



DEAFBLIND  
•SCOTLAND•

# **Deafblind Scotland Community Fundraising Pack**

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## About Deafblind Scotland

Deafblind Scotland is a national charity recognised as Scotland's principal authority on meeting the varying and complex needs of the thousands of individuals living with acquired deafblindness or a severe dual sensory loss across Scotland. Marking its 25th year in 2015, Deafblind Scotland continues to realise the support requirements of the myriad of health and social care professionals, the deafblind community, carers, family and friends, lead by a board of whom 60% of members are deafblind.

We are a unique, highly specialised charitable organisation specifically geared towards serving the needs of those aged 16+ with acquired deafblindness. Other charities' provision of sensory impairment tends to focus on either hearing loss or sight loss, but not both.

The primary aim of the support provided by Deafblind Scotland is to help deafblind people live as rightful members of their own communities, introduce coping mechanisms, develop communication skills to encourage and support contact with sighted-hearing people. We lobby on behalf of our members, influence policy and the direction of services for deafblind people, hearing from communities across the country through our Scottish Advisory Group on Deafblindness (SAGOD) meetings in towns and cities throughout Scotland.

Deafblind Scotland is committed to improving the regular services used by individuals living with a severe degree of combined visual and auditory impairment and continually educating their support network based in both urban and rural districts. In some rural areas, as found in Aberdeenshire, Deafblind Scotland is the only service provider to hand.

## Policies and Objectives

1. To help deafblind people in Scotland live as rightful members of their communities and to encourage and support, contact and friendship between deafblind people and sighted hearing people
2. To liaise with health and social service providers to make appropriate support available for deafblind people in Scotland
3. To provide and encourage the provision of facilities for the support, education and personal development of deafblind people in Scotland
4. To develop and maintain appropriate accommodation for the benefit and use of deafblind people.
5. To advance the education of the public in the needs and abilities of deafblind people and thereby raise the awareness of these needs and abilities

## Our Vision

"A society in which deafblind people have the permanent support and recognition necessary to be equal citizens". (*From Deafblind Scotland's Five Year Plan 2010-2015*).

Deafblind Scotland remains steadfast in delivering high quality, personalised activities to those living with severe visual and hearing loss. People from all walks of life and backgrounds live with acquired deafblindness, young to old, deprived to affluent. The everyday challenges and even the most customary needs of a deafblind person are often overlooked, for example communication, receiving and sharing information, mobility,

independence, physical and mental health wellbeing.

We are proactive in working in partnership with national and international service providers, playing a key role in the sustainability of high standards of support and services in the everyday lives of deafblind people.

### **Why we need your help**

Throughout the years, Deafblind Scotland has grown and developed its income through a variety of sources which have included; individual donors, legacies, fundraising efforts and successful project applications to Scottish government, Health and Local Authority, Big lottery and various grant- making bodies including Trusts and Foundations.

The income generation environments are changing and the challenges we face to sustain existing services and develop new ones are growing so we are looking to the community to generate even more income than before. For this, we need your help.

We have been encouraged and delighted with the energy and efforts from many individuals on how they've been raising funds, the ideas have been plentiful and they've all worked. So we thought we'd put them all into one pack for everyone to share.

If you have some free time to dedicate to fundraising for Deafblind Scotland, we hope this pack will give you a good start.

Please do not hesitate to contact the Fundraising department for further support in your quest to raise funds.

Fundraising Team  
Deafblind Scotland  
21 Alexandra Avenue  
Lenzie  
G66 5BG

**T:** 0141 777 6111

**E:** [Fundraising@deafblindscotland.org.uk](mailto:Fundraising@deafblindscotland.org.uk)

## **Volunteering**

If you have some free time, regular or not, and you would like to volunteer for Deafblind Scotland, we would be delighted to have you on board.

We will make every effort to match your skills and experience with the volunteer role you will be taking on.

There are opportunities at national office and at our national events across Scotland.

To find out details on volunteer opportunities please call the Fundraising department on 0141 777 6111.

## **How we can support you**

To support you in your fundraising efforts, here's what we have on offer.

- Brief summary on the work activities of Deafblind Scotland
- Headed note paper to officiate your fundraising activity
- Letters drafted to potential business supporters
- Information literature i.e. Members' newsletter, Professional newsletter, Deafblind Scotland leaflet, Field of Dreams brochure and leaflet
- Posters and flyers designed on request
- Arrange purchase and delivery of customised promotional materials i.e. t-shirts, gift tags
- Collection cans and buckets
- Merchandise range i.e. Air freshener, Boot/shoe bag, Cooler bag, Pen, Poncho Pod, Trolley coin key ring, Christmas cards
- Gift Aid declaration forms
- Sponsorship forms
- Standing Order forms
- Payroll Giving forms

### ***Donating opportunity***

Every donation helps us continue with the charitable aims and objectives provided to members and adults living with deafblindness in the communities across Scotland. Money donated on a regular basis is invaluable, helping us to plan ahead with confidence.

### ***Regular gifts***

If you wish to donate to Deafblind Scotland on a regular basis, you can do so by setting up a Standing Order or Direct Debit with your bank. A Standing Order form is attached to this pack.

If you do not wish to make regular donations and you simply wish to send us a cheque when you feel a bit flush then please send cheques made payable to 'Deafblind Scotland' or we accept debit/credit card payments over the phone.

### ***Leave a gift in your Will***

Writing a Will is a wonderful opportunity to make a difference to people. Every legacy we receive, no matter how small, enables us to deliver a continued high quality service.

### ***Payroll Giving or Give As You Earn***

One of the easiest ways to give to charity and it's tax-free!

Donating through your company couldn't be easier. At your request, your employer takes charitable donations straight from your pay. As the donation is made before tax deduction it will cost you less to give more. If you pledge £10 per month to Deafblind Scotland, it will cost you only £8.00 as a 20% tax payer or £6 per month if tax paid at 40%. Your employer might even match your giving from their own funds.

Any employee or ex-employee can join a scheme – as long as their pay or pension is taxed through PAYE. All you have to do is contact your payroll department and ask them if they run a Payroll Giving scheme.

If they do, then all you have to do is complete the form in this pack and pass it to the payroll department.

### ***Share your share***

Giving shares to charity is not a new idea.

Did you know that since 2000 there has been a tax incentive to make 'share giving' even more attractive?

Individuals who give shares are entitled to relief on the cash value of the shares at the time of the gift, thereby entitling them to a reduction in tax at their highest tax rate.

The income tax relief couldn't be simpler. If you give shares worth £1,000 to Deafblind Scotland and normally pay income tax at 20%, your income tax bill could be reduced by as much as £200. Or if you pay income tax at 40%, you could save as much as £400. The amount you save will depend on your own personal circumstances, and your level of taxable income.

There are many reasons why giving shares might appeal to you. Whether you have a few windfall shares sitting gathering dust, a small parcel of shares perhaps as a result of an inheritance or a small share dividend that you regard as a bit of a nuisance as they generate more paper work than income. All of these could be turned into real value for Deafblind Scotland.

If you hold a share certificate:

Contact the company's registrar. Their details can be found on your share certificate, dividend vouchers, the company's annual report or their website. The company's registrar will provide a stock transfer form for you to complete and return to them.

It is important that you keep a copy of this form. It is your evidence to HMRC concerning the date of the gift. The company registrar will then issue a new certificate to the charity.

If your shares are held in a nominee account, ask your broker to transfer the shares for you. The broker might charge you for this service, but you should be able to get tax relief on this as well as the value of the shares.

### ***Donate online***

You can donate online at [www.deafblindscotland.org.uk](http://www.deafblindscotland.org.uk) at the JustGiving link on our website. It only takes a few minutes. If you've got a special event coming up, perhaps a landmark birthday or anniversary and would like people to give donations instead of presents then you can set up a web page for this too. There is also a section for people who wish to set up a page for donations 'in memoriam' of a loved one.

### ***ebay for charity***

Do you have something you want to sell? Would you like to donate some or all of the proceeds to Deafblind Scotland? Well now you can by using 'ebay for charity'. Every time you sell something you can choose to donate between 10% and 100% of the sale price to Deafblind Scotland. Not only will we receive the proceeds from your sale, but ebay can also claim Gift Aid for us too, turning every £1 from the sale into £1.25. For more information go to [www.ebay.co.uk/ebayforcharity/sell.html](http://www.ebay.co.uk/ebayforcharity/sell.html).

### ***Trade-up Service***

Do you have any large items you want to sell? Would you like to donate some or all of the proceeds to Deafblind Scotland? Well now you can by using our Deafblind Scotland trade-up service. Contact the shop on 0141 777 7774 and we can sell your sofa, bed and/or furniture items (excluding electrical items). You can choose to donate between 10% and 100% of the sale to Deafblind Scotland and someone will arrange to collect your item once it's sold.

### ***easyfundraising.org.uk***

By shopping online, you can now raise funds for us every time you shop! It doesn't cost a penny extra, in fact, many retailers now give extra discounts when you buy online, you can even save money.

With [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk) you can shop with 2,000 plus brand name retailers. NEXT, Debenhams, John Lewis, HMV to name but a few - up to 15% from every purchase you make will be donated to us. You still shop directly with each retailer as you would normally, but simply by using the links, each purchase you make will generate a cashback donation to Deafblind Scotland.

For example make a purchase from Marks and Spencer's online store and 2.5% of your sale will be donated or buy your home insurance from the Royal Bank of Scotland and raise £5 for Deafblind Scotland.

Simply log on and register, it takes less than a minute. Once registered, log on using your email address and password, click any of the retailers' links and then shop 'til you drop.

### ***Online greeting cards***

Charitecards is an online greeting cards service that lets you send an unlimited number of internet greeting cards. Just by making a single payment, as little as £10, you can send as many ecards as you want for a whole year. How much will you spend on stamps and cards for birthdays, Christmas and other occasions this year? Would you like to donate this to Deafblind Scotland instead? To find out more log on to [www.charitecards.com](http://www.charitecards.com).

***everyclick.com***

everyclick.com is a search engine with a difference. It works just like any other major search engine but the added advantage, you can raise money for Deafblind Scotland as you search.

There are no sign up fees or hidden charges, it's simply free giving. You can join as an individual or as a company, school or college. Simply log on to [www.everyclick.com/ccs](http://www.everyclick.com/ccs).

If you wish to be named as a supporter of Deafblind Scotland, click on 'Sign up to track your giving'. If you wish to remain anonymous, go straight to 'Make this your homepage' and you'll start earning money for the charity straight away.

The amount we receive is dependent on how many people choose to support us.

Everyclick gives 50% of its revenue to charity every month.

### ***Deafblind Scotland's lottery***

You can choose to play the lottery which is very similar to the national lottery. The lottery is based on weather temperatures. Choose six numbers from 0-9. Your chosen numbers are matched against the second digit of the temperatures in Fahrenheit in destinations around Europe; Corfu, Istanbul, Tenerife, Innsbruck, Edinburgh and Stockholm.

When playing the lottery, if you match 3 numbers you win £2, 4 numbers you win £20, 5 numbers you win £250 and for 6 numbers matching you win £25,000.

It costs only £1 per week for one line, drawn every Friday. You can play up to 3 lines in the lottery.

You can play online from the link at [www.deafblindscotland.org.uk](http://www.deafblindscotland.org.uk) or leaflets are available from national office. You can check your daily numbers in The Daily Mail or online at [www.theweatherlottery.com](http://www.theweatherlottery.com).

### ***Give a car***

Giveacar.co.uk is a social enterprise that raises money for charities by accepting donations of unwanted cars. Giveacar is able to collect any car or vehicle from anywhere in the UK, at no cost to you!

Every car is either recycled to high environmental standards or sold at auction. The profits of each sale are then directed to a charity of your choice. So please support Deafblind Scotland by donating your unwanted car to us through Giveacar.

Giveacar also cares for the environment, and cars that are not auctionable are de-polluted, recycled and disposed of in accordance with DVLA and Environmental Agency guidelines. Figures from the DVLA show that every year, approximately two million vehicles are taken off the road, yet only 50% of these cars are disposed of in an environmentally-friendly way. Giveacar only uses authorised treatment facilities, and a minimum of 85% of the weight of your car is recycled.

Each car donated through Giveacar raises an average of £80 for charity. This month, generous donations of unwanted cars from the public will raise over £30,000 for registered charities in the UK. Please tell your friends and family about Deafblind Scotland's partnership with Giveacar and help us to tap into this new source of revenue that can make a huge difference.

Simply log on to [www.giveacar.co.uk/donate-a-car-to-charity/deafblind-scotland](http://www.giveacar.co.uk/donate-a-car-to-charity/deafblind-scotland) and complete the form.

If you wish to speak to someone at Giveacar please telephone 0200 011 1664.

### ***doitforcharity.com***

Just for you brave and energetic fundraisers!

If you have ever wanted to do an exhilarating challenge for Deafblind Scotland here is your chance. We are looking for adventurous individuals to take part in an exciting range



of events. With events scheduled throughout the year, there is something to suit everyone!

Details and dates of all the events can be found at [www.doitforcharity.com/crossroads.aspx](http://www.doitforcharity.com/crossroads.aspx) or to speak to someone or receive an information pack for any of the events please call 0207 424 5535.

## ***Parachute Jump***

If you have ever wanted to do a parachute jump here is your chance. You can jump from any one of the three airfields in Scotland; Auchterarder, Errol or St Andrews. No experience is necessary as all training is given and if you raise just £395 for a tandem skydive and up to £360 for a static line jump you will receive your jump for free.

There are three types of jump available:

Accelerated freefall, where you can experience the thrill of skydiving solo from up to 12,000 feet.

Tandem skydive, from 10,000 feet attached to a professional instructor.

Static line jump, which is performed solo from up to 3,000 feet.

### **Sponsored events**

Fancy pulling on your running or walking shoes for Deafblind Scotland?

Whether it's a fun walk, a 10k or an ambitious marathon, we want you to be part of the fun. Here's some up and coming events that might be of interest to you.

#### April

The Chris Hoy Edinburgh half marathon  
Virgin London marathon  
Paris marathon

#### May

City of Aberdeen Baker Hughes 10k Race and Fun Run  
BUPA Great Edinburgh Run (10k)  
Edinburgh marathon, half marathon, Hairy Haggis Team Relay  
Ignis Asset Management Women's 10k, Glasgow

#### June

MHFS 10k for Men, Glasgow  
Walk for Scotland, Edinburgh

#### July

The Big Fun Run (5k), Aberdeen, Dundee, Edinburgh, Glasgow, Perth, Stirling

#### September

Berlin marathon  
Pedal for Scotland

#### October

Baxter's Loch Ness marathon  
Baxter's River Ness 10k  
Baxter's River Ness 5k Fun Run  
The Great Scottish Run, Glasgow (10k, half marathon)  
Junior Great Scottish Run, Glasgow (1.5k, 3k)

#### November

ING New York City marathon

#### December

Edinburgh Christmas Run and Walk (1, 3, 6 miles)  
Inverclyde Santa Dash, 5k

## Sponsored event fundraising

A few tips to make the most of your event.

- The more preparation you put in the less stress you will experience before the final challenge
- Be organised - successful fundraisers are

There are many ways to raise funds and you should choose what is right for you and what you'll enjoy.

Begin by making an action plan detailing exactly what you want to achieve and how you are going to achieve it.

Also set up and personalise your online sponsorship form through the JustGiving link on our website, it's the easiest way of collecting money.

- Write a list of contacts; family, friends, neighbours, colleagues, school friends, teachers etc. Don't be afraid to ask them to sponsor you
- Get the largest amounts at the top of the sponsorship form. Ask the person who is going to give you the most money first and then the next down. This will encourage others to be more generous. Try to collect the money straight away, saves time after the event. Please remember the Gift Aid note on the sponsorship form!
- The best way is to be upfront! "I am determined to raise £2,000 for Deafblind Scotland and want you to help me." If you can get friends to collect sponsors on your behalf from their own circle of friends even better. Just remember they will be responsible for collecting the money afterwards
- If people you do not see very often sponsor you, it may be easier to collect the money as you go along. This will save you having to make costly phone calls to chase pledges after the event
- If you are employed, you might ask your employer to sponsor you or to 'match' the amount you raise in sponsorship
- If you are a member of any group, such as a sports or social club or a church, you might ask to circulate sponsorship forms among the other members
- To collect sponsorship money on private property you must have permission of the owner/manager. Supermarkets, pubs and garden centres are excellent places. Why not set up a display explaining what you are doing and asking for contributions. It will help if you wear a Deafblind Scotland t-shirt, the more official you look the better, and you will need a container for contributions. We can arrange purchase and delivery of t-shirts and collection buckets, so please contact us
- Arrange for your local paper or radio to feature and support your preparations. For more information, see section 'Talking to the media'

## Collecting the money



The easiest way to collect money is online. We have teamed up with JustGiving.com to provide a secure online fundraising service that makes fundraising quick and easy. Just log on to [www.deafblindscotland.org.uk](http://www.deafblindscotland.org.uk) and hit the link to JustGiving and follow the online instructions. Within minutes you can create a personal e-fundraising homepage and email the link to all of your friends and colleagues. They can make secure online donations directly to us and it cuts out the administration for both you and us. If using the traditional sponsorship form, try to get people to give you the money when they sign the form as it will save you time and energy in chasing them all after the event.

Ask people to make cheques payable to 'Deafblind Scotland'. It is easier than cheques made payable to you as it saves you having to bank them first. You can send cheques in at any time. You don't have to wait until you have all of your cheques in before you send them off. As long as you make sure you tell us that the cheques are towards your sponsored event we can add up the total at the end and do a cheque presentation then. In the meantime, every cheque you send in is being put to work for us. If you are keeping cheques until you have all the money in don't forget to keep them all in a safe place and write down what you have received from whom.

It is not safe to send cash in the post. If people give you cash in sponsorship money, put the cash into your bank account and make out a cheque to 'Deafblind Scotland' for the total.

There is a sponsorship form included in this pack.

### ***Ideas for events and activities***

**a...**anniversary, afternoon tea, arts & crafts, as good as new, auction goods, auction of services (massage to hair cuts), auction of promises (walk the dog, wash the car), adult only nights, assault course, aromatherapy

**b...**bad tie day, bingo, board games, baked bean bath, boat race, balloon race, bowling night, bonny baby contest, book sale, BBQ, barn dance, battle of the bands, burns night, bus pull, beat the goalie, beard shaving, bed/bath push, bike ride, beer barrel roll, boiled egg throwing, biggest anything, ball, beauty evening, badminton, Bond night, bazaars, brass bands, business lunches, bag packing, balloon race, bridge/poker game

**c...**cake stall, car wash, coffee morning, competition (guess the baby), calendars, carnival, candle making, carol concert/singing, car boot sale, concert, casino evening, chariot race, craft fair, cricket match, children's party, crossword contest, classic car show, Christmas draw, colouring competition, cocktail party, circus, cooking, celebrations, celebrities, cowboys & indians, crèche, comedian, champagne breakfast

**d...**darts, dinner, dance, demonstrations, disco, duck race, donkey race/rides, daft games, distance running, decorations, dressing up/down days

**e...**easter egg hunt or raffle, eating marathon, expeditions, eyebrows (shaved off!), extravaganza, exhibitions, entrance fee

**f...**fasting, fancy dress, fashion show, flower show, fencing, film nights or previews, fishing, fun run, face painting, fire walking, fair ground rides, fairs, fireworks, football tournament

**g...**garage sale, garden party, garden show, garden open days, guess the name/weight/number, gala, golf day, ghost walks, games lunch, game show night, glamorous gran, go kart grand prix, gunge tank

**h...**halloween party, hook a-duck, horse rides, hot air balloon, haggis hurling, harvest supper, hypnotist, happy day (anyone not happy gets a fine)

**i...**ice creams, it's a knockout, ironing, indoor games night

**j...**jokes, jams, jumble sale, jewellery making

**k...**kissing, karaoke, kids vs adults activity

**l...**line dancing, live music, look-a-like contest, ladies night, left handed day, loose change collection, lottery – bonus ball

**m...**murder mystery nights, mascot, market stalls, marathons, music event, medieval, mile of pennies, mini Olympics

**n...**nature walk, nightclub promotion, no phones/smoking/chocolate/tea day, night under the stars, netball tournament, night at the dogs

**o...**overseas trek, opera night, outward bound

**p...**plate smashing, picnic, puppet show, pool, penny jar, piano playing, pram push, piggy back rides, pantomime, part, paint balling, pancake race, pet shows, playstation play off, pub games, poetry reading, parachute jump

**q...**quiz night (various themes)

**r...**rowing, rides, running, road race, raffle, roller skating, race nights, rugby match, raft race, ramble, recipe book, refreshments, recycling (phones, cartridges, clothes), roll a pound

**s...**skateboarding, skittles, singalong, swimming, snooker, swear box, sixties evening, street party, silence, slim, sports day, shows, sales santa's grotto, scavenger hunt, shoe shine, supper, sponge throwing, stationary cycle, strawberries and cream, street entertainment, swap shop, sponsored anything, spelling, silences

**t...**trolley dash, trolley tokens, table decorations, teddy bear picnic, theatre, truck pull, tug of war, table tennis, tournaments, talent competition, tenpin bowling, tombola, toy sale, table top sale, throwing competition

**u...**underwear party, unwanted presents, uniform day (or non uniform day)

**v...**variety show, visits

**w...**watching the sunset, wedding theme, wild west, world cup, walks, woodland scheme, watersports, waxing, windscreen wash, wine & cheese, wine tasting, wash day (cars, windows etc)

**x...**xmas hamper, Xmas fair, X marks the spot, treasure hunt

**y...**yacht racing, yoyo competition

**z...**zip slide, zodiac evening

## ***Event planning***

There are a number of regulations governing how people can collect or fundraise for charity. These laws are designed to protect the public from fraud and nuisance. When fundraising on behalf of Deafblind Scotland, you are acting as an ambassador of the charity, so we have outlined below some points to bear in mind to help you avoid problems with your event.

### ***Timing the event***

Choose a date, time and venue for your event carefully. Make sure that the date and time will be convenient for the type of people who will be attending. Will it clash with the SFA Cup Final? Should it coincide with school holidays? Will it be too late for people to get home by public transport?

### ***Make a list and set deadlines***

Whatever event you are planning it is a really good idea to write a list of all the activities which need to be planned. Then for each activity write down a list of all the tasks which need to be done, with deadlines of when they should be completed and who will be doing them.

### ***Set a budget***

List all of the ways that you are going to make money at the event. Have you thought of everything? Have you included ticket sales, raffle sales, sponsorship, and refreshment sales?

Then write down all of the things that will cost you money. This is a really important list. Make sure you think of everything and then at the end make sure that the income is more than the cost!

In an ideal world a fundraising event should set a target of raising £4 for every £1 of cost. Bear that in mind and it will give you a ratio to aim for.

### ***Be legal***

On all printed materials you use, including letters, tickets, posters etc., you must state 'Deafblind Scotland is a registered charity, number SC031167'. This is a legal requirement under the Charities Act 1992 and it is a criminal offence not to include it.

Please make sure if you are using the Deafblind Scotland's name and logo that you use it correctly.

Raffles can be held in your workplace, club or pub without any problem. If you can get hold of a good prize, use cloakroom tickets, and sell them, you should do well.

Raffles that involve selling tickets to the general public are governed by strict legal requirements. To hold a lottery or raffle you will need a Lotteries Licence from your local

council. As the Promoter of the Lottery you will be personally liable for its organisation. Although Deafblind Scotland's Small Lotteries Licence might cover your particular activity here, so please call the Fundraising department for clarification.

The exception to this rule is for raffles held at a one-off event like a dinner or dance. This is known as a Small Lottery. Tickets for Small lotteries can only be sold during the event and you must not have money prizes (although vouchers are fine) or spend more than £250 on prizes (donated prizes do not count). The result of the raffle must be drawn and announced at the event. Again, Deafblind Scotland's Small Lotteries Licence should cover you here, but please do call the Fundraising department for clarification.

### ***Be safe***

Making sure that everything about your event is safe is also really important. As the organiser of the event it is your responsibility to ensure that you have thought of all the possible ways in which people could be harmed by taking part in or attending your event. This is called risk assessment. Think about what could harm people and how you could prevent that from happening. Put together a plan of how to stop potential accidents, and write down what you would do if something went wrong.

Inform your local police and council of the date, time, route and purpose of the event if it is to be held in a public place.

We would recommend getting some First Aid cover at the event, especially if it is an outside and/or active event. Your local British Red Cross or St John's Ambulance can provide it for a small donation.

### ***Alcohol***

If you want to sell alcoholic drinks at your event and the venue is not already licensed, you will need permission from the local council. If you have alcoholic raffle prizes you will also need to apply for permission.

### ***Someone attending from Deafblind Scotland***

Perhaps you would like someone from the charity to attend your event, maybe to help out on the evening, or to accept a cheque on behalf of Deafblind Scotland. It may not always be possible but we will do our utmost to meet your request. To organise a representative from the charity please call the Fundraising department on 0141 777 6111.

### ***If you're not sure, ask!***

If you are not sure about anything to do with your event please ask us and we will be more than happy to answer your questions and give whatever support we can.

## **Marketing your event**

Whatever event you are planning to organise here's a few tips and guidelines which will help to promote your event.

### ***What is the event***

Decide on the type of event you are holding and make a list of the activities that need to be done to make it a successful one.

### ***People***

Without people there is no event.

Work out how many people you want to attend. Who do you want to be involved? Perhaps some individuals will want to participate in the event on the night e.g. draw the raffle, compere the evening...

### ***Pricing***

Charge an entrance fee or ticket price for the event. Think carefully about how much you will charge, that people are getting value for money. Don't make the common mistake of the price being too low. Perhaps ask some people who intend coming along how much they'd be willing to pay to attend your event.

### ***The venue***

The event should be held somewhere where people are willing to go along to. Somewhere within easy reach for public transport or where car parking is available. No added costs here if possible.

## Promotion

Promote it by word of mouth. This is by far the best way of getting the message out there. Again, it comes back to who you want there. If its outwith your usual friends and family, you could write a short press release, or if you have the funds, advertise your event in the local newspaper, radio, staff newsletters. Don't forget to include details of when and where the event is, how people can buy more tickets, and the fact that you are raising money for Deafblind Scotland on all your information about the event.

Posters and flyers can be a fairly cheap way of promoting your event if you know where to put them to reach your audience. If you have enough volunteers and are looking to promote to the general public in a fairly small locality, get some people to put leaflets through letterboxes.

## **Talking to the media**

Here is a simple guide to creating press releases and contacting your local media to ensure your message reaches the right people.

### ***Step 1 - Write a press release***

A press release is designed to give journalists the outline of a story and encourage them to cover it in their newspaper/broadcast programme. It is suggested that you not only send a news release before the event to encourage attendance, but also afterwards to let people know how much money you raised and thank them for their support.

### ***Top tips to getting it right***

If you feel your story has something extra try the human interest angle. Perhaps you or a relative has been personally touched by Deafblind Scotland and you want to spread the word about its activities.

Adding a quote to the press release is a good way of personalising it and getting your main message across in your own words.

Try setting up a photocall, where the media is invited to send a photographer at a set time to take a 'snap' to illustrate the story. Try and be creative. A photograph of a local celebrity at your event could be more likely to grab the attention of the News Editor than the promise of a crowd shot.

Make sure you get your timings right. The earlier you let people know about the event the more fundraising potential you have.

Re-read the news release and make sure it answers all of the following basic questions:

Who

What

Why

When

Where

How

Also, double check you have added your contact details.

### ***Step 2 - Distributing the Press Release***

It is important that you run the press release by the Fundraising Department at Deafblind Scotland so they are aware of what is being sent out. Just in case the journalist contacts them for a quote.

Once you have prepared your press release, you will need to send it to the various news desks at your local newspapers and radio stations.

It is worth putting in a call to the news desk a couple of days after you have sent them the press release, particularly if you have set up a photocall and want to check on attendance.

Local radio stations may carry your story in a news programme or they may wish to do a short live or recorded interview.

### ***Step 3 - Following up***

Once you have completed the event and worked out how much money you have raised you can contact the newspaper again. They will more than likely be interested in following up the story and letting people know how you found the experience and how much you raised for the charity.

An alternative to this is a 'letter to the editor' which sets out the same information but is intended for publication on the letters page.

### **Merchandise**

500ml water bottle £3.50

A must have piece of kit for all runners, walkers, rollers

Large tote sports bag £2.50

A handy kit bag

Poncho pod £3.00

A weightless little pod that can be hooked on to clothing, for when you might get caught in the rain

Cooler bag £3.00

Ideal for keeping foodstuffs and drinks cool, perhaps for lunchtime

Air freshener £1.00

Bringing a lovely odour to your car or home

Shoe/boot bag £4.00

Great for holding football boots, trainers to the gym or outdoor footwear when travelling

Wishbone trolley coin keyring £2.50

For those who can never that pound coin when shopping

Pen 50p

Smooth writing tool, blank ink

10 Branded gift tags £1.00

A lovely way to spread the work of deafblindness



## Standing Order form

### To: The Bank Manager

Pay Deafblind Scotland the sum of \_\_\_\_\_ (words),  
£ \_\_\_\_\_ (figures) commencing on \_\_\_\_\_ / \_\_\_\_\_ /2014, continuing **monthly/quarterly/yearly** (circle)  
until further notice.

**Name of Account: Deafblind Scotland**

**Bank: Royal Bank of Scotland, Gleneden Court, Kirkintilloch G66 4LW**

### Donor's details

Name of Account to be debited \_\_\_\_\_

Sort Code \_\_\_\_\_ Account Number \_\_\_\_\_

Title \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_

Home address \_\_\_\_\_

\_\_\_\_\_ Post code \_\_\_\_\_

### Gift Aid declaration

I want Deafblind Scotland to treat all donations that I make from the date of this declaration as Gift Aid declarations, until I notify you otherwise, including all donations I have made for the past four years.

You must pay an amount of Income Tax and/or Capital Gains Tax for each tax year that is at least equal to the amount of tax that the charity will reclaim on your gifts for that tax year. If you are unsure that your donations qualify for Gift Aid please contact your local tax office.

### Please notify Deafblind Scotland if you:

1. Want to cancel this declaration.
2. Change your name or home address.
3. No longer pay sufficient tax on your income and/or capital gains tax.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Once you have set up the standing order, please return a copy of this completed form to Deafblind Scotland, 21 Alexandra Avenue, Lenzie G66 5BG**



## Payroll Giving form

Personal details

Employee/Payroll No \_\_\_\_\_

EMPLOYER name \_\_\_\_\_

Title \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_

Home address \_\_\_\_\_

Post code \_\_\_\_\_

### My pledge

Please deduct a total of £  from my gross salary each week each  h  
as a gift to Deafblind Scotland, 21 Alexandra Avenue,  
Glasgow G66 5  Charity No. SC031167

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

### Payroll Giving

A tax effective way to make regular payments to Crossroads Caring Scotland directly from your pay. Individuals who receive their company/personal pension through PAYE (Pay As You Earn) can participate too.

Decide the weekly or monthly amount you would like to pledge. This will be deducted from your pay before tax. This means that you are given tax relief on your donation immediately – and at the highest rate of tax. If you pledge £10.00 per month, it will only cost you £8.00 (£6.00 for higher tax payers).

Simply complete this form and pass it to your payroll department who will then send your donation to an HM Revenue and Customs approved Payroll Giving Agency. Your gift will then be forwarded on to Deafblind Scotland.

**Please return a completed copy of this form to  
Deafblind Scotland, 21 Alexandra Avenue, Lenzie G66 5BG**

**Sponsorship form**

Please sponsor me \_\_\_\_\_

To (event) \_\_\_\_\_

In aid of \_\_\_\_\_

We, who have given our names and addresses below and have ticked the box headed 'Gift Aid? (✓)', want the charity named above to reclaim tax on the donation detailed below, given on the date shown. We understand that each of us must pay an amount of income tax or capital gains tax at least equal to the tax reclaimed by the charity on the donation.

**Ask your supporters to sponsor you online. Simply log on to [www.deafblindscotland.org.uk](http://www.deafblindscotland.org.uk) hit the JustGiving link and set up your own sponsorship form online.**

Full name (First name and surname)	Home address (not your work address) this is essential for Gift Aid	Postcode	Amount £	Date paid	Gift Aid? (✓)
<b>Total donations received</b>			£		
<b>Total Gift Aid donation</b>			£		

**Gift Aid declaration**

*giftaidit*

All gifts of money that I make today and in the future as Gift Aid donations;

**OR**

All gifts of money that I have made in the past 4 years and all future gifts of money that I make from the date of this declaration as Gift Aid donations

*Please tick the appropriate box*

You must pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April one year to 5 April the next) that is at least equal to the amount of tax that the charity will reclaim on

your gifts for that tax year. For example, £25 will be reclaimed on a £100 donation. If you are not sure whether your donations qualify for Gift Aid please contact your local tax office.



**Donor's details**

Title \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_

Home address \_\_\_\_\_

Post code \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please notify Deafblind Scotland if you:**

- Want to cancel this declaration.
- Change your name or home address.
- No longer pay sufficient tax on your income and/or capital gains tax.

**Tax claimed by the charity**

- Deafblind Scotland will reclaim 28p of tax on every £1 you gave up to 5 April 2008.
- Deafblind Scotland will reclaim 25p of tax on every £1 you give on or after 6 April 2008.
- The government will pay to the charity an additional 3p on every £1 you give between 6 April 2008 and 5 April 2011. This transitional relief for the charity does not affect your personal tax position.

If you pay income tax at the higher rate, you must include all your Gift Aid donations on your Self Assessment tax return if you want to receive the additional tax relief due to you.

I would like to become a member of Deafblind Scotland,  
please send me a membership form

I would like to receive general information about Crossroads Caring Scotland by post  
by email