

Poppyscotland Digital Fundraising Pack



Be a part of My Poppy Run
and raise funds to support our
Armed Forces community.

#MyPoppyRun

POPPY RUN

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We are delighted you have registered for My Poppy Run, Poppyscotland's new virtual fundraising event.

My Poppy Run lets you set yourself a personal challenge - choose your distance, location and time to run to raise vital funds to support our Armed Forces community.

About MyPoppyRun

Whatever your age or ability, we'd love you to join us to for My Poppy Run, anytime and anywhere.

- 1. Choose your distance.** It could be round your local park, 5k, 5 miles or more – set your own individual target.
- 2. Decide on a date.** You could aim for a special occasion like Armed Forces Day or during the Poppy Appeal. Or maybe you want to do it over a birthday or a weekend, whatever works best for you.
- 3. Make it your own.** You can put your own stamp on your challenge by doing it to mark a special event, or doing it with friends and family.
- 4. Make sure it's safe.** Ensure you check the most up-to-date Government Guidelines for where you live or where you plan to run.
- 5. Share your fundraising page** – this will be set up automatically when you register for My Poppy Run.
- 6. Let friends and family know what you are taking on.** Don't forget to share your updates on social media and with Poppyscotland using #mypoppyrun, so we can share your wonderful achievements.

If you've got any questions or there's anything you're not sure about, get in touch with the team fundraiseforus@poppyscotland.org.uk or call us on 0141 338 6584.

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Fundraising Easy Wins

Everyone involved with Poppyscotland – our supporters, our volunteers, our members and our staff - are all incredibly proud to serve the Armed Forces community. We believe it is our duty to ensure that all receive the help they need and deserve. We will not stop our work until this is achieved. Here are some simple ways to make the most of your fundraising:



MAKE THE MOST OF PAYDAY:

Send out reminders just after pay day weekend and your supporters might be feeling more generous.



ASK ABOUT MATCH FUNDING:

Many employers have match-funding schemes where they simply double the amount of the money you've raised as part of their charitable giving for the year – so don't forget to ask.



SHARE PROGRESS UPDATES:

Take photos or create videos. These will show people what you're doing and bring them into your challenge. Share them on social media, by email, add them to your online giving page. Use them to send to the media (read our tips further down).



TICK THE GIFT AID BOX AND GO BIG:

Boost your fundraising by 25% with Gift Aid. On Just Giving, Gift Aid will be offered to your sponsors when they donate on your page. When it comes to sponsorship forms, ask your sponsors, if they are UK taxpayers, to 'tick the box' when they complete the form; they will also need to include their full name and home address.

NEED EXPERT

FUNDRAISING ADVICE?

Email: fundraiseforus@poppyscotland.org.uk or give us a call on **0141 338 6584**

Note that Gift Aid is only for individual donations and sponsorship – it doesn't apply to money raised through collections. For some events, close family members will not be eligible to Gift Aid. Unfortunately, due to the way Gift Aid is recovered we're unable to count it towards your fundraising target, but it makes a real difference to the people we help.

If you've got any questions, visit poppyscotland.org.uk/giftaid



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Essentials for Online Fundraising

By using online fundraising you connect with people instantly, it makes the process of updating and thanking your supporters quick and easy.



Regular updates can lead to an 8% increase in page value

Pages personalised with pictures raise 14% more funds



Pages with fundraising targets raise

46% more

Close to your goal? Increase your target and raise even more



Consider interesting forfeits such as...

"I'll cook dinner for the month if I raise £200"

Sharing photos and videos, stories of your reasoning, training and progress will remind family and friends of the challenge you've taken on, people will feel more compelled to support you, both in sponsorship and moral support. Tip - change your profile picture and cover photo and add links to your fundraising page. Don't be shy, sharing your experience is a key to success.

Share your story on:



Facebook



Whatsapp



Email

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Sharing Your Story – PR Tips

By telling everyone about your fundraising, you'll help to raise awareness of Poppyscotland and our work. At the same time, the more people that know what you're up to, the easier it'll be to reach your fundraising goal.

MAKE YOURSELF FAMOUS

1. Identify local websites, press and journalists who might like to tell your story – make sure it's relevant to the issues that they like to talk or write about.
2. What's your purpose - why are you doing your fundraiser and why is it important? Share the reasons why you're fundraising in your press release and add it to your online giving page.
3. Inspire action - include what you want people to do when you share about your fundraiser. You can ask people to sponsor you or you can ask them to share what you're doing with their networks to widen the reach.
4. Write down your thoughts based on the above and send it to the journalists.
5. Make sure you include a picture of you and your contact details, so they can get in touch for quotes or more information.
6. Please share your fundraising story with us! We love to know what you're doing. Email it to us at Events@poppyscotland.org.uk



NEED ADVICE?

We're here to help. Just get in touch.

Email fundraiseforus@poppyscotland.org.uk
or give us a call on 0141 338 6584



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How to pay in your funds

There are a few easy ways to pay in the money you raise. Remember, the sooner you pay in your funds, the sooner we can make a difference to the lives of those we support.

ONLINE

When you register for My Poppy Run, your online fundraising page will be set up automatically. Any donations made to your page are then paid directly to us – simple!

POST

Alternatively, you can send a cheque made payable to 'Poppyscotland' with a note of your name and address to:

Poppyscotland
New Haig House,
Logie Green Road,
Edinburgh
EH7 4HQ

BANK TRANSFER

Use your online banking or app to transfer any donations received outwith your online fundraising page, using your name and PRUN as the reference.

Please let us know when you've made your transfer by emailing fundraiseforus@poppyscotland.org.uk

Bank: RBS

Account Name: The Earl Haig Fund (Scotland)

Sort Code: 83-06-08

Account Number: 00150048

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Alex's story

For Corporal Alexander "Alex" Watson, it was five decades after he left the Army. Despite the passage of time, we were there to support him.

After seven years of military service, true love prompted Alex to leave it all behind: "I had met the girl who would become my first wife and I wanted us to start our lives together. And, before I knew it, I was demobbed in 1968."

Alex adapted to civilian life easier than many. He found employment and felt that being married helped ease the transition. His jobs were varied but steady with almost two decades as manager of a caravan site, another eight spent chicken farming and finally several years as a security officer.

Unfortunately, things started to go sour in 2016. In a short space of time, he suffered eviction, fell out with family, and became the victim of financial fraud.

"I had no money, and I was homeless for a while. It was a struggle to afford food, but I just had to keep going. When the penny dropped that I had been conned out of all my life's savings I was devastated. There are times when you wonder how you're going to go on."

We awarded him a grant, allowing him to purchase the everyday items - a fridge, pots and pans, electricity and gas cards, a table and chest of drawers - that many of us probably take for granted but which would make his accommodation into a home.

"The grant money kept my head above water. For the first time in a long time, I felt I could cope and that I was getting better." Alex has no doubts when asked what advice he'd give to fellow veterans wondering about approaching Poppyscotland for help:

"Definitely go for it, no matter by what method. They will help you and you will be able to get back on your feet. Don't let pride get in the way and do not refuse help."



"I got the support I required. It was sincerely felt and really appreciated. Poppyscotland knows what it's all about."

Alexander "Alex" Watson

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Essentials for Online Fundraising

Every penny you raise for Poppyscotland will help the Armed Forces community in Scotland. We provide support for current and former members of the Armed Forces as well as their families. This support, in recognition of their sacrifices and service, is holistic and bespoke, never cookie cutter.

We have helped countless men, women and families with issues linked to their time in the Armed Forces or with struggles adjusting from military to civilian life. We even help with needs that have arisen long after someone has left the Armed Forces. Whenever, wherever support is needed, we are here.

Here are just some of the things your fundraising can help with:

£52

The average amount awarded to those in need of an immediate crisis grant.

£153

The cost of an Occupational Therapy report to assess how a home environment can be improved and adapted for special needs.

£697

The average home start-up grant awarded for basic necessities.

£1,337

The average amount given towards home mobility adaptations.

*Figures taken from Poppyscotland's Welfare Services Annual Report 2019/20

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Staying in touch

Let us know what you're doing and what we can do to help you. We'd love to hear from you!

Email:

fundraiseforus@poppyscotland.org.uk

Call us on: 0141 338 6584

Social Media:



Poppyscotland



@Poppyscotland



@Poppyscotland

Don't forget to use #MyPoppyRun and @Poppyscotland in your posts.