

Fundraise for Hearing Dogs





Helping deaf people to leave loneliness behind and reconnect with life


Registered charity in England and Wales no. 293358 and in Scotland no. SC040486 • Royal Patron HRH The Princess Royal

Welcome!

Thank you so much for choosing to take on a challenge to help change the lives of deaf people.

 If you've already chosen your challenge – great! – you can skip to the next section below. But if you've yet to decide on your challenge we have lots to choose from on our website at www.hearingdogs.org.uk/events or you can find your own challenge or even make up your own! Go to www.hearingdogs.org.uk/ownchallenge for more ideas.

 Once you've chosen your challenge, set up a fundraising page on JustGiving and start raising funds to help more deaf people leave loneliness behind and reconnect with life. If you need help setting up your fundraising page, see page 3.

 Do share your photos and be sure to tag our social media channels!
Twitter: @HearingDogs
Instagram: Hearing Dogs
Facebook: Hearing Dogs for Deaf People

You can also share your success with others who are taking on challenges for Hearing Dogs on our Facebook group at <https://www.facebook.com/groups/challengesforhearingdogs/>

We encourage people to share images of their challenge on the Facebook group. By sharing images you consent to us using these images for marketing and promotional purposes, which is a really important way for us to raise awareness. If you prefer that we don't use your images, please email us at events@hearingdogs.org.uk

Kick-start your fundraising!

Creating your own fundraising page is fast and easy, all donations your sponsors make are transferred straight to Hearing Dogs.

Here's How to Set Up Your Online Fundraising Page

1. Simply visit www.justgiving.com
2. Follow the step-by-step instructions to create your own fundraising page.
3. You're ready to start fundraising!

Other Ways to Collect Sponsorship

You can find a sponsor form in this fundraising pack on page 7. Please print as many copies as you need.

Here are 8 top tips to kick-start your fundraising and keep the momentum going!

1. Personalise your message

The best fundraising pages tell a really good story. Let people know why you're fundraising, explain why Hearing Dogs deserves support and what donations could buy e.g. £30 will buy a hearing dog's uniform.

2. Add photos and videos

Personal photos make your page much more engaging. Even better, add your own video. It gives you lots of scope to be funny, imaginative and compelling (no pressure!), and gives your supporters a good reason to forward your page to their friends.

3. Tell everyone about your page

Ask your closest friends and family to donate first. An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones, all the better! Fundraising page links can easily be shared across social media sites and messaging apps, including WhatsApp, so it's easy to let your contacts know you are fundraising.

4. Publicise your page

If you can, why not ask to publicise your page at work? Maybe you could share the link to your page on your company's intranet? Don't be afraid to share your page across all your social media platforms and remind people that you are fundraising a couple of times in the run up to your event.

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5. Put a link in your email signature

Add the web address of your page to your email signature, that way every email you send raises awareness of your fundraising and attracts more donations.

6. Update your page

Post regular updates on your progress and upload new photos of training etc. It gives people a reason to come back to your page and encourages them to donate again or to send your page on to their friends.

7. Don't be afraid to follow up

Be persistent. It takes more than one round of reminders to reach your target. You know what it's like – people mean to donate but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and to ask them to send your page to their contacts.

8. Personalise your thanks

Saying thank you is important. If fundraising with a JustGiving page, you can edit the thank you email that is automatically sent to people who donate, by logging in to your account and going to 'Edit your thank you message'.

Looking for other ways to boost your fundraising?

Why not host a foodie event?

Whether at home or work, for friends, family or colleagues, food-based activities are sure to be a winner!

Foodie event ideas: BBQ, cake sale, coffee morning, ([download](#) our Paws for Cake pack), Come Dine With Me evening, garden party, or picnic.

A social occasion?

Hold a fashion show, musical recital/concert, bingo night, casino evening, beer festival, Christmas party, games night, murder mystery evening, host a quiz ([download](#) our Quiz pack), have a dress down day at work, treasure hunt.

Or maybe sell some stuff?

Book sale, jumble sale, car boot sale, cake stall, hold an auction of goods, tombola or raffle, sell craft items, hold a car wash, hold an auction of services.

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Help to create a partnership like Jenny and Xander

After being held back by years of isolation, the sky's the limit for Jenny with Xander by her side!

"Xander completely turned my life around. I used to be isolated and depressed. I had hardly any friends, and no one understood my deafness.



"I'm a completely different person now. My mental health has improved and I've gained independence. I've made friends because I have more confidence and because people come up to speak to me when Xander is wearing his burgundy jacket, which tells people I'm deaf. Before, I used to hide my deafness because I was embarrassed.

"With Xander by my side I feel safer. I now live on my own, whereas before I had never spent a night on my own. He is the best thing that's ever happened to me!"

By taking on a challenge for Hearing Dogs you will be directly helping more deaf people like Jenny to leave loneliness behind.



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How your donation helps

Hearing Dogs for Deaf People believes that nobody with deafness or hearing loss should feel alone. This is why we train dogs, and provide other services, that help deaf children and adults to leave loneliness behind and reconnect with life.

- £5** Provides a dog with a collar, essential to keep them safe when out and about
- £10** A selection of dog toys and treats for our hearing dogs and puppies
- £15** A training lead to help our pups learn how to walk nicely when out and about
- £30** A hearing dog uniform, bringing visibility to an otherwise invisible disability
- £50** A high quality bed for our pups, supporting their development and growth
- £80** Puppy starter pack including toys, food, collar, lead and training aids
- £100** Training equipment to help teach our pups good obedience
- £150** Food for a hearing dog for a year, keeping them strong and healthy



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