



Your Fundraising Guide

All the advice and tips you need



Welcome to #TeamLullaby!

Thank you for choosing to help us save more lives and support more families. We are entirely reliant on donations so our work can only continue with you on our team.

Your vital support will help us be there for families when they need us, whether that's with our expert safer sleep advice for babies or bereavement support for those that have experienced the death of a baby or toddler. Since we formed, our work has been pivotal in reducing the rate of sudden infant death by over 80% but with around 200 unexplained deaths of babies and toddlers in the UK each year, there is still more work to do.

In this pack you will find tips and advice to hold a fantastic fundraising event plus information about the difference your support will make. Have a read through and if you have any questions or want to chat about your ideas, do get in touch – we'd love to hear what you've got planned!

Thank you for being part of Team Lullaby.
Good luck!

**Best of luck,
The Lullaby Trust Fundraising Team**

**fundraising@lullabytrust.org.uk
020 7802 3200**



Our work

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 4 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero.

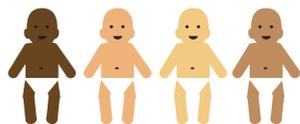
Through educating parents on how they can reduce the risk of SIDS and investing over £12million in research, we have played a key role in reducing the number of babies who die from SIDS by over 80%, saving the lives of more than 20,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families, through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

200

SIDS claims the lives of approximately 200 babies every year in the UK: that's around 4 babies a week



1 per 3,845

The current unexplained infant death rate in the UK for live births.



82%

The rate of SIDS has reduced by 82% since the Back to Sleep message was launched in 1991

How your support will make a difference

£50

could pay for support packages to be sent to 20 bereaved families.

£105

could pay for 50 families to receive a copy of our 'Safer Sleep for Babies Guide for Parents', containing advice on how to sleep their baby more safely to reduce the risk of SIDS.

£205

could pay to train five health professionals in safer sleep advice about how to reduce the risk of SIDS, which they can pass on directly to the hundreds of parents they each work with.

£580

could pay for our bereavement helpline to provide advice and support to 40 first-time callers. Our support service is available whether people are newly bereaved or the bereavement was many years ago.

Top 10 tips for fundraising success

1. Set a target

Set yourself an ambitious but achievable target to motivate you and encourage others to support you.

2. Fundraise online

Online giving pages, such as justgiving.com, are a really easy way to collect sponsorship as you don't have to handle any cash. The most successful pages are personalised with photos and stories.

3. Get organised

Start early. Break down your fundraising target into manageable chunks and think of fun ways to raise each mini target. This will make your target seem less daunting and more enjoyable!

4. Shout about it

Talk about your fundraising at every opportunity. Post on social media, add it to your email signature and even approach the local paper.

5. Tell your story

Let people know why you're supporting The Lullaby Trust and how their donations will help – see 'How your support will make a difference' on page 5 and on our website.

6. Gift Aid it

Make sure your UK tax paying donors tick the Gift Aid box on your sponsorship form or online giving page as this will allow us to claim an extra 25p per £1 of every donation.

7. Double your money

Many workplaces offer a matched giving scheme to double any fundraising that their employees do; ask your HR department if this is available. If not, they may be willing to make a contribution or even donate a prize to a raffle or auction that you are organising.

8. Teamwork makes the dream work

Think about your networks and how people can help outside of donating. Do you have a talented baking colleague who can contribute to a cake sale? Or a neighbour who owns a shop that you can put a collection box in? It can seem awkward to ask but you'll be surprised how willing people are to help if you do!

9. Be persistent

You may find that you have to post links to your online giving pages or send multiple emails to encourage donations. Often people intend to donate but forget and just need a prompt so don't be shy about sending regular updates and reminders. Pay day is always a good time to ask!

10. Say thank you

Thanking your donors is the most important thing you can do. Let them know how your challenge or event went and how much you raised in total. Most of all, tell them how grateful you are for their support.

Meet #TeamLullaby



ST MARY'S CATHOLIC PRIMARY SCHOOL HELD A PYJAMA DAY IN MEMORY OF ALFIE AND RAISED OVER £90.



DAWN RAISED £460 IN MEMORY OF RHIANNA BY RUNNING THE MANCHESTER HALF MARATHON AND HIKING 50KM DURING TREKFEST.



ANNA HELD A BAKE IT FOR BABIES CAKE SALE AT HER LOCAL GYM AND RAISED £400.



CAROLINE AND JOHN TOOK ON THE GREAT SOUTH RUN IN MEMORY OF CHARLOTTE AND RAISED £560.



STAFF AT UCLAN PRE-SCHOOL TOOK PART IN A 9.5 MILE SPONSORED WALK IN MEMORY OF CHARLOTTE AND RAISED £994.



Big ideas

Looking for inspiration?
The next few pages are bursting at the seams with fantastic fundraising ideas but you can find even more on the 'Support Us' section of our website.

Get active

Sponsored-athon

From swimathons to zumbathons, get sponsored for going extreme.

Sports day

Recreate the memories with egg and spoon and three-legged races.

Virtual marathon

Hop on the treadmill or static bike to rack up those miles.

Visit in a day

Walk between tube stations, football stadiums or well-known attractions in 24 hours.

Fun with friends

Come dine with me

Prepare a slap-up meal for friends in return for donations for what they would be willing to pay in a restaurant.

Quiz night

Get those competitive juices flowing and put your general knowledge to the test.

Pamper Evening

Fundraising using face packs, what better excuse to treat yourself?

Black tie ball

Get your glad rags on and dance the night away!



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"I THINK THE WORK THAT THE LULLABY TRUST DOES TO RAISE AWARENESS OF SAFER SLEEP FOR BABIES IS ABSOLUTELY VITAL. EVERY NEW PARENT SHOULD BE MADE AWARE OF THIS INFORMATION IF IT WILL PREVENT OTHER FAMILIES FROM GOING THROUGH WHAT WE HAVE BEEN THROUGH."

ROBERT WEEKS, BEREAVED DAD AND LULLABY TRUST BEFRIENDER

The classics

Raffle or auction

Approach local businesses to contribute prizes.

Bake sale

No one can resist a slice of cake. Why not join us for Bake it for Babies in October?

Sweepstakes

Perfect during big events like sports tournaments, awards season or even the Great British Bake Off!

Tombola

Collect bottle donations from friends and family then set up at a local fair or boot sale.

Use your talents

Get crafty

Cracking at crochet? Picasso with a paintbrush? Sell your masterpieces at fairs and boot sales.

New skills

Do you or a friend have a skill to share? Teach others for a donation!

Hire me

Offer to do odd jobs such as dog walking, lawn mowing or grocery shopping.

Break a world record

The most, the biggest, the longest...what will you achieve?



BOB TOOK ON A TWO MONTH CHALLENGE, ON A VERY SMALL BUDGET, TO TRAVEL FROM BIRMINGHAM TO SYDNEY VIA PUBLIC TRANSPORT AND RAISED OVER £13,000

At the office

Dress down day

Keep it casual or set a theme such as wacky hair/tie/socks day!

Dare the boss

Set a target for donations to see your boss do something daring.

Shared lunch

Everyone brings a dish and donates to dig in.

Office to office

Get a team to walk or cycle between your office or factory locations.



AILSAL WALKED 100KM, IN MEMORY OF HER NIECE ALICE, FOR HER FEBRUARY 50 CHALLENGE.

Seasonal celebrations

Easter egg hunt

Hide the treats in your garden or local park.

Bonfire night

Roast marshmallows, serve hot chocolate and put on a fantastic firework display.

Secret Santa

Lower the spending budget and donate the difference.

Donate your birthday

Ask for donations in lieu of gifts or set up a birthday fundraising page on Facebook.



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RORY RAISED £600 IN MEMORY OF HIS SISTER.

"I'VE WANTED TO DO SOMETHING FOR THE LULLABY TRUST FOR SOME TIME BUT NEVER REALLY GOT ROUND TO IT. WHEN SOME FRIENDS SUGGESTED DOING THE BATH HALF I FINALLY JUMPED IN AND I RECOMMEND ANYONE THINKING ABOUT IT TO DO THE SAME! IT WAS A FUN EXPERIENCE AND GREAT TO SEE THE FRIENDLY FACES ROUND THE TRACK OF PEOPLE SUPPORTING ME AND MY CAUSE. ALTHOUGH I'M NOT SURE I'LL BE DOING ANY MARATHONS ANYTIME SOON!"

Keep it safe and legal

It's important to have fun and enjoy your event! It's also important to stay safe and within the law, so you'll need to follow some guidelines. If you're not sure about something, just get in touch with us.

Your responsibility

The charity cannot accept any responsibility for your event or its participants; if your event involves the public it's advisable to look into acquiring public liability insurance. You must ensure that all donations from your event are paid to The Lullaby Trust as promptly as possible and you should make it clear in your promotions of your fundraising whether any money will be used to pay for any costs.

Charity numbers and branding

The Lullaby Trust's registered charity number is 262191 and must be shown on all printed materials that you use, including letters and posters. Please contact us for guidelines and permission to use our logo.

Raffles and lotteries

If you intend to hold a raffle or prize draw at your event please get in touch with us first as these are regulated by the law and certain rules may apply.

Food hygiene

If you are providing food at your event, make sure it is stored, prepared and cooked correctly and remember to label all food that contains nuts or other allergens. Visit food.gov.uk for more information.

Collection tins and buckets

Street collections or collections on public property must be registered with the local authority, who will issue a collection licence. Those on private property will require the permission of the property owner or manager.

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ANDREA AND RACHAEL TOOK ON THE FEB 50 CHALLENGE, COMPLETING OVER 100KM EACH IN FEBRUARY AND RAISING MORE THAN £1,650.



"MY DAUGHTER RACHAEL AND I DECIDED TO TAKE PART IN THE LULLABY TRUST'S FEB 50, IN MEMORY OF MY DAUGHTER, AND RACHAEL'S SISTER, LUCY. LUCY DIED AT THE AGE OF 8 MONTHS FROM SIDS IN 1990. I SHED A FEW TEARS WHEN I COMPLETED MY FINAL 1M ON THE ROWING MACHINE."

Spread the word

Make sure you let as many people as possible know about the amazing things you're doing to support The Lullaby Trust so that they can help you out!

Social Media

- Post regularly about your event on Facebook, Instagram, Twitter and whatever other social media site you use! Share photos and videos of your progress, links to your online giving page and information about The Lullaby Trust and why you're supporting our work.
- Be sure to thank people. A personalised social media post for each donor is a lovely touch.
- Ask your friends to share your posts so that they reach a wider audience.
- If appropriate, Facebook Live is a great way to share your event and progress in real time. Alternatively, live tweeting can work too!
- Don't forget LinkedIn. Sharing your fundraising with corporate contacts can lead to donations from companies or possibly matched funding.
- Tag @lullabytrust in your posts and use #teamlullaby so we can see what you're up to and support you.

Local newspaper and radio

Local press coverage can be a great way to promote your event or even encourage donations from people you might not otherwise reach. We can give you guidance on talking to the press.

Email signature

If you have an online giving page, pop a link to it in your email signature – simple but effective!

Dress it up

To help make your event look the part, we have various fundraising materials that you can request. Just choose what you'd like from the list below and the quantity you need and email your request to fundraising@lullabytrust.org.uk.

Please remember to include your name, address and event details and give us as much notice as you can (at minimum, 5 working days).



Posters to advertise your event
(max 10)



Sponsorship forms
(max 5)



Collection boxes
(max 3)



Stickers
(max 50)



Balloons
(max 20)



Wristbands
(available on a sale and return basis)



Badges
(available on a sale and return basis)



T-shirts
(£8.50 each)

Fundraising online

Setting up an online giving page is a great way to collect donations; you don't have to handle any cash and all the money gets forwarded straight to The Lullaby Trust. It's also really easy to share the link to your page with others.

1. Go to justgiving.com/lullabytrust and select 'fundraise for us'. Follow the steps for setting up your page.
2. Add a photo – Fundraisers who add a profile picture tend to raise 15% more.
3. Tell your story – Write about why you've chosen to support The Lullaby Trust and what you're going to be doing.
4. Set a target – Target setters raise up to 46% more!
5. Be the first to donate – People are more likely to give to a page that has already been donated to and by being the first you are showing commitment to your target. Plus, the amount you donate sets a precedent and others are likely to follow your suggestion.
6. Share the link – You can send the link to your page via email and WhatsApp directly to your contacts and share widely on social media. Post it regularly along with updates about how your challenge or activity is going.
7. Add offline donations – Update your total with any money that you received via cheque or cash so that everyone can see your target progress.
8. Thank your donors – You can edit the automated message that is sent to your donors but a personal thank you is even better.

Send in your money

There are a number of ways that you can get the money that you raise to us. If you received sponsorship or donations in cash you should deposit it in your bank account and then choose one of the following methods to pay it in to us – please don't ever send us cash in the post.

Via our website

Visit lullabytrust.org.uk/donate and make a single donation. Don't forget to include details about how you raised the money.

By phone

Call 020 7802 3200. You will need your card details handy to give to our friendly fundraising team.

By post

Cheques or Charities Aid Foundation (CAF) vouchers should be made out to 'The Lullaby Trust' and sent to The Lullaby Trust, 34 New House, 67 - 68, Hatton Garden, London, EC1N 8JY. Please include a note with your details and information about what you did to raise them money.

By bank transfer

Get in touch with us for our bank details if you would like to make a direct transfer.

Online giving pages

If you selected The Lullaby Trust when you set up your online giving page, the money will come directly to us, so you can sit back and relax! Please note that this is not the case with crowdfunding pages so you will need to transfer the money from your bank account.



#TeamLullaby

HANNAH CYCLED 100 MILES IN MEMORY OF PAUL AND RAISED £2,422.

"MY MUM AND DAD LOST MY BROTHER PAUL AT THE VERY YOUNG AGE OF 7.5 WEEKS. AS YOU CAN IMAGINE THIS WAS A TRAGIC LOSS, SOMETHING NO PARENT SHOULD EVER HAVE TO GO THROUGH. I HAD BEEN WANTING TO SET MYSELF A CHALLENGE IN ORDER TO RAISE MONEY FOR THIS FANTASTIC CHARITY SO I DECIDED TO SIGN-UP TO THE MENDIP SPORTIVE 100 MILE BIKE RIDE. IF ANYONE OUT THERE IS THINKING OF TAKING ON A CHALLENGE LIKE THIS AND YOU DON'T THINK YOU WILL BE ABLE COMPLETE IT, YOU CAN. WITH A BIT OF GRIT AND DETERMINATION YOU'LL BE SURPRISED WHAT YOU CAN ACHIEVE."



"OVER THE LAST FEW YEARS WE HAVE RAISED OVER £8,500 FOR THE LULLABY TRUST. I WILL CONTINUE TO SUPPORT THE LULLABY TRUST FOR AWARENESS, BUT ALSO SO NO OTHER PARENT HAS TO FEEL ALONE. MILLIE GRACE WHERE I GO YOU GO." JESSICA, BEREAVED MUM

Share your story

You can help encourage others to support our work by sharing your fundraising story. We share supporter stories on our social media, our website and in some of our publications - we like to show off about how fantastic our supporters are!

After your event, we'd be hugely grateful if you could take 10 minutes to jot down a paragraph about why you decided to support The Lullaby Trust, what you did and how much you raised. You could even include some fundraising tips for future supporters.

Visit lullabytrust.org.uk/support-us/share-your-story to download a form which you can write your story on and email to us.

Thank you for helping to save lives and support families

Contact us

fundraising@lullabytrust.org.uk
020 7802 3200

Registered charity number: 262191
Company registration number: 01000824

