
Fundraising Toolkit

World Encephalitis Day 22nd February 2020

www.worldencephalitisday.org
Here at the Encephalitis Society, we understand what it means to be affected by encephalitis and together with our amazing supporters, we make sure those who survive, can thrive. For anyone affected by encephalitis, we are a listening ear, a hand to hold and a wealth of information. None of this would be possible without fundraisers just like you!

Each year, we celebrate World Encephalitis Day (WED) on 22nd February by raising awareness of encephalitis and honouring the lives of all those affected. Since WED began, just six years ago in 2014, the campaign has reached over 150 million people through media features, events and social media. This year we want to reach even MORE!

World Encephalitis Day 2020 is all about...

• **#RED4WED:** Wear something red on 22nd February and share photos on social media using the hashtag #RED4WED

• **BRAINWALK:** From January, download our smartphone app and take part in the global Brainwalk. Use the app to count the number of steps you in the month leading up to World Encephalitis Day and add your number to the worldwide total. BrainWalk is designed to get people moving, get people thinking and, crucially, reduce the often-overwhelming sense of isolation that can follow an acquired brain injury.

• **FUNDRAISING:** Host, or take part in, an event to fundraise and raise awareness of encephalitis. Organise a cake sale, coffee morning, sponsored walk or a raffle. The more creative – the better!

Our life-changing support is funded entirely by donations so your gifts of money and time are vital. The great thing about being a fundraiser is that it can be as simple or elaborate as you like. It doesn’t matter whether you raise £20 or £200 - every penny counts and makes such a difference.

Whether you choose to fundraise at home, work or school, if you’re alone or with friends and family... whether you are a veteran or a first-time fundraiser – we are here to support you!

This fundraising guide is packed with hints, tips and inspiration. We’re always delighted to hear your ideas too. Please register your fundraising online at www.encephalitis.info/doyourownthing or call us on 44(0)1653 692583. Alternatively, email us at fundraising@encephalitis.info and let us know your plans!

We wish you the best of luck with your fundraising. Thank you for being a truly amazing supporter!
#RED4WED

Join the global effort this #WorldEncephalitisDay on 22nd February and launch #RED4WED to show your support for the 500,000 people diagnosed with encephalitis each year.

Join the movement and support World Encephalitis Day by wearing red with pride to raise awareness of Encephalitis – #RED4WED!

- Share your images via social media using the hashtag #RED4WED
- Ask your colleagues to wear RED for the day and post your images – invite your local press along to cover your story
- Hold a party with a RED dress code!

#RED4WED T-shirts are available here: www.worldencephalitisday.org
Registered Fundraisers receive a free t-shirt
The centrepiece of World Encephalitis Day is BrainWalk, our award-winning smartphone app which counts the number of steps users take in the days and weeks leading up to World Encephalitis Day.

BrainWalk is the first app of its kind used by a charity. It is designed to get people moving, get people thinking and, crucially, reduce the often-overwhelming sense of isolation that can follow an acquired brain injury. You can even contribute to the step total by playing brainteaser games and puzzles!

During BrainWalk 2019, together, users walked 222 million steps - the equivalent of walking around the world four times with an amazing 30 countries taking part!

BrainWalk is available from the Apple App Store (for iPhone users) or the Google Play Store (for Android users) from early January 2020. Just search ‘BrainWalk’.

MAKE SURE YOU JOIN THE MOVEMENT!
Celebrate Together - Fundraise Together!

World Encephalitis Day is an amazing opportunity to celebrate the lives of people affected by encephalitis and to raise awareness of encephalitis in our own communities, wherever are!

Fundraising ideas:

RAISE AWARENESS: In nurseries, playgroups, primary schools – invite the children to dress down for the day in RED and request a small donation. Incorporate a cake stall, or have a RED corner.

GET SOCIAL: Create your very own #RED4WED Facebook event page and invite all your friends to participle and donate – whether it be a dance party, a bake sale or a cook off. Get online and spread the word!

RED IS THE COLOUR: We all have something RED in our homes, cupboards, dressers, wardrobes, garden sheds, garages, cars, shop windows – have a RED RUMMAGE sale.

FIERY FUN: Invite friends’ round for an outdoor BBQ and wrap up in RED!

SKIING FOR THE WEEK? Buy a #RED4WED t-shirt and wear it on the slopes with your friends!

SAY CHEESE!: Take photographs of your friends in a BIG RED CHAIR, wearing their #RED4WED t-shirt.

BE CREATIVE: Invite your friends to a creative Craft Day and charge a small fee. Add in a cake stall and a raffle for extra fun. Host a pub quiz and charge teams to participate. Hold a car wash on your street and see the customers roll up! Or organise a pool or darts competition at your local pub.

STUDENTS: Nominate us at your Students Union at your School/College/University and organise a RED RAG collection or day of activities.

BIRTHDAY OR ANNIVERSARY: Do you have a birthday or anniversary on or around 22nd February? Suggest people donate online in lieu of presents/cards.

EVENING EVENTS: Could be drinks & canapes themed evening, cocktails, ceilidh, safari supper, gourmet foodie evening or a murder mystery event!

FITNESS: Celebrate WED together by holding a charity Zumba night, either at home, in your garden or somewhere in the community! Have fun, dance and listen to music together and request a donation to take part! Or hold a fitness challenge – row for 500 miles, register for a 5k run, or start a step challenge!

BREAK A HABIT: Get sponsored to break a bad habit or give up something you love.

The more creative... THE BETTER!
Fundraising Do’s and Don’ts

If you are fundraising for the Encephalitis Society, please make sure you stay safe and legal and please take a few minutes to read this section before you start.

• You are responsible for your event and for making sure that it is run in a safe and legal manner and that it does not in any way damage our name or reputation or cause harm to any participant or guest. We do not accept any liability or responsibility for your activity or for anyone taking part in it.

• It’s a legal requirement that your publicity materials, including tickets and posters, must include the words “raising funds in support of the Encephalitis Society. Registered Charity No. 1087843 and in Scotland SCO48210.”

• If you would like to use the Encephalitis Society’s logo on your materials, please get in touch on: e: fundraising@encephalitis.info t: +44 (0)1653 692583 and we’ll send you the files

• Please be safe! While we are so very grateful to you for your support, we cannot accept any liability or responsibility for your event. We also cannot be responsible for organising, supervising or hosting your fundraising activity. All activities - and participation in them - are at the organisers’ and participants’ own risk and your activity should not pose a danger to you, participants or onlookers.

• You will need to carry out a risk assessment when planning your activity and should also make sure participants are briefed and supervised as necessary. Depending on the activities you are undertaking, you may need insurance to cover your liabilities. Get in touch with us if you need help on: e: fundraising@encephalitis.info t: +44 (0)1653 692583.

• If you would like to organise a street collection, you will need a licence from your local authority or landlord, a letter of authority from the Encephalitis Society and you must ensure all collectors are over the age of 16.

• If children under the age of 16 are involved in any way, please make sure they have permission from their parent or guardian and are properly supervised by a responsible adult. Children should never approach strangers about fundraising.

• If you would like a collecting tin for use on private property then please contact us on: e: fundraising@encephalitis.info t: +44 (0)1653 692583, as we need to keep a list of where they are sited and who is responsible.

• If you are planning a lottery including a raffle, tombola, or sweepstake you should know that there are strict laws concerning what you can and can’t do. Contact us on e: fundraising@encephalitis.info t: +44 (0)1653 692583 for information and help.

• If you want to sell alcohol at your event, you must check if the venue is licensed. If you need a temporary license, please contact your local authority for advice.

• Please make sure your venue is accessible for disabled guests or participants.

• Do tell us about your plans by registering here: www.encephalitis.info/doyourownthing
Maximising Your Fundraising

Sponsorship Forms
Take sponsorship forms to your event for those who would rather sponsor you in person than online. Remember to ask supporters to tick the gift aid box so we can claim an extra 25% Gift Aid!

First donations
The first donation on a sponsorship form or online giving page sets the precedent. If you can encourage your first donor to make a larger donation, then the rest of your donors are likely to follow the lead!

Employer matched giving
Check with your employer to see if they have a matched giving scheme – some employers will support your fundraising by matching your total.

Raffle
Add a raffle or tombola to your event to raise more money. Contact local businesses or ask friends and family to donate prizes or unwanted gifts. Please see our fundraising do’s and don’ts for more advice on holding a raffle.

We have a tombola kit you can borrow. Contact us at e: fundraising@encephalitis.info t: +44(0)1653 692583

Noticeboards
The noticeboards at supermarkets, churches, council offices, libraries and community centres are great places to put up posters advertising your event.

Email footer
Put a link to your online giving page on your email signature to boost awareness.

Work intranet
If you have a work intranet, ask if you can feature your fundraising on there so colleagues know about your plans.

Local press
Local media are usually happy to support local fundraising activities. Contact us on e: fundraising@encephalitis.info t: +44 (0)1653 692583 for help or press release templates if you need them.

Word of mouth
Tell your friends, family and colleagues about what you are planning. You’re doing an amazing thing so spread the word wherever possible.

Social media
Share on your social media and ask friends and followers to share and interact with you too. Post details of your online giving pages and share regular updates. Don’t forget to add #RED4WED

Our ACTION TOOLKIT is packed with hints and tips - download at www.worldencephalitisday.org
Sponsorship & Donations

Once you have decided what your event will be, it is so easy to set up an online sponsorship page.

We recommend that you use either:

- JustGiving: https://home.justgiving.com/startfundraising
- Virgin Money Giving: http://uk.virginmoneygiving.com/giving/
- Facebook: https://donations.fb.com/

All sites are secure and obtain their fees for processing donations and reclaiming Gift Aid in different ways. If you need any help with this, please email: fundraising@encephalitis.info

Donate online:

We are extremely grateful for every gift. You can make a one-off donation or regular gift here at: www.encephalitis.info/donate. This is an amazing way to remember someone special and mark an anniversary or special occasion.

After World Encephalitis Day and #RED4WED

Tell the world what a great time you’ve had fundraising by again using the hashtag #RED4WED

Why don’t you consider helping us through-out the year? Perhaps you would like to organise a RED-CARPET EVENT or get involved in a different way? Contact us at e: fundraising@encephalitis.info and we would be happy to help you plan your events!

Charity of the Year 2020/2021

If you have a charity of the year scheme, please consider The Encephalitis Society as partners.

Matched Funding

Is a great way to further increase your funds. If you have a scheme, don’t forget to take advantage of it!
Getting Involved is Easy...

CHECKLIST

☐ Plan your event, date, time – explain why you are supporting World Encephalitis Day and ask for help from volunteers; friends, family or colleagues.

☐ Email fundraising@encephalitis.info or call +44(0)1653 692583 to inform us about your fundraising activity in good time so we can send you the resources you might need. Also, if you need any help promoting your event, we will be happy to help!

☐ Our websites are a great way to raise awareness and encourage people to support your event www.encephalitis.info and www.worldencephalitisday.org

☐ Once your World Encephalitis Day event is over, you can pay any donation into the Encephalitis Society:

Account Name: The Encephalitis Society
Bank: HSBC
Account Sort Code: 40 31 08
Account Number: 41376853

or send a cheque payable to:
The Encephalitis Society
32 Castlegate, Malton, North Yorkshire YO17 7DT

International Payments:
Payments can be made by donating via our website www.encephalitis.info/donate
Charity Registration Number (England and Wales): 1087843.
Charity No. (Scotland): SCO48210

Please let us know who you are or we will not know who the money is from

#RED4WED
ENCEPHALITIS: Global issue. Human solution.

World Encephalitis Day on 22nd February 2020 is a day which celebrates and honours the millions of lives affected by encephalitis, which is brain inflammation.

Visit www.worldencephalitisday.org or search #worldencephalitisday
t: +44(0)1653 692583
e: fundraising@encephalitis.info
Registered charity in England and Wales (No 1087843) and Scotland (SCO48210)

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SOCIETY
The brain inflammation charity
www.encephalitis.info