



Dublin
Simon
Community

CHY5963

Fundraising Pack

WWW.DUBSIMON.IE



LONGEST DAY

It's our time to end homelessness.

Why should you fundraise for Dublin Simon Community this Longest Day?



For most, the longer, brighter evenings mean a chance to get more out of the day. But for the 1,453 families, 4,487 single adults, and 3,181 children living in homelessness in Dublin, it means more time to roam the streets and more time to worry about where to stay. With 73% of Ireland's homeless in Dublin, The Longest Day Festival aims to raise essential funds to help make the longer days easier for our city's most vulnerable.



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



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



Step 2

Choose the fundraiser you want to do

LONGEST DAY

It's our time to end homelessness.



The first step to setting up a fundraiser to support Dublin Simon Community is to decide what type of fundraiser you're going to hold. The key is to find something that you're good at and/or enjoy as this will help drive the fundraiser forward and will make it more fun for you and everyone involved too!

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

Sing for Simon / Seis for Simon



Stand-up for Simon



Sizzle for Simon



Sports Day for Simon



Steps for Simon



Street Party for Simon



Step 3 Register Your Event



The next step is to 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



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

Completing this form will also get your event page set up on iDonate meaning that you can easily raise money!

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



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

Where do I apply for a permit?

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.

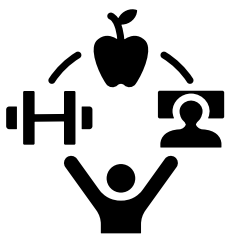
Step 5

Fundraising Tips



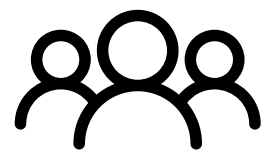
Top tips that have helped create successful fundraisers in the past

As there are many different types of fundraisers, some of these tips may apply and some may not but have a read through to help with your own fundraiser.



Use your own skills or goals to your advantage - Linking a fundraiser with your own life will make it easier to organise and it will feel less like extra work. If you have a skill then make sure to leverage that in your fundraiser. Alternatively, if you've had a goal on your bucket list for a long time then why not kill two birds with one stone and use this goal to guide your fundraiser.

Get your local 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 may help you by donating or sponsoring, some may advertise the event for you, some may help with elements of your event or fundraiser, and some may match any donations that come in, but you'll never know if you don't ask!

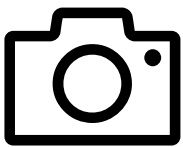
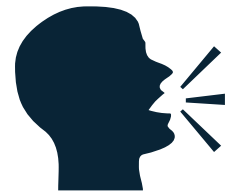


Emphasise the deadline - Make sure that you emphasise the deadlines for both your event as well as your fundraising deadline. Don't take it for granted that the information is available somewhere, as some of your audience may have missed this so remind them whenever you can.

Fundraising Tips Continued

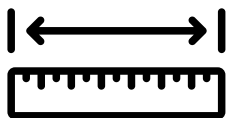


Tell your story - Tell people what you're doing and why you're doing it for Dublin Simon Community. People love to be told a story and understand why they are donating money.



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



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 –social media channels that are relative to your audience. 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.

Promote Your Event Continued

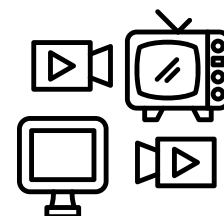


Email – Sending out emails to your audience can be a great way of keeping people up to date. Sending meeting requests or e-invites can allow your audience to save the date right in their email.



Know your audience – The more you know about the audiences that 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 – These can be a great way to attract audience members that you don't have a connection with online. Posters can be put up around your club, local shops, churches, schools, pubs and many other places. Just make sure to ask the owner if they are happy for you to put up a poster.



Dublin
Simon
Community

CHY5963

Thank You

For your support this Longest Day!!



LONGEST DAY

It's our time to end homelessness.