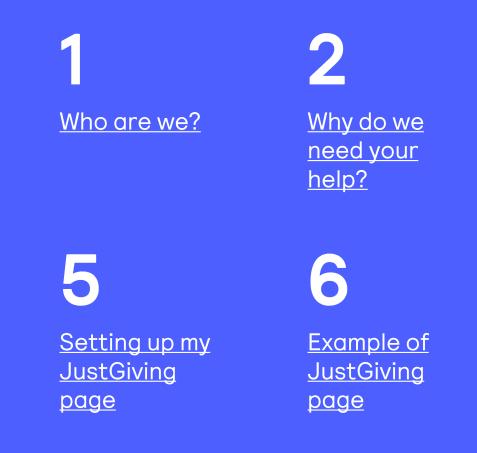


## DIY fundraising guide

Change your story



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National Literacy Trust

# 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.



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! <u>Click here</u> 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: <u>Are you raising money for a charity? (justgiving.com)</u>.

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		
THE REAL PROPERTY IN THE REAL PROPERTY INTO THE REAL PR		Give Now		
		Shar	Share	
		National Lite		
fundraiser for National	Literacy Trust	literacytrust.org.u	k	
Fundraising for National Literacy Trust		We work in disadvantaged communities to improve literacy skills and life chances		
🛱 England> Paris, 3 July 2023				
Story	• 1 updates	Supporters	23	
Thanks for taking the time to visit my JustGiving page.			8 months ago	
I will be completing my Gold Duke of Edinburgh expedition, and decided to raise money for the		High five - well done indeed! Hope you are not too saddle-sore!! Big love		
National Literacy Trust as I have always been fascinated by literature, underprivileged children to be given the opportunities I have and devel		£30.00 + £7.50		
and all things book related!		200.00 427.00	Sit Ald	
Donating through JustGiving is simple, fast and totally secure. Your de they'll never sell them on or send unwanted emsils. Once you donate, i			9 months ago	
to the charity. So it's the most efficient way to donate - saving time and cutting costs for the charity.		Wishing you very strong pedalling legs and good but not too hot weather!		
		£10.00 + £2.50 (		
Updates				
		K	9 months ago	
E 13 July 2023 at 10:32		Wow well done Elo time	ise. Have a wonderful	
Hi everyone, just wanted to say thank you so much for all your supp	ort and generosity - it	£20.00		
absolutely blew me away! Because of your very kind contributions I for fundraising. I cannot even begin to explain my gratitude, combin				
of achievement from this expedition! Thank you again!		S	9 months	
			ago	
Care and and	2	Best of luck Eloise done!	. Very good cause we	
CONTRACT.				
		G Grandpa	9 months ago	
		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 <u>our website</u> 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!

#### Downloadable bunting

Create a homely feel with our branded bunting. <u>Download</u> <u>here</u>.

#### Poster

Need to advertise your event in person? We've got you covered! <u>Download your National</u> <u>Literacy Trust poster</u> template here

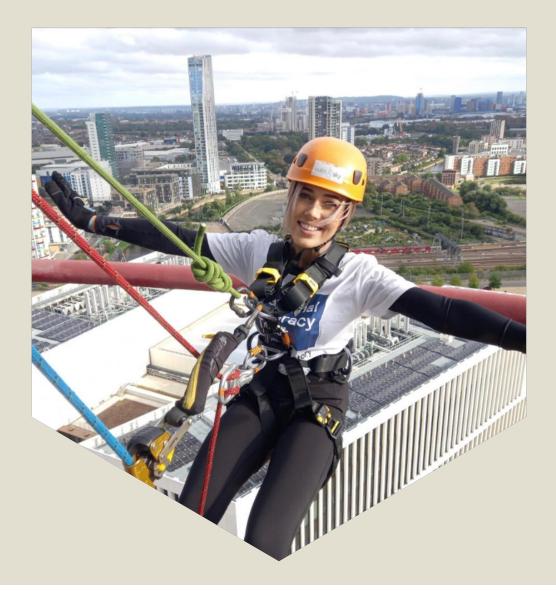
#### Pub quiz pack

Planning on doing a pub quiz? <u>Contact us</u> to request your own pub quiz pack, including 6 rounds of literacy-themed questions!

### Need something else?

We have a limited number of branded resources avaliable to post from our office. <u>Contact</u> <u>us</u> to request something.

#### **Need more inspiration?**



Check out the quirky and creative ways people have raised money for the National Literacy Trust here: <u>Supporter fundraising</u> <u>stories | National Literacy Trust</u>.

Access more ideas and practical support by visiting our <u>Fundraising toolkit</u> or emailing us at <u>fundraise@literacytrust.org.uk</u>.