A woman with short dark hair, wearing a dark blue jacket and a matching scarf, is sitting at a wooden table. She is laughing heartily, holding a pair of glasses over a white cup of coffee on a saucer. A smartphone is visible on the table to her left.

# **Coffee for Carers Fundraising Pack**

**Help, Hints & Top Tips!**

**Posters and Promotional Materials**

**Advice, Health & Safety and Sponsorship Forms**

**[www.tide.uk.net](http://www.tide.uk.net)**





**Give carers a  
break**

**Donate the cost of  
your coffee**

**Z z z**



**Without your donations  
tide wouldn't be able to  
fund the work we do.  
Help us continue to be  
here for family carers of  
people with dementia.**

**Donate to our fundraiser  
at [www.tide.uk.net/  
coffeeforcarers](http://www.tide.uk.net/coffeeforcarers)**

# Support Coffee for Carers with your own fundraiser!

**GET YOUR MORNING COFFEE BUZZ BY  
DONATING TO US!**

**Help us make a difference. A price of a coffee is all it takes...**

**£3.85**

**could pay for a phone call between a  
carer and a tide member of staff**

**£38.50**

**could pay for a tide Coffee Morning**

**£385.00**

**could pay for five carers to attend a  
professional dementia training day  
and influence the dementia care in  
their area.**

**Whether you organise a coffee morning, take on a marathon or have your own ideas, tide is here to help you every step of the way. The first step is ordering a tide fundraising pack which you can do at**

**[www.tide.uk.net/fundraising](http://www.tide.uk.net/fundraising)**

# How to promote your fundraising event

## Social Media

Social Media is the best way to reach people. Post your fundraiser on your Facebook, Twitter or Instagram accounts.

Make sure you include pictures of what you are doing so more people can see your post and always tag tide so we share your posts.

Don't forget about the Facebook groups you are in, especially the community groups. It is a great way of sharing good news about your local area!



## Word of Mouth

Tell everyone and anyone you know about your fundraising plans. We all love a good natty and what better subject is there than how you are supporting a cause you love.

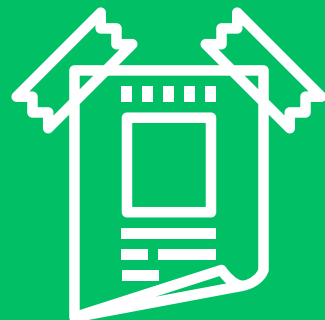
Just don't forget to include the key things like date, time and how they can get involved!



## Put up a Poster

Print off one of tide's Fundraising posters, fill it with details about your fundraiser and put them up around your local shops, work places and community centres. (Always ask permission first though!)

This is also a great opportunity to see if they want to help. You could ask for a donation or a prize if you are holding a raffle.



## Local Media

tide can provide you with a sample press release. Simply fill in the details of your fundraising and send it to your local paper and online news websites with a nice picture.

Don't forget your local radio and TV stations. They are always wanting to hear what local people are up to.





**Once you've set up your Online Fundraising Page you need to promote it. Don't worry if you don't know where to start, we are here to help...**

#### **Include a photo or a video**

Fundraising pages with pictures and videos raise 14% more per photo. This is perfect opportunity to get the camera out, flash those pearly whites and get your selfie on. Videos are a really good way to tell your story and why your cause is so important to you. Record yourself talking about tide, upload it to Youtube and post it on your fundraising page.

#### **Set a target**

Like photos, fundraising pages with targets raise even more, 46% more. Aim high and tell the world. If you hit your target, pick a new one. Even if it is only £10 more, it helps even more carers of people with dementia.

#### **Tell the world**

Don't be afraid to tell people what you are doing. Your friends and family will want to know. Use every social media platform you have access to and don't forget to include a picture and tag tide. We want to help you spread the word. Our social media handles are here:

#### **Don't forget email**

While it may not feel like it, many people don't use social media but would love to hear about your fundraising so drop them an email. Or you could ask your work if you could email your fundraising page around your work colleagues. Just make sure you include the link to your fundraising page.

#### **Be Creative**

When sharing your fundraising page, make it different every time. Remember you get bored reading the same thing over and over again so this is your chance to be creative. Whether it is serious, silly or full of pop cultural reference and puns, do what works for you. Don't forget to include pictures and videos as they'll stand out better in social media feeds.

#### **It's not over 'til it's over**

Did you know 20% of your donations will come in after you've completed your event so make sure you keep sharing and telling people what you are up to.

#### **Tell your story**

You know why you are fundraising for tide, now is the time to tell everyone else. This is your chance to tell the world. Don't know where to start just answer these questions:

- Why are you fundraising for tide?
- What does tide do?
- Why have you decided to take on this fundraising challenge?

#### **Become a trend setter**

Did you know people tend to donate the same as people who have already given? Why not set the trend by making the first donation on your own page.



[www.facebook.com/  
tidecarers](http://www.facebook.com/tidecarers)



[www.twitter.com/  
tide\\_carers](http://www.twitter.com/tide_carers)



[www.linkedin.com/  
company/tide-together-in-  
dementia-everyday/](http://www.linkedin.com/company/tide-together-in-dementia-everyday/)

#### **Update your page**

Your supporters will want to know how you are getting on so keep updating your page. Maybe your tide t-shirt has arrived, or you've just completed a long training run. Whatever it is don't forget to talk about it as your supporters will love to be included in the loop!

#### **Thank Everyone Who Gives You a Donation**

Not only is it polite, but a public personal message makes your donors feel even better about themselves. Why not thank them on the social media platform they use. It's a great way of sharing your fundraising page again without people getting bored.



# How to Pay In Your Fundraising to tide

The final step of all fundraising is paying in the money you've raised and we have three ways you can get your money to tide. Pick the one which best suits you from the three options. Remember, if you have set up an online fundraising page, then you don't need to do anything. The money will already be with us as they pay us directly.

1

## Using tide's online payment portal

You can pay your fundraising in online by visiting:

[www.tide.uk.net/  
payin](http://www.tide.uk.net/payin) and use the  
online portal.



Don't forget to tell us how you raised the money. We always love to hear what our supporters are up to.

2

## Paying the money into the bank

Pay your fundraising directly into the tide bank account by ordering a pay in slip by emailing [fundraising@tide.uk.net](mailto:fundraising@tide.uk.net).

You can use the pay in slip at any branch of Lloyds, Bank of Scotland or the Post Office.



3

## Sending a cheque to tide

Simply write a cheque for the amount you've raised made out to Together in Dementia Everyday and send it to the address below:

Fundraising  
Together in Dementia Everyday  
151 Dale Street  
Liverpool  
L2 2AH

Don't forget to include your details and how you raised your money so we can send you a full thank you.

# tide's Top Five Fundraising Tips

Whether you know exactly how you want to fundraise for tide or don't know where to start, here are our Top Five Fundraising Tips...

1

**Make your fundraising your own.** Like all aspects of life, the more fun you have, the better you will do. Whether that is organising a scone only bake sale or running a 5k dressed as a bunny rabbit, do what you want to do.

If you are not sure where to start, think of stuff you've always wanted to do or what skills you have and could use to raise money.

2

**Make a plan.** It can be as simple or as complicated as you want. Just make sure you cover the basics. If you are not sure where to start, try answering these questions:

- How much do you want to raise?
- How will you raise this money?
- When will your fundraiser take place?
- What do you need to organise for your fundraiser?
- What additional fundraising could you do during your fundraiser?

3

**Who do you know?** Get friends and family to help you. They will have all sorts of skills and contacts you may not have. They might be able to donation prizes – homemade goods go down great, especially if they are baked! – or host your quiz. If nothing else, the more people you tell, the more folk will know about your fundraising. Talking of which...



**Don't forget your work.** They might be able to match fund whatever you raise.

4

**Tell everyone you know.** There are lots of different ways to promote your event. The easiest to just tell everyone you know whether in person or on social media. Check out tide's guide on How to Promote Your Fundraising Event included in this pack for more ideas. Just remember people always love to hear good news.

5

**Don't forget to tell tide.** We love to hear how our supporters fundraise for us. We can also help you whether that is promoting your event on our social media or answer any questions you may have or simply tell you how great you are doing.



@tidecarers



@tide\_carers



fundraising@tide.uk.net



# Setting up a Fundraising Page on People's Fundraising

1

First you have to log in to People's Fundraising. (or sign up if you don't already have an account) Go to <https://www.peoplesfundraising.com/> to do this.

2

Once you are logged in to create a Fundraising page go to

[https://www.peoplesfundraising.com/fundraising/page/quick-create\\_input](https://www.peoplesfundraising.com/fundraising/page/quick-create_input) and fill in all the boxes. You can always change these later if

you need to. They are:

- Page Name – Give your fundraising a title. The simpler the better.
- Page Description – this is your chance to tell people how you are fundraising and why
- Page URL – this is where you can customise your fundraising page's address. If you can't think of anything, just use the suggested address
- Target amount – how much are you wanting to raise for tide.
  - Start date – pick today's date if you are unsure
  - End date – when are you going to finish your fundraising. We'd suggest a month after the date of your event.

3

Press the Purple Create button at the bottom of the page to be taken the 2nd part of the set up process.

4

In the Search Criteria Box type "Together in Dementia Everyday" like the picture below and press Search

Search  
criteria \*

together in dementia everyday

Search

5

Two options will appear. Whichever option you choose the money will go to tide. The two options are

- TIDE, is our general fundraising appeal
- In Memory is designed for those who are fundraising to remember someone who has died.

6

To select either option simply click on 100% from the dropdown menu and press the Add button.

97%  
98%  
99%  
100%  
100%

Add



7

At the top of the screen two orange boxes will appear as seen below. This means you have choose to send 100% of the money you raise to tide. To finish creating your fundraising page click on the white Continue button.

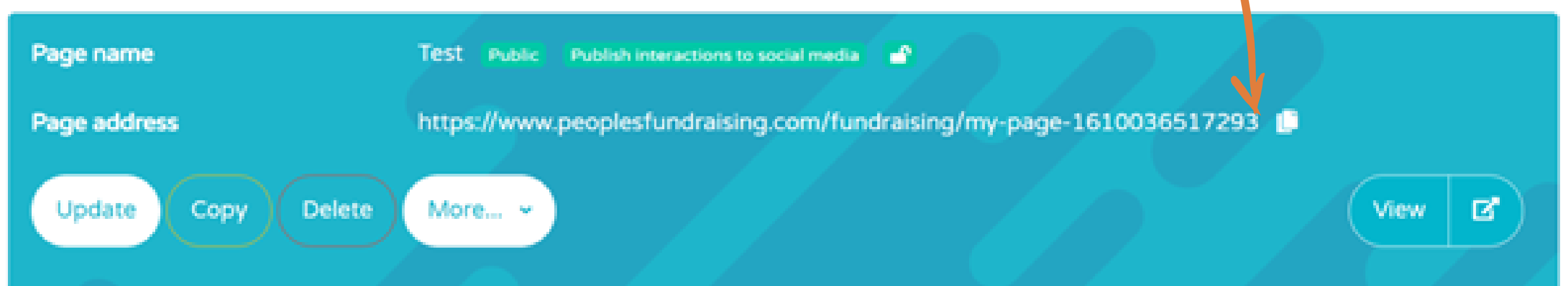
Great. You have a full allocation for your page. Click on  to finish the basic page setup.

100% support for TIDE (Together in Dementia Everyday)



8

You can now successfully create a fundraising page to raise money for tide. A blue rectangle will appear with your page information like the image below.



9

If you wish to update the page, add a picture or your link to your social media click on the white Update button. You will be taken to a page which looks similar to the first page you used to set up your fundraising page, however, there are now a lot more options. The key thing to know is there are four options across the top of the screen like the image below. They are:

- General – takes you back to main Update Fundraising Page screen
- Themes – where you can change the colour and theme of your page. There is no tide theme at this moment in time.
- Image – this is where you can add a picture of yourself or the person you are fundraising for
- Payment methods – you shouldn't need to use this option. The important thing is both options on this tab are set to yes otherwise people won't be able to donate to your page.

## Step 1 of 2 - Update a fundraising page

Use the form below to update a fundraising page. Embed Google maps, YouTube videos, Flickr photos and Twitter feeds into fundraising pages. Use themes to change the look of fundraising pages.

General

Themes

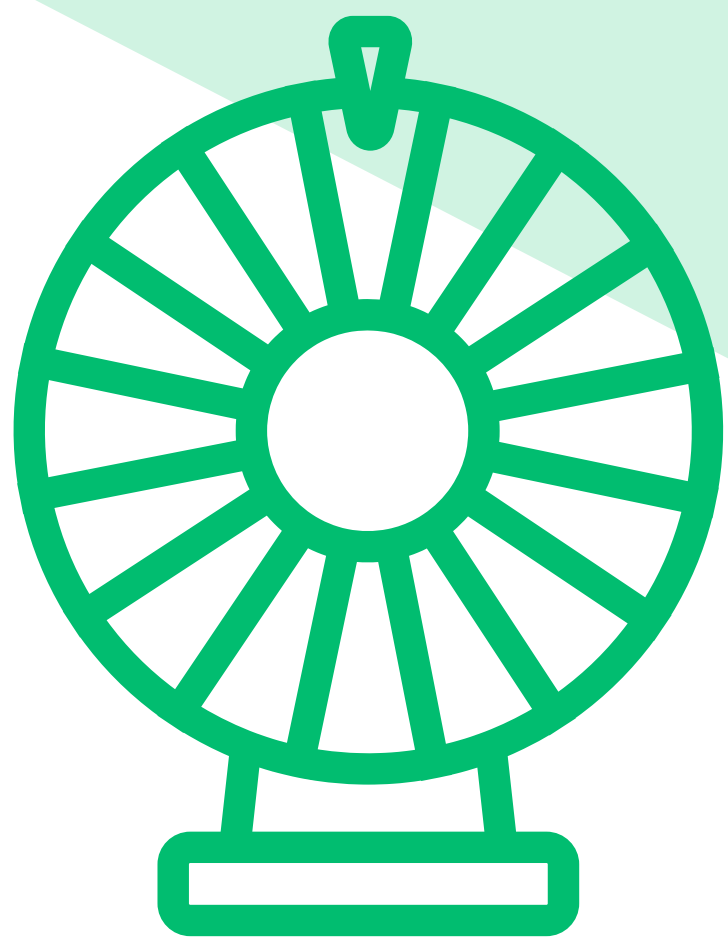
Image

Payment methods

10

Once you have finished making all your changes click on the purple Update button at the bottom of the page. You'll again visit the second stage of the set up process. If you don't want to change anything just click on the white Continue button and your page will be updated. All you have to do now is share the page with your friends and family.





# Setting up a Raffle on People's Fundraising

1

First you have to log in to People's Fundraising. (or sign up if you don't already have an account) Go to <https://www.peoplesfundraising.com/> to do this.

2

Once you are logged in to create a Fundraising page go to [https://www.peoplesfundraising.com/raffle/page/create\\_input](https://www.peoplesfundraising.com/raffle/page/create_input) and create the three page process of setting up your raffle. The first page is made up of five tabs – see image below – the first three are the most important.

## Step 1 of 3 - Create a raffle page

Use the form below to create a raffle page. Raffle pages are used to sell raffle tickets online. Embed Google maps, YouTube videos, Flickr photos and Twitter feeds into raffle pages. Use themes to change the look of raffle pages, to match or complement your own brand.

General Themes Image Payment methods Numbering

3

The General tab is where you put in the basic information required for your raffle. The information they ask for is as follows:

- Page Name – what are you going to call your raffle?
- Page Description – this is where you can talk about why you fundraising for tide
- Page URL – your page name will appear here automatically so only change it if you want to
  - Redirect Supporter To – this allows supporters to be sent somewhere once they have purchased tickets for your raffle. We recommend the tide website.
- For the next five questions we recommend you answer Yes to all of them. This allows your page to be seen on the tide page of People's

Fundraising, people can see how much has been raised by the raffle and how many people have entered and you'll get email alerts every time someone enters your raffle. The twitter question is a nice extra as it allows supporters to share their support on social media. Answering no to these questions won't effect your raffle, however, it may reduce the number of people who can see it.

- Any information you add to the social media section will appear on the raffle page when it is published. For example if you want your twitter feed or tide's to appear on the raffle page simply add it your username. Same for other social media platforms.

Do you want to publish the page? ☒ Yes ☐ No ⓘ

Do you want to display the total on the page? ☒ Yes ☐ No ⓘ

Do you want to display the total number of supporters on the page? ☒ Yes ☐ No ⓘ

Do you want supporter interactions to be published to Twitter? ☒ Yes ☐ No ⓘ

Do you want to receive email alerts? ☒ Yes ☐ No ⓘ

- Click on the Yes button if you wish to display a list of everyone who has purchased a raffle ticket
- Raffle Tickets Sale Dates – enter the date and time of when you would like to start and stop selling your raffle tickets. We recommend picking today's date for the start date. For the end time we'd suggest the time shortly before you draw your raffle.
- Raffle Ticket Price – enter the price for a single raffle ticket. Think of who you are looking to sell tickets to so don't set your price too high or too low.



- Maximum Number of Raffle Tickets – we recommend you set this figure at 1000.

**IF YOU ARE PLANNING ON MAKING YOUR RAFFLE TICKET PRICE MORE THAN £20 OR WANTING TO SELL MORE THAN 1000 TICKETS PLEASE EMAIL FUNDRAISING@TIDE.UK.NET FIRST. RAFFLES OF THIS SIZE AND/OR VALUE MAY BREAK OUR RAFFLE LICENSE AND WE DON'T WANT YOU OR TIDE GETTING IN LEGAL TROUBLE**

We recommend you click Yes to drawing the raffle automatically. This will mean when your raffle closes you will receive the results directly into your inbox.

- Raffle Promoter – tide is the raffle promoter so you can use our details in this section.
- Raffle Administrator – this is you, so please include your email address. Remember it is your responsibility to distribute the prizes people win.

Once you are logged in to create a Fundraising page go to [https://www.peoplesfundraising.com/raffle/page/create\\_input](https://www.peoplesfundraising.com/raffle/page/create_input) and create the three page process of setting up your raffle. The first page is made up of five tabs – see image below – the first three are the most important.

4

The Themes tab lets you decide decorate your Raffle Page using pre-existing themes. We recommend People's Fundraising Green as that is the theme tide presently uses

5

The Image tab lets you had a picture to your raffle page. The picture can be anything you like but we would recommend a picture of yourself, the person you are fundraising for if you are doing that, or the tide logo.

6

The Payment Methods section should be ignored as if you set the question to No, no one will be able to enter your raffle. The Numbering section should only be used if you want to add a special numbering system to your raffle tickets.

7

Press the Purple Create button at the bottom of the page to be taken the 2nd part of the set up process.

8

In the Search Criteria Box type "Together in Dementia Everyday" like the picture below and press Search

Search criteria \*

together in dementia everyday

Search

9

Two options will appear. Whichever option you choose the money will go to tide. The two options are

- TIDE, is our general fundraising appeal
- In Memory is designed for those who are fundraising to remember someone who has died.

10

To select either option simply click on 100% from the dropdown menu and press the Add button.

97%  
98%  
99%  
100%  
100%

Add

11

At the top of the screen two orange boxes will appear as seen below. This means you have choose to send 100% of the money you raise to tide. Click on the white Continue button to move to the final stage.

Great. You have a full allocation for your page. Click on [Continue](#) to finish the basic page setup.

100% support for TIDE (Together in Dementia Everyday)

Delete



12

The final part of creating a raffle is adding the prizes. This section only has two tabs. The Image tab works the same way as the first section and should be used to upload a picture of the prize.

13

The General tab asks for the following information:

- Name – this is the name of the raffle prize
- Raffle Prize Description – describe the prize including who donated it and any additional information people may need to know about it such as any conditions on its use
- We recommend leaving the following question set to No. This means people can see all the information available about the prizes they might win.

Do you want to hide the raffle prize description?

☐ Yes ☒ No

- Quantity – enter the number of this kind of prize. A great way of adding multiple versions of the same prize at the same time
- Raffle Page – the name of the raffle page you have just created should be in the dropdown box. Select it so the raffle prize links with the correct raffle.

14

Press the purple Create button at the bottom of the page to finish the creation processes.

15

Finally, all you have to do is share the page with your friends and family so you can raise as much money as possible for tide.





# Health and Safety Advice

Fundraising should be fun, especially when you are fundraising for tide. To make sure you stay safe and don't break the law, here are a few questions you should consider before you start fundraising

## What permissions and licences do you need to carry out your fundraiser?

Depending on how you want to raise money, you may need get permission first. This could be from the person who owns the room you are planning to hold your fundraiser in or from the local council if you are doing something in public.

Sometimes this process might involve having to apply for a licence from the local council. For example if you are wanting to sell alcohol at your event or want to hold a raffle over a long period of time, then you'll need a licence. This is something tide can help you with but can't do on your behalf.

Did you know you don't need a licence to hold a raffle at your event? As long as you only sell tickets to the people who are attending and you draw the winners before the end of your event then no licence is required.

## Are you being safe with the money you raise?

If your fundraiser involves handling cash then keep yourself safe by following these simple rules:

- Always store money in a seal container such as a cash box – even during your event(s)
- When counting money after your event always do it in a secure location with someone you aren't related to.
- When carrying money home or to the bank always hide it in a bag and take another person with you, if you can
- Always use safe routes. The dark alley may be quicker but may not be safer

## Is your event safe?

We don't want anyone to get hurt fundraising for tide. The best way to ensure this doesn't happen is to carry out a risk assessment. Different kind of fundraisers will have different levels of risk assessments.

For example, holding a coffee morning at your house may only be a couple of lines looking at food hygiene and not burning yourself on your kettle.

An outdoor challenge event like a hill climb will have a much more complex risk assessment and may require hiring first aiders or letting the local rescue services know what you are doing.

If you are holding a fundraiser in a venue, they will probably already have risk assessments and safety measures in place but it is always worth checking.

## Does your fundraiser require insurance?

We want you to fundraise in whatever way suits you. However, this flexibility means your fundraiser isn't covered by tide's insurance so we recommend you take out your own public liability cover if you need it.

## Are you collecting Data as part of your fundraiser?

It is amazing how much data you collect while organising a fundraiser. For example, people may have written their phone number on the back of a raffle ticket. The key thing is to only collect the data you absolutely need, store it in a secure place and destroy it in a secure way, once you no longer require it.

## Is tide here to help?

Of course we are so if you have any questions, please get in touch in the way which suits you.