

DIY fundraising guide



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Who are we?

The National Literacy Trust is an independent charity that works with communities, schools and families who need us the most to empower people with the literacy skills they need to thrive.



Why do we need your help?

Without good levels of literacy, people will be held back at every stage of their life. We need your help to stop this cycle of disadvantage.

1 in 5

5-8-year-olds don't own their own book.

40%

Of children from disadvantaged communities now leave primary school with unacceptably low levels of literacy.

9

Children in every reception classroom are falling behind

How will my fundraising help?

£50 could help train a volunteer to work with parents with low literacy levels and give them the skills to help develop their child's literacy and communication skills.

£100 or more could contribute towards a National Literacy Trust Hub, which will create long-term change in areas of the UK where low levels of literacy are entrenched and intergenerational.

£280 could inspire a class of children to read for pleasure through a ten-week motivational programme working with Premier League footballers.

£600 could enable us to recruit and train ten business volunteers – enough to help a class of disadvantaged young people to improve their communication skills, preparing them for employment.



DIY fundraising event ideas

Not sure where to start with your DIY fundraising? Don't worry, we've got you covered! [Click here](#) to browse our A-Z list of fundraising event ideas and don't forget that our friendly fundraising team is here to help you fundraise@literacy.org.uk.

Setting up your JustGiving page

JustGiving is the best platform to fundraise for the National Literacy Trust, because every penny you raise will come straight to us, and Gift Aid will automatically be added to every donation.

To set up your page, visit the JustGiving website: [Are you raising money for a charity? \(justgiving.com\)](https://www.justgiving.com).

These simple tips will help you to create a successful JustGiving page:

- **Add something about your fundraising activity and why you're raising money for the National Literacy Trust.** Demonstrating a personal connection to the cause, e.g. a love of reading, is more likely to get other people interested!
- **Add a photo** – JustGiving tells us that pages with photos raise significantly more because people can instantly tell that it's you!
- **Add a fundraising target.** Pages with fundraising targets raise 46% more money than ones without! And don't forget that if you hit your target, you can always increase it.



JustGiving page example

Make sure to customise your cover picture to the fundraising activity you're doing – it makes your page more visually appealing and engaging.

This person has only written a sentence about why they've chosen to raise money for the National Literacy Trust, but it still demonstrates a personal connection and interest in the cause!

JustGiving has a feature where you can add updates on your fundraising activities – it's worth making use of, as it allows you to stay connected with your supporters and to thank them for their generosity, as this person has done.

£895
raised of £500 target
by 23 supporters

Give Now

Share

National Literacy Trust
Verified by JustGiving
RCN 1116260
literacytrust.org.uk

We work in disadvantaged communities to improve literacy skills and life chances

Story • 1 updates

Thanks for taking the time to visit my JustGiving page.

I will be completing my Gold Duke of Edinburgh expedition, and decided to raise money for the National Literacy Trust as I have always been fascinated by literature. I would love to enable underprivileged children to be given the opportunities I have and develop a love for reading, writing and all things book related!

Donating through JustGiving is simple, fast and totally secure. Your details are safe with JustGiving - they'll never sell them on or send unwanted emails. Once you donate, they'll send your money directly to the charity. So it's the most efficient way to donate - saving time and cutting costs for the charity.

Updates

E 13 July 2023 at 10:32

Hi everyone, just wanted to say thank you so much for all your support and generosity - it absolutely blew me away! Because of your very kind contributions I massively overshot the target for fundraising. I cannot even begin to explain my gratitude, combined with the relief and sense of achievement from this expedition! Thank you again!

Supporters 23

J 8 months ago
High five - well done indeed! Hope you are not too saddle-sore!! Big love 🍷
£30.00 + £7.50 Gift Aid

F 9 months ago
Wishing you very strong pedalling legs and good but not too hot weather!
£10.00 + £2.50 Gift Aid

K 9 months ago
Wow well done Eloise. Have a wonderful time
£20.00

S 9 months ago
Best of luck Eloise. Very good cause well done!

G 9 months ago
Grandpa
Bon Chance - keep pedalling!!
£150.00 + £37.50 Gift Aid

Sharing your fundraising activities

Sharing your fundraising activities with your connections is the best way to start getting those donations in!

To make sure your cause stands out, make sure you demonstrate a personal link to the cause – look at [our website](#) to see which of our projects speaks to you the most.

Our template social media posts below might help you get started:

- ‘On ****insert date**** I’m fundraising for the National Literacy Trust by ****insert activity****. All donations will help to change the life stories of more children living in the UK’s most disadvantaged communities ****link to JustGiving page****’
- ‘I’m ****insert activity**** in aid of the National Literacy Trust because almost a million children in the UK don’t own their own books. Please help the National Literacy Trust get more donations into the hands of children who need them most by donating to my JustGiving page ****insert link****’



Adding the finishing touches!

Make your fundraising event a resounding success with a few finishing touches!

Poster

Need to advertise your event in person? We've got you covered!

[Download your National Literacy Trust poster template here](#)

Pub quiz pack

Planning on doing a pub quiz? [Contact us](#) to request your own pub quiz pack, including 6 rounds of literacy-themed questions!

Downloadable bunting

Create a homely feel with our branded bunting. [Download here.](#)

Need something else?

We have a limited number of branded resources available to post from our office. [Contact us](#) to request something.

Need more inspiration?



Check out the quirky and creative ways people have raised money for the National Literacy Trust here: [Supporter fundraising stories | National Literacy Trust](#).

Access more ideas and practical support by visiting our [Fundraising toolkit](#) or emailing us at fundraise@literacytrust.org.uk.