



# PSP Fundraising Top Tips



Thank you so much for choosing to fundraise for the PSP Association. We have put together some Top Tips to help you get the most out of your event - If you have any questions please contact the Fundraising Team on 01327 322419 or email [events@pspeur.org](mailto:events@pspeur.org) and we will be happy to assist.



## Getting Started

### Reach for the Sky

Aim high with your fundraising target – then your friends and family will work harder to reach your goal

### Hand out the Prizes

You will always raise more money if the donors are getting something in return - Offer a prize, a service or an IOU and watch the pennies come rolling in!



### Log On

Collecting sponsorship via the internet is one of the easiest ways to ask, and has countless benefits.

### Piggy-back existing events

You don't have to organise something from scratch – if you don't fancy planning a large event then why not join in an existing one? It could be a community fair, a school fete or a local carnival; it is always easier to get involved in an established event, so keep your eyes peeled for those opportunities!



No more hassling friends to pay up - simply create your page, and email the link to your entire address book.

- Visit [www.justgiving.com/psp](http://www.justgiving.com/psp) to create your page
- Create your own target and update it with any “offline” donations
- Include a photo of yourself together with a personal message
- Arrange for an automated “Thank You” message to be sent to all your donors
- Have JustGiving claim the Gift Aid where applicable

Please be assured that this site has secure servers, which means that all credit/debit card information is completely safe.

**For more information please contact the Fundraising Team on 01327 322419**

# Getting down to Details



## PLANNING YOUR EVENT

Location:  
Where is your best venue?

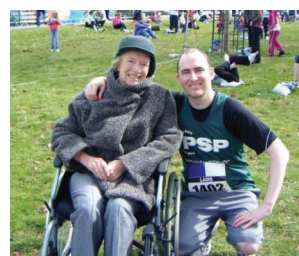
- Consider the budget of your event when booking your venue – i.e. how many people can you realistically involve and how many would you need to break even?
- Is the size suitable for the number attending?
- Suitability for the purpose
- Don't overlook accessibility issues – can people with PSP attend comfortably?



Date:

Which day will the most people attend?

- A sporting event would be most successful in peak season
- If children are involved go for 4pm or a Saturday morning
- An office party would be best on the Friday after payday



# Shout about it!

**Once you've finalised the details, then it's time to publicise your event**

## GET IN TOUCH WITH THE LOCAL MEDIA

Telling your story in the paper or on the radio will generate some much needed awareness of PSP – and it can also be used to advertise your event.

Some guidelines...

- The media always prefers personal interest stories; let them know why you are taking part
- Try to include a picture of your group fundraising
- Include some facts about Progressive Supranuclear Palsy  
There are currently around 15,000 adults living with PSP in the UK  
The cause is unknown and there is no known cure  
The PSP Association funds and promotes research into causes treatments and a cure. Until then we remain dedicated to ensuring everyone affected by PSP receives the best possible care and support.
- Don't forget to include details on how to donate via [www.justgiving.com](http://www.justgiving.com) – anonymous donors can be very generous towards local events...

If you feel you need guidance in approaching the press, just give us a call on 01327 322419 and we will be happy to assist.

Download a PSP Association poster and personalise it to suit your event - Display these:

- At work
- In the Pub
- At the library
- In your school or college