

TSA Fundraising Pack



Thank you for choosing to raise funds for the Tuberos Sclerosis Association!

This fundraising guide will give you the tools to start your fundraising, but if you have a question or need advice and support we're here to help. You can contact the Fundraising Officer at any time (Contact details are at the end of the pack).

Information:

Here's some useful background information on Tuberos Sclerosis Complex and how the Association helps those with TSC and their families. You can use this in any emails you might want to send to potential sponsors, or when setting up your online fundraising pages:

Tuberos Sclerosis Complex

TSC is a complex genetic condition. Children with TSC can have growths (in their brain, heart, eyes, kidneys, lungs or on their skin). They may also have epilepsy, learning disabilities, autism spectrum disorder and renal problems. The unpredictability of the condition makes it very difficult for families to cope with – symptoms can vary considerably with some children showing few symptoms while others are more severely affected. Symptoms may also become more apparent as a child grows and develops.

How does the Tuberos Sclerosis Association help those affected?

The Tuberos Sclerosis Association (TSA) provides vital practical support for families, and funds research to find a cure for this potentially devastating condition.

TSC Advisers

Most medical professionals will not have been trained in managing TSC when they first encounter it, and a TSC Adviser can be a much-valued support to both families and professionals. A TSC Adviser will listen first and foremost, and then help families find the information

and support they need, whether that be medical, practical or emotional. Your donation can help us to continue this vital service, giving families the support they need until we find a cure.

Research

Every family with a child with TSC hopes for more effective treatments and eventually a cure for the condition. Two of the genes which cause TSC have now been discovered, and recently there have been major advances in drug therapies. The TSA funds and supports research into treatments for TSC and into alleviating its symptoms. You can help the TSA continue to make a difference by supporting our research programme.

Fundraising

There are loads of ways to fundraise to raise sponsorship and most people are more than willing to support you in your personal challenge. Here we will outline:

- Online Fundraising
- Paper sponsorship forms
- Fundraising ideas
- What the TSA can do to support you
- Publicising your fundraising
- Contact details for the fundraising team

Online Fundraising

“Raising funds online is one of the easiest ways to fundraise, both for you and your sponsors. Currently we use Virgin Money Giving, one of the UK’s largest online fundraising providers. It’s safe, secure, easy to set up and easy to use. They talk you through the process of setting your fundraising page, but we’ve given you a handy step-by-step guide below”



Step-by-step:

- Visit <http://uk.virginmoneygiving.com/giving/>
- Click ‘Create Your Page’
- If you are taking part in a TSA organised event, e.g the Great North Run, the London Marathon or Ride London 100 click ‘Organised Event’ and fill in the details required. Otherwise click ‘Personal Challenge’ and fill in the details required. This will help us better support you!
- Next you will be taken to the ‘My Charity’ section. Please search for the Tuberous Sclerosis Association and click ‘find’. We’ll then pop up as your chosen charity.
- Please select input your fundraising target
- ‘Has your charity contributed to the cost of your event?’ Select ‘NO’
- If you’ve used Virgin Money before please sign in, if not then Register with Virgin Money
- Create your unique web address – make sure it’s as easy and short as possible for your friends and family to remember
- Then ‘Create My Page’ Add all of the widgets and applications that you think will aid your fundraising. The more interactive your page the more money you’ll raise. Add your photos, write a personal message about why your fundraising for the TSA and connect your page to your social networks.
- When you’ve created your page, click Save and then visit our Advertising your Fundraising fact sheet to kick start your fundraising!



That’s it! Now all you need to do is tell everyone about what you’re doing. See the Publicising your fundraising section for ideas.

All monies raised through online fundraising automatically get paid to us.

Paper Sponsorship Forms

With this pack you should have been sent a paper Sponsorship Form.

This is a great way of getting people to pledge money if you complete your challenge. We then request that you bank the funds and draw a cheque to ‘Tuberous Sclerosis Association’ and send it, along with the completed paper Sponsorship Forms, to Kathryn whose contact details can be found on the last page.

Full Name	Home Address	Postcode	Amount	Cheque	Date Paid

Fundraising Ideas

“You don’t have to wait for pledges and donations to raise sponsorship, mini fundraisers are a great way to raise funds. Below is a list of fundraising activities to help get your creative fundraising ideas flowing:”



Raffle

Contact local businesses in the area and ask them to donate one item for you to raffle off. We can give you a TSA headed letter to prove that you’re fundraising for us. Businesses want to know that they will see the value of their donation in word of mouth recommendations, so think about how you will publicise them. Get friends and colleagues to help you sell tickets so you reach more people. If you’re running a raffle remember that you need to sell the tickets and draw the raffle on the same day. If you’d like more information on how to run a raffle, get in touch with the Community Fundraising Manager.

Bake sale

Everyone loves cake! If you’re a good baker then get baking and ask your employer if you can sell your cakes at work. It’s a great way to spread the word about your fundraising efforts and to encourage people to commit to sponsoring you on completion of your challenge.



Match funding from employers

Many large companies have match funding schemes, which means for every penny you raise they’ll match it, or make a contribution to your total. Talk to your HR department to see if your employer could help you to fundraise. If you work in a shop or a customer facing environment, ask if you can put a tin on the counter – we will send you a tin and when you have finished your fundraising you can add the amount collected to your fundraising total, and then return the collection tin to us in the post..

Car wash

A great one for the whole family to get involved with. Ask your neighbours and friends if you can wash their car for a donation.



Organise a street collection

You can organise a street collection in your town centre through your local council. On your local council website there will be a form that you fill in requesting a date for a street collection. Saturdays are generally the best days for collecting with many collectors raising over £150 in a day! We’ll happily send you collection tins and t.shirts and help you with the process, so feel free to get in touch.

Write a letter

Write a letter to your local paper stating what you’re doing and why the TSA is important to you. If you include a picture they are much more likely to print your letter. Remember to include a way that people can donate to your cause, like your Virgin Money Giving page details.

Host an auction of promises

And sell what you’re good at. Everyone has a skill they can sell, whether that’s cleaning, beauty treatments, design, window installation....anything! Sell what you’re good at for one day to raise funds.

Sell unwanted items

Here at the TSA we have a charity EBAY account so you can sell unwanted items and the money goes straight to us – simple! If online selling isn’t your thing, why not do a car boot, garage sale or jumble sale. You get rid of your clutter in an environmentally friendly way and raise money for charity at the same time. What could be better?



Ask celebrities to donate a signed item

Signed items from a well-known celebrity can raise hundreds of pounds. Celebrities that come from your local area are much more likely to donate so think about which celebrities have a connection to your area. Before getting in touch with a celebrity, please get in touch with the TSA so we can help you and check whether this person has been contacted for help recently.

What the TSA can do to support you.

“We are here to help you with your fundraising at every point.”



We can send you:

- TSA merchandise you can sell at events
- T-shirts for you to wear when you're fundraising and taking part in your challenge
- Fundraising collection tins and buckets
- Official letters to prove your fundraising with us
- Telephone and email support from our fundraising team

Publicising your fundraising

There are loads of ways to tell the world about your fundraising activity, and the more people that know the more money you will raise.

Below are some suggestions about how you may use your networks and normal communication channels to raise money for charity.

Emailing contacts



People read less online than on paper, so keep your email short and sweet. What is your fundraising challenge and why did you decide to take part? Why does TSA matter to you? What support have you received from the organisation that has made a difference to your family? Make sure the email gives clear instructions of how people can give, whether that is that you will be coming round next week with a sponsorship form, or including a link to your Virgin Money Giving fundraising page. Remind people that even a small donation makes a big difference and give a website link for TSA if they want to find out more about the charity.

Word of mouth

Make sure the people in your life are aware of your fundraising challenge. Keep friends and family up to date with your training, how you're feeling about your challenge, how much money you have raised. It's important to make those closest in your life feel part of your fundraising efforts.

We also have a guide **'How-to advertise your fundraising'** which goes in to more detail about advertising your fundraising activity.

Twitter



Twitter is a great way to talk to a large audience and tell them what you're doing and why. Twitter works best if you try to start a conversation. By asking a question, and tagging relevant people, more followers will see your message and follow your progress. For example, by asking 'What's the biggest challenge you've ever had to face' and adding a link to your fundraising page, people will respond with their own personal challenges are more likely to visit your Virgin Money Giving page.

Facebook facebook

For those that use Facebook, most have over 100 contacts. When you've created your online page post it to your status, you can do this by following the links on Virgin Money Giving. If everyone donated just £5 from those contacts you would be happily on your way to your fundraising target. Update your own page with pictures from your training and upload a video while you're doing your challenge. The most popular social media content is photos and videos so the more you can upload the better!

Blogging

If you're undertaking a big challenge event why not keep your supporters up to date by creating a blog? There are loads of free blogging sites out there, wordpress.com is the most popular. It's easy to set up and can be a living archive of your fundraising experience.

Thanking your supporters

It's really important to thank your supporters whenever you can, whether that is by email, a thank you card, a public social media thank you or phone call. Letting people know how much their support means to you will keep them interested in your challenge. Why not get in touch with your local press to do a follow up story, giving you the opportunity to thank all of your supporters.

Contact details for the Fundraising Team:



So, if you're fundraising or thinking of fundraising for us, get in touch:

Kathryn Harrison
Fundraising Officer

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CAN Mezzanine
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Southwark
London, SE1 0EH.

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**Thank you for your
continued support**