



Fundraising Toolkit

Join #Team
Stoll and
support
vulnerable
veterans today

stoll housing and
helping Veterans

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Thank you SO much for joining Team Stoll!

Welcome to
the Team!



We are very excited to have you on board. **Together** we can continue to help vulnerable Veterans live as independently as possible.

This fundraising toolkit has been designed to make your fundraising as simple and straightforward as possible.

If you ever need advice, support, or want to order fundraising materials please do not hesitate to contact with the Fundraising Team at fundraising@stoll.org.uk.

Best of luck and we hope that you have a fantastic time fundraising for Stoll.

Bev, Jill and Chanté, Your Fundraising Team

Stoll's Work and Impact

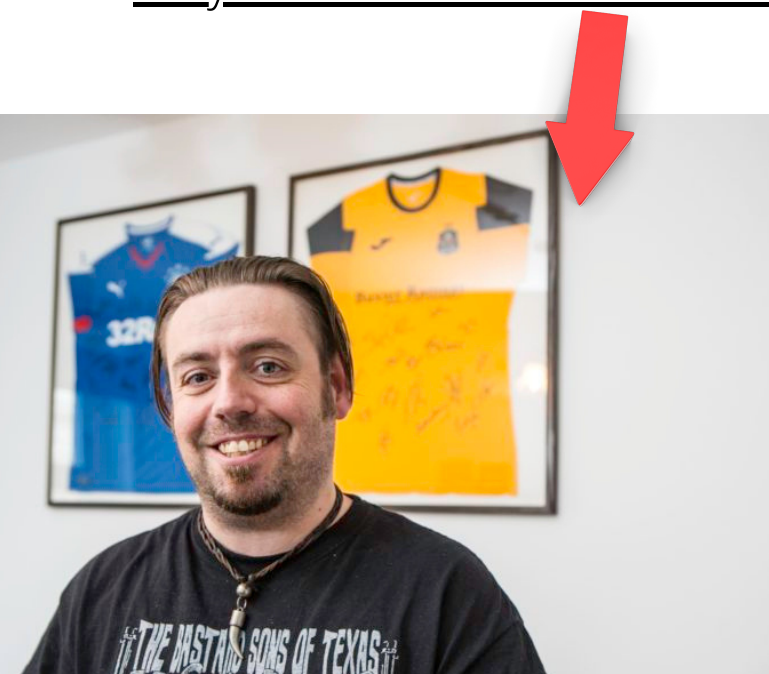
We are the leading provider of supported housing to vulnerable veterans; we provide over 250 affordable, high quality types of accommodation for ex-Servicemen and women who need somewhere to call home.

Our dedicated staff provide a range of support services including money advice, IT skills and training, an extensive health and wellbeing programme, housing support and much more.

Our mission is to enable vulnerable and disabled veterans to lead fulfilling, independent lives.

The best way to learn more about our work is to listen to one of our Veterans, Mac.

Mac became a resident in 2019 and when speaking about Stoll, he said "they didn't turn their back on me". Click below to read his story.



How to get started

Let us know your fundraising idea



We are so grateful that you've chosen to fundraise for Stoll, please let us know about your fundraising day / event / challenge so that we can support you every step of the way. We can provide information, tips and inspiration to help you reach your target.



Set up an online page



Add We recommend setting up a **JustGiving** page – it's really easy way to collect donations in one place and the money comes directly to Stoll so there's less admin involved for you. You can find help on how to set up a JustGiving page [here](#). You will have also been provided a sponsorship form to collect donations in person.

CLICK HERE

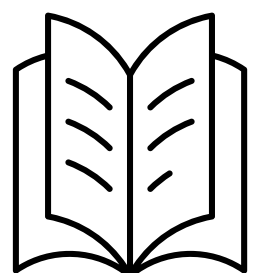


Personalise your page



Online pages that have a **fundraising target** and photograph tend to raise more money. If you're able to, kick off your fundraising by donating to your fundraiser, it will encourage others to do the same.

Share your story! Keep it short and sweet and make sure it includes enough information to help others connect with what you're doing. This could help increase your donations by 36%.



Promote your Fundraising



Make sure to spread the word – almost everyone in the UK has some sort of social media presence... so we should take advantage of it!



Share your fundraising page on Facebook, Twitter and Instagram and make sure to tag us **@Stoll_Veterans** (twitter) **@StollVeterans** (instagram) and **#Stoll**. Our media team will try to like and share your posts where we can.

Ask your close friends and family to donate and share the link to your page.

Take a **sponsorship form** into work or to your event day if you're holding an in person event.

Encourage people to add **gift aid**. If you are a UK tax payer, this means we can claim an extra **25%** from the government on your donation which means your gift goes further. For example, a donation of £10 becomes £12.50 without any extra cost to you!

Extra tip: Make sure to share the link once every few weeks to remind people about your amazing fundraising efforts. Some people wait until the event has been completed before choosing to donate so share your page after your challenge / fundraising day is complete!

Matched Funding – ask your employer if they have a matched giving policy, if so they could double the money that you raise.



Top 5 Fundraising Tips!

Get friends, family and colleagues involved – fundraising is easier if you're working as a team.

Say thank you – it will mean a lot to all the generous people who have donated to you and share how much you've raised with them.

Get creative – think about *what will make you stand out from the crowd*. A fan of fancy dress? Or maybe it's better if you're not! Dress up for a week and get your colleagues to sponsor you, or bake for your office in exchange for a donation to your page.

Update your page – you can share photos and your thoughts on your online page in the lead up to your event. 20% of donations come in after an event has ended, so make sure you follow up with an update about how the day went!



Frequently Asked Questions

How do I fundraise?

You can either fundraise doing something you enjoy or set yourself a challenge. No matter what you decide to do – organise a bake sale, take part in a sponsored swim, collect donations in lieu of presents or set up an online page in memory of a loved one – we're here to support you along the way.

How does COVID-19 impact fundraising?

If you're holding an event for Stoll, please follow government guidance. You can get in touch with our team if there's anything you're unsure of and we'll do our best to help.

How do I pay in my donations?

• **Online:** you can donate via our website

<https://www.stoll.org.uk/support-us/donate/>

• **By post:** please make your cheque payable to Stoll and send it to:
Stoll, 446 Fulham Road, London SW6 1DT

How do I get Stoll branded materials like collection buckets?

Get in touch with the fundraising team at

fundraising@stoll.org.uk

What do I do if I can no longer take part in a challenge?

We understand that circumstances change, so do let us know if you can no longer fundraise for Stoll. We may be able to offer your place to another supporter.

Thank you!



Just a final thank you for choosing to be a part of **Team Stoll**, an amazing group of people committed to helping vulnerable veterans live as independently as possible.

If you have any further questions, please get in touch with our Chanté, our Fundraising Officer at **chante.mcleod@stoll.org.uk / 07391418916**

