for events.

If you are planning to hold your own event, see our top 10 tips in this pack for a stress-free day. We've also included ways for you to fundraise at school or fundraise at work.

If you're thinking of doing a sponsored challenge/event, we have a handy guide to help you get off the £0 mark.

You can also do some online fundraising for us such as a film marathon, gaming marathon and virtual runs. We've put together some tips that will help you share your fundraising goals on social media and ultimately increase your donations and supporters.

Whatever you choose to do, you will be helping families across Scotland. As a small charity, every penny raised really does make a huge difference. Thank you!

Holding an Event

Our Top 10 Tips



- 1 Share the load.** Running a successful event is not easy, it may be a good idea to ask some friends for help.
- 2 Pick your event date well in advance.** People's diaries quickly fill up so it is a good idea to give a lot of notice. It also helps if you ask businesses for prizes well in advance.
- 3 Get organised!** Keep a checklist so you know what needs to be done and when.
- 4 Any questions?** Most fundraising events can be held without needing insurance or a special license but it is a good idea to check this out before your event goes ahead. Contact us if you have any questions we are happy to help! There is also a great online guide that covers all laws and regulations for events [here](#).
- 5 Set a fundraising goal.** Give yourself a target to aim for and people might just help you get there.
- 6 Let people know why you are supporting us.** We want to help as many families as possible and you can help us spread the word of what we do.
- 7 Set up an online fundraising page.** Not everyone carries cash and an online page is a great way to get donations from people who may not be able to attend your event.
- 8 Boost your income on the day.** Consider holding a raffle, a tombola, a 'guess the sweets in the jar' competition – anything you can think of to get people to part with a few more pennies at your event.
- 9 Thank your supporters!** Make sure you thank everyone who helped with your event and who gave you a donation. It is also great to announce the total you raised!
- 10 Keep in touch** – we want to hear all about your event and we are happy to do anything we can to help. We have t-shirts, collection buckets, balloons, posters and leaflets to help with your fundraising.

Fundraise at your school

'The group is the only support I have ever had in my life to deal with mum. Not only do I get support from the workers, I have made lifelong friends with the other young people. We are more like family than friends. We have a different bond than what you have with your friends.' - Young Person



Children and young people from all kinds of families are affected by alcohol and drugs. Recognising that young people are often dealing with this on their own, we launched our service 'Routes' in 2019.

'Routes' gives young people aged 12-26 support for themselves and also the chance to speak with other young people who are going through a similar experience. We provide Christmas and birthday presents when sometimes that's the only one they get. We teach them First Aid so they know what to do if their parents overdose or have a seizure. We teach them life skills such as healthy cooking. And we take them on trips they would never normally get the chance to experience such as going to the beach or funfair, but mostly we give them a voice and someone to listen.

How could you help?

We welcome any ideas you have about how to fundraise in your school to support Scottish Families. Some great ways to raise money are:

- **Come as you please day**
- **A bring and buy sale**
- **A school wide sponsored walk**

We can provide buckets, balloons and posters to help with your fundraising. If you would like a staff member to come and talk with your school about issues around families and substance use please let us know.



Fundraise at work

If you are supporting a loved one using alcohol or drugs, it can make your life at work very challenging. You may be called away to deal at emergencies at home, have to take time off to look after your loved one, or even go on sick leave due to the stress. The stigma around alcohol and drug use makes it very hard for families to be open about what is going on at home. By supporting Scottish Families at your workplace, you are helping tackle stigma as well as raising funds that we need in order to continue to provide our services.



We were chosen as one of Glasgow Barclays' charities of the year in 2018. The staff team put on a Halloween bake sale with a donation collection for our work. The team raised an incredible £410 that was then match-funded to £820!



Coffee mornings are a great way of getting your friends or your colleagues together. We had our own coffee morning in December 2018 with the other charities in our office building. We raised £480!

'Sometimes I think I am going mad. Life just seems to be spiralling out of control. I look at my son and see his life falling apart but yet he doesn't want to do anything about it. The stress of this is making my life fall apart. Speaking to you today has given me a different perspective on how this is affecting both my son (I never really appreciate why he would be using drugs I thought he was being selfish) and the impact on me. Thank you for giving me your time, that on its own is priceless but also offering me support is life changing.' - Family Member

How could you help?

- A dress down day with everyone paying a donation to take part
- Bake sales (or even a baking competition)
- Make us your charity of the year

We also have a volunteering opportunities at certain times of the year – contact us to find out more!

We can provide buckets, balloons and posters to help with your fundraising. We can also help with workplace training highlighting the issues for families and how you can support your employees.

Fundraising Stories



Helen -

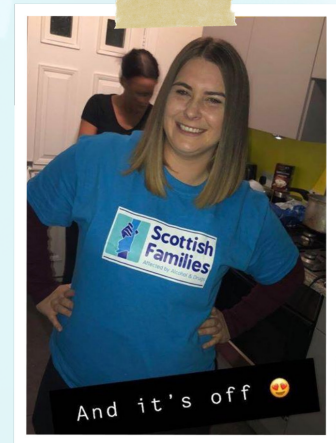
'The challenge was to walk the West Highland Way (96 miles - Milngavie to Fort William) and climb the highest mountain in the British Isles, Ben Nevis (1,345m). It turned out to be quite a challenge due to rain for the first three days and nights. By day 4 the weather had brightened and we were able to appreciate some of the stunning scenery. Day 6 was our final stretch, 16 miles from Kinlochleven to Fort William and the weather held for us. Day 7 we set off up the mountain - 5hrs 30mins, up and back down, which I believe is a respectable time.'

Those who sponsored me were very generous and interested in hearing about the work of both organisations. I was able to share a little of my story with them and tell of the invaluable support I received. The amount raised was **£1,365** and is to be shared between Scottish Families and Families Outside!'

Cheryl -

'I chose to fundraise for Scottish Families as their mission means a lot to me, their mission is to support families across Scotland who are affected by alcohol and drug use. I have both family and friends addicted to drugs and alcohol, the effects of both are devastating and traumatic for all involved, and it rips families apart.'

'I chose to raise money for Scottish Families by cutting my long hair up to shoulder-length and not partaking in any alcohol for numerous weeks. Family, friends and my local community were supportive of this clause and contributed to me raising **£500** which I was so grateful. I know the money is going to a very good cause that helps families all through Scotland.'



Lauren -

'I've been volunteering for Scottish Families for nearly a year and a few weeks ago I ran my first fundraising event for them, a teddy bears picnic! In the lead up to the event, we contacted a number of businesses to collect raffle prizes and raise the profile of the charity.'

We got some great stuff from the likes of Tunnocks, Everyman Cinema and Glasgow Science Centre (so many businesses donated which was just fantastic!) and had quite a successful raffle. In keeping with the theme of the event, we also collected over 50 teddies for a teddy bear tombola which proved to be a hit with the children that came along.'

We raised just under **£150** on the day and shared information about the charity to some families so the event was a success!'

Online Fundraising

If you are taking your fundraising online, you can set up a fundraising page such as JustGiving or Everyday Hero. We've put together some tips that will help you share your fundraising goals and ultimately increase your donations and supporters!

Get your selfie game on

Upload a selfie to your fundraising page, they say that pages with photos raise more money than pages without.



If you're part of a group take a team shot so everyone is known!

Let us know you're fundraising for us

Give us a call or send us an email and let us know you're raising money for us so that we can personally thank you (and so we can keep in touch and hear how your fundraising is going!)



Tell people why you are fundraising

If it's something personal to you and you want to share your story, write it on your page and tell people what it means to you.



If you'd rather not share your personal story you can talk about Scottish Families and why you want to fundraise for us e.g. do you agree with our outcomes for families? Have you used one of our services? Let people know what their money is going to.

You could also include a call to action e.g.

'help me raise these vital funds to help support families across Scotland.'

Make good use of social media

If you are on social media, share your page with your followers – if you have more than one social media account share your page on them all!



Make regular posts about your fundraising e.g. training, targets reached, information about the charity, etc.

Remember to tag us so we can share your posts!

Twitter @ScotFamADrugs
Facebook @ScottishFamiliesAffectedByDrugs
Instagram @ScotFamADrugs

Share your page in other ways

- Text your page to your friends and family and ask them to share with their social media followers.

- Share your page with your WhatsApp groups.



- Email your page to friends and family and anyone you know.

- Ask your colleagues to share your page too!

You got a friend in me

If fundraising is a little slow to start, you can always ask your friends and family to donate to help get you started.



Go beyond the selfie

Why not try taking some videos and sharing them? Thank people through video, take a video when you are training or on the day of the challenge event, talk to your supporters and keep them updated on your progress.



Videos perform much better on social media compared to photos and they'll get people interested in what you are doing.

Make a target and stick to it

Pages with a target in mind are set to raise 46% more in donations.

If you want to raise £200, tell people you want to reach that. Share on your social media when you only have a few more pounds to go to get more donations.



Having a target gives you a solid goal to reach and it'll help drum up support.

Thank you, thank you, and thank you

If someone donates to you, always thank them for their support.

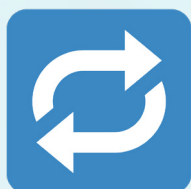
Giving someone a simple thank you lets them know the money they are donating is received well and that their support is invaluable.



You could even give someone a shout out on your social media for donating!

Don't be afraid to be repetitive

It may feel that you're annoying people if you post frequently but it's not true.



We've been told by our followers that seeing our posts more than once encourages people to donate/sign-up for fundraising events - so keep sharing!

For Facebook it's good to post 2-3 times a week about your fundraising, the same can go for Twitter and Instagram.

Jump on board with hashtags

There's a hashtag for nearly everything these days so make sure to use some in your posts to reach a new audience.



Weekly hashtags:

#MondayMotivation,
#TuesdayThoughts, #CharityTuesday,
#WednesdayWisdom, #ThursdayThoughts,
#ThrowbackThursday, #FridayFeeling

You can also use the #TeamSFAD hashtag so that we can see how your fundraising is going.

Always include a link to your page where you can

Put the link to your fundraising page in your social media profiles so people can click to it.



If you can include it in your email footer, do! If it's a work email, you'll need to double-check with whoever in your team manages your email signature communications for permission.

If you have your own website or blog, you should include the link to your page there too.

Take care of your head

The world of social media can be a great place, but it can get too much at times. Make sure to take regular breaks.



Fundraising A-Z



- A** Treat your friends to **Alcohol-free** cocktail-making for a donation
- B** Have a 'Guess the **Baby**' sweepstake at the office
- C** Hold a **Coffee** Morning
- D** **Dress** down day at work or a school
- E** **Ebay** for charity
- F** Host a **Film** night, just ask your guests for a donation to attend (and charge for the popcorn!)
- G** **Give** something up for a month – chocolate, whistling, Twitter. The more challenging you make it the more you could raise!
- H** **Head** shave (or drastic haircut!)
- I** **It's** your birthday – ask for donations instead of gifts!
- J** Have a **Jumble** sale
- K** **Kiltwalk** – our favourite event of the year is a great way to raise money
- L** Host a **Ladies Lunch** (or a Boy's Brunch)
- M** Keep things chilled with a **Meditation** session



Fundraising A-Z

- N** Name the Teddy competition
- O** Open mic night
- P** Set yourself a **Personal** challenge and collect donations
- Q** Get your friends together and have a **Quiz** night
- R** Pull on your trainers and take **part** in a **Running** event
- S** Keep it clean and start a **Swear** Jar
- T** Host a **Tea** Party
- U** **Unwanted** gift sale
- V** **Volunteer** for a Scottish Families event
- W** Brave the **Water** with a swimming challenge
- X** **Xbox** (or any of type of gaming) challenge
- Y** **Yoga** challenge
- Z** **Zumba** marathon



Scottish Families Affected by Alcohol and Drugs
Main Office: Edward House, 199 Sauchiehall Street, Glasgow, G2 3EX

Helpline: 08080 10 10 11
helpline@sfad.org.uk
webchat available at: www.sfad.org.uk

Twitter: @ScotFamADrugs
Facebook: @ScottishFamiliesAffectedByDrugs
Instagram: @ScotFamADrugs

General enquiries: 0141 465 7523
email: info@sfad.org.uk
website: www.sfad.org.uk



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