

➡➡ On the move ↗↗

for **FOCUS**Ireland

supported by  HORIZON.

Fundraising Guide

Thank you for fundraising!

Thank you for taking part in 'On the move' for Focus Ireland and supporting us with your fundraising.

Fundraising can seem a little daunting at first, but the good news is, you don't need to be an expert to make a big impact. All the funds you, your friends, family, and colleagues raise for Focus Ireland will make a huge difference to those experiencing homelessness.

There are so many ways to fundraise, and we're here to help you every step of the way. This fundraising toolkit will provide some useful tips to help you be successful on your fundraising journey.

We wish you the very best of luck and thank you!



Top tips for fundraising online

Online Fundraising

- Set up your own online fundraising page now on the 'On the move' website.
- Statistics show that 54% of donors worldwide prefer to give online.
- It makes it easy to keep your family, friends and colleagues, informed about your fundraiser, and for them to support you no matter where they are in the world.

Make it personal

- Personalise your fundraising page by letting everyone know why you decided to take on an 'On the move' challenge.
- Upload a profile picture. People who post a profile picture raise up to 10 times more!
- Share regular updates with photos, video and posts, with your supporters as you train and get ready for the big day. And don't forget to ask for donations!

Top tips for fundraising online

Spread the word!

- Share your fundraising page on your social media (Facebook, Twitter, Instagram and LinkedIn). Check out our Social Media Guide for guidance.
- Share your fundraising efforts with your friends, family and colleagues. Tag other people on social media to spread your message even further!
- Update your status regularly on social media and don't forget to include a link to your fundraising page.

Use the templates

- There are email templates available on the dashboard of your fundraising page. Use them to ask your family, friends, and colleagues to make a donation.
- Download the QR code leading to your fundraising page and share it via WhatsApp with your network, or print it as a poster for display.

Top tips for fundraising online

Stick to the facts!

- Educate yourself and people in your network about the facts and what you can do to help.
- Figures and statistics about homelessness can be powerful motivators for people to donate to your fundraiser.
- Share, share and share again!
- Why? Because research shows the number one reason people donate is because they were asked!

You can find the latest homelessness figures in Ireland on the [Focus Ireland website](#).



1,733
Families



3,594
Children



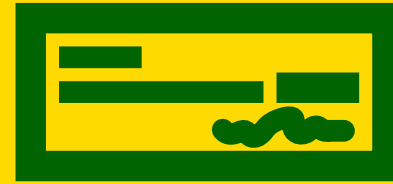
8,665
Adults

Sending your donations



All online donations made through the 'On the move' website will automatically be transferred to Focus Ireland.

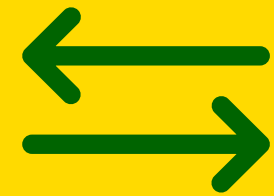
You can add any **offline donations** you've collected to your own fundraising page by logging onto your dashboard.



Donations made by **cheque** can be sent to our office at the address below.

Focus Ireland
9-12 High Street
Christchurch
Dublin 8

Please make sure to include **your name/details**, and **reference that your donation is toward 'On the move'**.



Our **bank transfer** details are:

Name: Focus Ireland
IBAN: IE91BOFI90001752714566
Sort code: 90-00-17
A/C No: 52714566
BIC: BOFIIIE2D

Please make sure to **reference that your donation is toward 'On the move'**.

Thank you!

The Focus Ireland team are here to help. If you have any questions, please feel free to contact us. And don't forget to check out our social media guide and other resources on the ['On the move' website](#)!

T: 01 881 5900

W: onthemove.focusireland.ie

E: onthemove@focusireland.ie

Together, we have moved one step closer to ending homelessness.

