



Dublin
Simon
Community

CHY5963

Fundraising Pack

WWW.DUBSIMON.IE



Step 1

Why Fundraise for the Dublin Simon Community?



Give back this Christmas by raising vital funds and festive cheer with friends and family.

For the 1,453 families, 4,487 single adults, and 3,181 children living in homelessness in Dublin, your support at this time means more than ever.

With 73% of Ireland's homeless in Dublin, we aim to raise essential funds to help make the colder days easier for our city's most vulnerable.

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The situation is only worsening, with the number of families in Dublin emergency accommodation increasing by 21% in the past 12 months, and 50% of families experiencing homelessness having stayed in emergency accommodation for over a year. Dublin Simon's essential role is to help these people come out of the shadows, to be seen, on this – the longest day of the year.

Catherine Kenny - CEO

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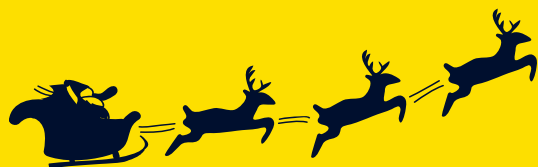
For most of us, the prospect of having more time to get things done is an enticing one. But spare a thought for those whose days are already endless when they're homeless. More time on the move, more time not knowing where to go next, more time in the shadow of the day. We encourage everyone to consider how they can make a difference for Dublin's homeless community, and get their local community involved by hosting an event of your own on 20th June.

Louise Phipps - Events & Engagement Manager

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Step 2

Choose the Fundraiser You Want to Do



Types of Fundraisers

The first step in setting up a fundraiser for Dublin Simon Community is deciding what type of event to host. The key is to choose something you're passionate about or skilled at, as this will not only help drive the fundraiser forward but also make it more enjoyable for both you and everyone involved.

Look at some of our examples below to get your mind going!

Sing for Simon / Seis for Simon



Polar Plunge Challenge



Gift Wrap for Charity



Soup or Stew Cook-Off



Winter Warmth Drive

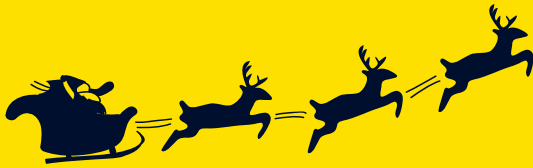


Virtual Winter Walk or Run



Step 3

Register Your Event



Dublin
Simon
Community

Register Your Event With Us

JOIN US

- Go to our website at www.dubsimon.ie/longestday
- Scroll down and select the button that says 'Register your own event'

OR

- Click the picture here:



By completing this form, you'll also have your event page set up on iDonate, making it easy to start raising funds!

We will then be in touch with you to make sure that you're all set up and ready to go for your event!



Be sure to include the **Eircode** for your event so that you can be added to our event map

Step 4

Apply for a Permit



Where Do I Apply for a Permit?

If you are planning on hosting your event in a public place, you will need to make sure that you obtain a permit from the Gardai.

Permits are handled by the **Garda Division** as opposed to local Garda stations.

Permits also need to be obtained from the Garda Division which has jurisdiction over the area that you are seeking the permit for and must be addressed to the Chief Superintendent of that Division.

This information can be found online or at your local Garda station.

Where Can I Find a Permit?

You can find the full permit attached below.

[Click for a Permit Application Form](#)

If this permit is approved, you should make hard copies for all collectors to have in case they are asked by Gardai.

Do I Need Anything Else for My Collection?

If you are running a public event you should ensure that everyone involved is insured so that there is no liability.

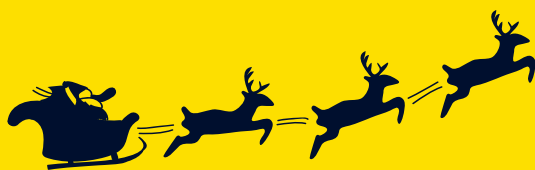
As well as this, you may need to apply for a permit if there is going to be a raffle.

You do not need a permit for a raffle if:

- The total prizes amount to a cash value of less than €1,000
- You sell no more than 1500 tickets
- Ticket prices are no more than €5
- You have not conducted a similar raffle in the previous 3 months

Step 5

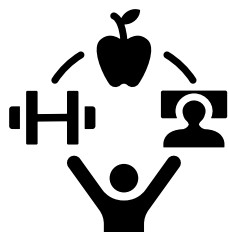
Fundraising Tips



Top Tips to Create a Successful Fundraiser

There are various types of fundraisers. Read on for some tips that may be helpful for your specific event.

Use Your Skills or Goals to Your Advantage



Connecting your fundraiser to your personal life can make organizing it feel more natural and less like additional work. If you have a particular skill, be sure to incorporate it into your fundraising efforts.

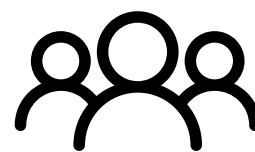
Alternatively, if you've had a goal on your bucket list for a long time, why not kill two birds with one stone and use this goal to guide your fundraiser.

Get Your Community Involved

Local businesses and communities love to get involved in social events. Approach shops, churches, clubs and any other businesses in your local area to see how they can help.

Some people may support your fundraiser by donating or sponsoring, others might promote the event for you, assist with event details, or even match incoming donations.

You'll never know if you don't ask!

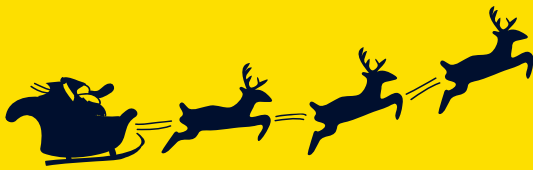


Emphasise the Deadline



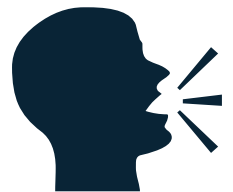
Make sure that you emphasise the deadlines for both your event as well as your fundraising deadline. Some of your audience may have missed this piece of information, so be sure to remind them whenever you can.

Fundraising Tips Continued...



Tell Your Story

Tell people what you're doing and why you're doing it for Dublin Simon Community. People love to be told a story and to understand why they are donating money.



Take Plenty of Photos

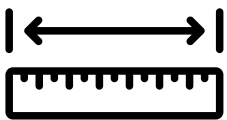
Fundraisers raise approximately 13% more money if they have photos or videos included in their fundraising pages. Try to put up the best quality and most relevant pictures, where possible.

Talk to Your Donors

Let your donors know your progress, update them when goals are reached, and make sure to thank them. Keeping in touch will help them feel more involved in your fundraiser.



Think About the Longevity of Your Fundraiser



We see fundraisers grow from small, one-off events to larger events that happen every year or more. These events can become an enjoyable part of your calendar as well as your audience's calendar, so bear this in mind when you're creating your fundraiser.

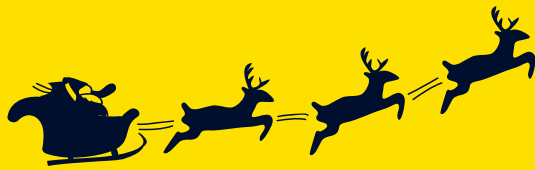
Get the Ball Rolling

Don't be afraid to add the first donation to your page, this will help get the ball rolling and should increase total donations.



Step 6

Promote Your Event



How to Promote Your Event

Knowing how to effectively promote your event is a sure-fire way to boost awareness, attendance, and fundraising potential.

Below are a few of our top tips for promoting your event.

Social Media

Use any social media channels that are relative to your audience. Be sure to tag *Dublin Simon Community* social media platforms to boost awareness of your event!



@Dublin Simon Community



@Dublin_Simon



@dublinsimoncommunity



@Dublin Simon Community



Make Use of Word of Mouth

Tell everyone you meet about your event, and ask others to do the same. The more engagement, the better!

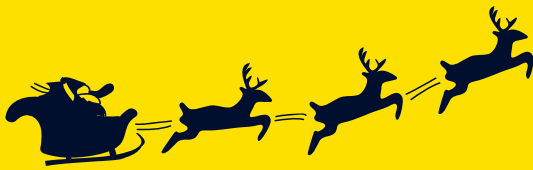
Email Updates

Sending out emails to your audience can be a great way of keeping people up to date. Sending meeting requests or e-invites can allow your audience to save the date right in their email.



Promote Your Event

Continued...



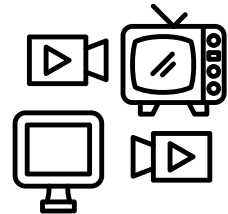
Know Your Audience

The more you know about the audiences you're targeting, the easier it will be to effectively communicate with them.

Research, research, research!

Talk to Local Media

Local media such as radio, newspapers, newsletters love to get information about what's going on in the community.



Posters

Posters are a great way to reach new audience members who may not be connected to you online. Posters can be put up at your local shop, church, school, pub, and more!

Be sure to ask the owner or manager for permission before putting up your posters.

If you have any suggestions or need guidance from us, please get in touch at [**events@dubsimon.ie**](mailto:events@dubsimon.ie)



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Thank You

for your support this
holiday season!

