



Challenge55 Fundraising Pack



Potential
Plus
UK

Discover.
Nurture.
Succeed.

Supporting High Learning Potential children since 1967

Charity Number: 313182 Company Registered Number: 905037

Thank You for Supporting Potential Plus UK



Julie Taplin

Chief Executive

Thank you for getting involved in Potential Plus UK's **Challenge55**. In these difficult times, the funds you raise will help us to **make a difference to children's lives.**

Steve Ramsden

Chair of Trustees

Thank you for taking part in Potential Plus UK's **Challenge55** campaign to help us raise funds for the charity. I speak for all our trustees when I say how grateful we are to you.



THANK YOU

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Bright children don't always have the easy ride you might expect. Many have special education needs or other barriers to learning. They often experience isolation, anxiety and mental health issues due to the lack of appropriate academic and creative challenge in education and are regularly misunderstood in society.



Potential Plus UK has been supporting these young people for 55 years. Without Government funding the charity works hard to provide services at low cost or fully funded whenever possible. But this can only continue with support from campaigns such as this.

To see the kinds of impact we make please read the stories of [Bethany](#) and [Ryan](#) - both real children who were helped by Potential Plus UK.

Why We Need
You



Bake **55** Cakes



Paint **55** Pictures



Sing **55** Songs



Knit **55** Scarfs



Complete **55**
Puzzles



Walk **55** Miles



Play **55** Board
Games



Dance to **55**
Different Songs



Survive **55** Days
Without Sweets



Swim **55**
Lengths
Non-Stop



Say Hello In **55**
Different
Languages



Share **55** facts on
your favourite
subject

FUNDRAISING
IDEAS



Challenge55

See below how to set up your Just Giving page

1. Decide what challenge you would like to do.
2. Set up a [Just Giving page](#). Click on the orange box which says 'start fundraising' and login or sign up and create your fundraiser.
3. Spread the word about your fundraising and complete the challenge you set yourself. Keep us and your supporters updated on your training, preparation and progress by using some of the tips from the next page.

How You Can
Help

GET IT SOCIAL

Tell all your friends, followers and contacts.



Facebook

You can use your Facebook page to share your fundraising, with the link for people to donate.

Instagram

Use images and videos to promote your Challenge55 and update your followers on your progress.

LinkedIn

Let your professional entourage know that they can support you in your mission by sharing your fundraising link

Email Signature

Create a personalised email signature to keep your contacts in the know with a link to your Just Giving page.

Twitter

If twitter is more your jam, post regularly there about your progress.

YouTube

Film your training sessions and share them via YouTube to reach a larger audience or simply to keep your supporters engaged.

Use one of the banners below to tell your social media friends about your fundraising challenge;

1. [Banner Number One](#)
2. [Banner Number Two](#)
3. [Banner Number Three](#)

Use #Challenge55

Make sure you tag us in all of your social media posts!



@potentialplusuk



@PPUK_



@potentialplus.uk

Promoting Your
Fundraising

Promoting Your Fundraising



Press Release

Promoting your **Challenge55** in the local media is a great way to attract support. Find your local paper's contact details in your newspaper or online. See below the steps in setting up a press release.

- Create your press release template in a Word Document.
- Take a great photo to go with your press release.
- Contact your local newspaper and send them your press release and photo.
- Have a look at a [press release template](#) to help you create yours.

Tips for a Good Photo for your Press Release



- High resolution – The photos should ideally be over 1MB in size.
- Take a range of photos – A mixture of action shots or posed shots.
- Good lighting – This will improve the quality of the photos and make them much clearer.
- Use portrait and landscape.

How To Raise
More Money



Community

Share with your friends, family, colleagues community and social media followers about your **Challenge55**.

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Gift Aid

If a sponsor is a UK taxpayer, the value of their gift can be increased by 25% under the **Gift Aid** scheme. This means that a donation of **£10.00** could be worth an extra **£2.50** to us **at no extra cost to them!** Please encourage your sponsors to apply gift aid if appropriate. The option will be available for them through your JustGiving page.

Top Tip: you can ask people to support you more than once!

**How To Raise
More Money**



We want your fundraising to be fun, but it's important that everything is safe and legal, for everyone involved.



Permission

If you're holding an event in a public place, you must get permission first, either from the local authority or the property owner.



Photos

If you plan to take photos of other people at your fundraiser, please make attendees aware.



Data Protection

Only collect the information you need. Keep it safe, do not share it and only keep it for as long as you need.



Underage

If you're aged under 18, you must have your parent or guardian's permission to fundraise.

Keep It Legal



First Aid and Risk Assessment

Identify any hazards and assess any risks that you'll need to consider. If you're holding an event involving many people, make sure that you have appropriate first aid support in place. You can get advice from [St John Ambulance](#) or the [British Red Cross](#).



Fundraising with Food

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the [Food Standards Agency](#). If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene.



Insurance

If your event involves the general public, it's important to have Public Liability Insurance in place. Check first to see if your venue already has this.