



SleepOut Fundraising Toolkit

Thank you so much for signing up for the SleepOut and raising vital funds for young people experiencing homelessness.

By taking on this challenge, you're making a real difference, helping us support hundreds of young people. To maximise your fundraising efforts, check out our tips below:



Personalise Your Fundraising Page: Add a profile picture and share your story on why you're participating in the SleepOut. (Did you know fundraisers with profile photos can raise about 80% more on average?)



Self-Donate: Kick off your efforts by donating to your own page, and watch the momentum grow as others follow suit.



Share, Share, Share: Spread the word! Share your fundraising page with friends, family, and colleagues on social media, or even give them a call. They'll love hearing about your journey and may want to support you.



Get Creative: Add a fun twist to your fundraising! Whether dressing up for a day, tackling a 5K run, going bouldering, or swimming laps, choose an activity that excites you and can engage supporters.



Highlight Our Mission: When people understand the impact of their donation, they're more likely to give. Share our mission to end youth homelessness and support vulnerable young people. We've prepared some social copy for you available [here](#).



Blog About Your Journey: Keep your supporters engaged by adding blog updates and photos from your SleepOut challenge! Most donations happen during or after the event, so be sure to showcase your efforts and accomplishments.



Ask for Company Matched Giving: Increase your impact by asking your company to match your fundraising! Use our convenient email template [available here](#).

Donations

Online Donations

Donors can contribute directly to your online fundraising page, with payments accepted via card, Apple Pay, Google Pay, or Android Pay.

Offline Donations

If anyone prefers to donate in cash or via BACS transfer, please ensure that your company and event are referenced in the payment details. Cash donations can be deposited directly into the LandAid bank account, or a bank transfer can be made using the details below.

Company Name: LandAid Charitable Trust
Bank: Lloyds Bank
Account No: 00792706
Sort Code: 30-90-69

Send us a cheque

Cheques may be made payable to LandAid Charitable Trust and sent to:

LandAid
St Albans House
5th Floor
57-59 Haymarket
London SW1Y 4QX

Please include a note letting us know how you raised the money.

Gift Aid your donation

UK taxpayers can apply Gift Aid to their donation which can increase donations by 25% more! This can be done through your Funraisin, or by contacting the LandAid team for a sponsorship form.

Any questions?

If you'd like to discuss your fundraising plans with us, please email us at events@landaid.org