



Your Guide To Fundraising With Involve



Fundraising for Involve

Thank you for choosing to support Involve! For 50 years we've been championing healthier, happier communities – and your support helps us continue that journey.

Whether you're hosting a coffee morning, participating in a marathon, or taking on a creative challenge, **every effort makes a difference** in supporting people who need us the most.

“Without Involve we would have still been stressed, agitated and finding life very tricky together. Now we have tools that allow us to communicate, give each other space and handle life in a different way! I can't thank you enough for just being here for us.

- Parent



Why fundraise for involve?

Support people to thrive



Your fundraising empowers individuals and communities to improve their health, build meaningful connections, and live fulfilling lives.

Reach more people



Every pound you raise helps us deliver vital services to over 30,000 people each year - **and with your support we aim to double that number by 2050.**

Combat isolation



We bring people together, creating opportunities for friendship and support; reducing loneliness and improving wellbeing.

Together, we can make a big difference.

Let's get started!

Getting Started Checklist



Pick your fundraising idea

Choose an event, challenge, or campaign that excites you.



Register your fundraiser

Let us know your plans so we can support you. [Sign Up Here](#)



Download resources & get support

Set up a fundraising page:

Use [Give As You Live Donate](#) to collect donations.

Access fundraising materials:

[Posters, sponsorship forms and more.](#)

One-to-one advice:

Our fundraising team is here to help with planning and promotion.

Spread the word:

Share your journey and fundraising updates using.

#TogetherWeThrive #Involve



Celebrate your success

Share photos, videos and your total raised so we can celebrate your achievement together.



Pay in your donations

Take a look at page 9 for information on how to pay your donations.



Thank your supporters

Share your achievements and let supporters know how much you raised.



The support I have been given has helped my mental wellbeing. I now look forward to going out and meeting people. I still have down days, but these are getting less. I feel more confident and no longer feel I will not fit in.

- Beneficiary



Fundraise Your Way



Community Fundraising

Coffee mornings

Gather friends and family for a fundraising get together

Quiz night

A fun way to engage your community

Bake sale

Raise funds with homemade treats



Sponsored walks/runs

Get active and raise money

Raffles and auctions

Secure donated prizes from local businesses

Dinner parties & tasting events

Host a meal and ask for donations

Sweepstake or bingo night

A fun way to engage groups



Individual Challenges

Marathons & sporting events

Secure a charity place and support



Give something up

Challenge yourself to quit caffeine, sugar or social media for a month

Birthday fundraisers

Ask for donations instead of gifts

Head shave or haircut

Raise funds with a bold new look

Personal skills challenge

Learn a new skill whilst raising money



Schools & Universities

Non-uniform days

A simple way to raise money

School fun runs

Get students moving for a cause

Fundraising fairs

Organise a school wide event



Social impact projects

Fundraise through student-led initiatives



Corporate Fundraising & Sponsorship

Charity of the year partnership

Year round corporate fundraising

Matched giving

Employers match their employee's donations

Payroll giving

Donate directly from your salary



Event sponsorship

Businesses sponsor fundraising events

Volunteering & team challenges

Corporate teams fundraise together



Fundraising Tips

1. Make Your Fundraising Personal

A great story connects with potential supporters and encourages them to donate. Be sure to share **why** you're fundraising and what Involve means to you. Adding **photos and videos** to your fundraising page makes a huge impact - fundraisers with images and videos receive **23% more donations**.

- ✓ **Tell your story** - explain why Involve matters to you
- ✓ **Use visuals** - add engaging images and videos
- ✓ **Be authentic** - supporters want to connect with your journey

2. Employer Matched Giving

Many companies offer matched giving schemes where they **double the amount** raised by their employees. Speak to your employer to see if they can increase your impact!

$$\begin{array}{ccccc} \text{£} & & & & \text{£} & & \text{£} & & \text{£} \\ 1 & + & 1 & = & 2 \\ \text{Your} & & \text{Matched} & & \text{Twice the} \\ \text{donation} & & \text{donation} & & \text{impact!} \end{array}$$

- ✓ Ask HR if your company offers matched funding
- ✓ Encourage colleagues to support your fundraiser
- ✓ Some businesses even match volunteer hours with donations

3. Set a Goal and Share It



People love to help reach a target! Clearly display your fundraising goal and update supporters on your progress. Fundraisers who set a target often **raise up to 46% more!**

PRO TIP:

Break your goal into smaller milestones e.g. "We're halfway there - just £100 more to hit our target!"

4. Make it Easy to Donate

The simpler the process, the more people will give. Share your donation link everywhere, emails, WhatsApp, social media, and even on printed posters.

PRO TIP:

Use QR codes on posters and event materials to make donating easy!

5. Create a Sense of Urgency

People are more likely to donate when they feel their support is time-sensitive. Use phrases like:

- *"Only 5 days left to donate - every little helps!"*
- *"Help me hit my goal before the weekend!"*

PRO TIP:

Make your final push before payday when people are most likely to donate!

6. Use Social Media to Build Hype



Keep your fundraiser in people's feeds by posting updates regularly. Share behind the scenes stories, event prep, training milestones, or a countdown to the big day.

- ✓ **Tag** friends and past donors to keep up engagement
- ✓ **Use hashtags** (see our list!) to reach a wider audience



Go live! A quick live stream before or after your event can inspire donations.

7. Get Creative with Fundraising Ideas



A bake sale and a marathon are great - but why not try something new?



Daring challenges - Let donors vote on funny challenges e.g. wear a silly costume for the day.



Auction a skill - Offer an artwork, tutoring session, or a homemade gift.



Host a themed event - 80s night, murder mystery, or karaoke competition

PRO TIP:

Unique and interactive fundraisers often raise more than traditional methods.

8. Keep Saying Thank You

Donors love to feel appreciated so keep them updated on your impact.



Tag donors in a thank you post



Send a short personal message or video



Share how the funds will help real people in need.

PRO TIP:

Follow up after the event - final donations often come in at this stage!

A photograph of three people (two men and one woman) smiling and taking a selfie together. The man on the left is holding a smartphone. They are in a casual indoor setting with a lamp and shelves in the background.

Social Media & Fundraising Guide



1. Use Social Media to Boost Donations

Your network is your biggest asset! Use social media to direct people to your fundraising page. Tagging those who have already donated increases your reach and ensures your post appears in more feeds.

Hashtags Help

Include relevant hashtags such as **#charity #nonprofit #donate #giving #InvolveKent #giveback #makeadifference #fundraiser #payitforward** or location specific hashtags such as **#Kent** or the location the event is taking place.

2. Keep Track & Share Your Progress

Track your progress! Connect **Strava** or **FitBit** to your fundraising page so supporters can follow your journey and stay engaged. Posting about your progress shows your dedication and encourages others to donate.

3. Celebrate Milestones

Getting close to a big donation milestone? Post an update to let your supporters know how you're getting on, and ask for that final push to reach your target! People often need a reason to donate right now - so tell them why their help at this moment makes a difference.

4. Timing is Everything

Think strategically about when you post. Payday reminders, lunch breaks, and evenings are great times to catch people scrolling. And don't stop once your event is over - you may still receive donations after your event, so keep sharing!

Paying Your Fundraising Money

Once your fundraising is complete, it's time to send the money you've raised to Involve. We've made it simple with several ways to pay in your donations.

ONLINE:

The quickest way to pay is online at www.involve.org.uk/donate. Please include your name and event reference (e.g. Your Name - Fundraising Event) so we know where the funds have come from and can thank you.



You can also pay via the following methods:

Give as You Live

Funds raised through Give As You Live Donate come directly to us, so there is nothing more you need to do! If you've received any cash donations, you can bank them and donate an equivalent amount via your page.

Send a Cheque

Make a cheque payable to **Involve Kent** and send to: **Involve Kent, 30 Turkey Court, Turkey Mill, Ashford Road, Maidstone, Kent, ME14 5PP.**

Please include a note with your name and details of your fundraising so we can acknowledge your generosity.

Bank Transfer (BACS)

Prefer to donate directly from your bank? We'd be happy to provide our bank details.

Please email:

fundraising@involvekent.org.uk with the subject line 'Bank Transfer Donation' and we'll send you the information you need to make a secure transfer.

Once you've donated, don't forget to let us know so we can thank you properly!

Thank you for your support!
Every donation helps us
continue our work supporting
communities



Our Fundraising Promise



At Involve, we rely on the generosity of our supporters to help us improve health, connect people, and change lives in our community.

We are committed to ensuring our fundraising is:



Legal



Open



Honest



Respectful

Read our full [Fundraising Promise](#) to see our commitment to transparency and high standards.

Fundraising Rules & Best Practices

When fundraising at Involve, we ask that you follow our [Fundraising Rules](#) to ensure your activity is safe, legal, and aligned with best practices.



The support I received from Involve has drastically improved my quality of life. Before their involvement, I was overwhelmed and anxious about managing everything... Overall, I feel more supported, less stressed and more in control of my life.

- Beneficiary





Thank You For Supporting Us

Your creativity, passion and commitment power our mission to **reduce inequalities and transform lives**. Every event you host, every penny you raise, and every moment you give makes a real, lasting difference.

Start Your Fundraising Today!

Support & Resources

Need help? Our team is here for you! We can help you with:

- ✓ Fundraising materials and guidance
- ✓ Social media promotion
- ✓ Advice on maximising donations
- ✓ Official Involve branding for your fundraiser

Contact Us

How to get in touch:

Opening Times:

Monday - Friday, 9:00am - 5:00pm

Telephone: **03000 810005**

Email:

fundraising@involvekent.org.uk

Website: **www.involvekent.org.uk**

Address: **30 Turkey Court, Turkey Mill,
Ashford Road, Maidstone, ME14 5PP**



Scan me