



Your FUNDRAISING GUIDE

All the advice and tips you need



Welcome to #TeamLullaby!

Thank you for choosing to help us save more lives and support more families. We are entirely reliant on donations so our work can only continue with you on our team.

Your vital support will help us be there for families when they need us, whether that's with our expert safer sleep advice for babies or bereavement support for those that have experienced the death of a baby or toddler. Since we formed, our work has been pivotal in reducing the rate of sudden infant death by over 80% but with around 200 unexplained deaths of babies and toddlers in the UK each year, there is still more work to do.

In this pack you will find tips and advice to hold a fantastic fundraising event plus information about the difference your support will make. Have a read through and if you have any questions or want to chat about your ideas, do get in touch – we'd love to hear what you've got planned!

Thank you for being part of Team Lullaby.

**Best of luck,
The Lullaby Trust Fundraising Team**

**fundraising@lullabytrust.org.uk
020 7802 3200**





OUR WORK

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 3 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero.

Through educating parents on how they can reduce the risk of SIDS and investing over £12million in research, we have played a key role in reducing the number of babies who die from SIDS by over 80%, saving the lives of more than 29,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families, through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

168



SIDS claims the lives of approximately 168 babies every year in the UK: that's around 3 babies a week

1 PER 4,207

The current unexplained infant death rate in the UK for live births.



83%

The rate of SIDS has reduced by 83% since the Back to Sleep message was launched in 1991

How your support will make a difference



£45

Could pay for a support package to be sent to 5 bereaved families

£160

Could pay for 50 families to receive a copy of our 'Safer Sleep for Babies Guide for Parents', containing advice on how to sleep their baby more safely to reduce the risk of SIDS

£320

Could pay to train 10 health professionals in safer sleep advice about how to reduce the risk of SIDS, which they can pass on directly to the hundreds of parents they each work with

£550

Could pay for our bereavement helpline to provide advice and support to 25 first-time callers. Our support service is available whether people are newly bereaved or the bereavement was many years ago



Top 10 tips for fundraising success

1. SET A TARGET

Set yourself an ambitious but achievable target to motivate you and encourage others to support you.

2. FUNDRAISE ONLINE

Online giving pages, such as justgiving.com, are a really easy way to collect sponsorship as you don't have to handle any cash. The most successful pages are personalised with photos and stories.

3. GET ORGANISED

Start early. Break down your fundraising target into manageable chunks and think of fun ways to raise each mini target. This will make your target seem less daunting and more enjoyable!



4. SHOUT ABOUT IT

Talk about your fundraising at every opportunity. Post on social media, add it to your email signature and even approach the local paper.

5. TELL YOUR STORY

Let people know why you're supporting The Lullaby Trust and how their donations will help – see 'How your support will make a difference' on page 5 and on our website.

6. GIFT AID IT

Make sure your UK tax paying donors tick the Gift Aid box on your sponsorship form or online giving page as this will allow us to claim an extra 25p per £1 of every donation.

7. DOUBLE YOUR MONEY



Many workplaces offer a matched giving scheme to double any fundraising that their employees do; ask your HR department if this is available. If not, they may be willing to make a contribution or even donate a prize to a raffle or auction that you are organising.

8. TEAMWORK MAKES THE DREAM WORK

Think about your networks and how people can help outside of donating. Do you have a talented baking colleague who can contribute to a cake sale? Or a neighbour who owns a shop that you can put a collection box in? It can seem awkward to ask but you'll be surprised how willing people are to help if you do!

9. BE PERSISTENT



You may find that you have to post links to your online giving pages or send multiple emails to encourage donations. Often people intend to donate but forget and just need a prompt so don't be shy about sending regular updates and reminders. Pay day is always a good time to ask!

10. SAY THANK YOU

THANK YOU

Thanking your donors is the most important thing you can do. Let them know how your challenge or event went and how much you raised in total. Most of all, tell them how grateful you are for their support.



Meet our Lullaby Heroes!



St Mary's Catholic Primary School held a Pyjama Day in memory of Alfie and raised over £90





Declan raised £1000 in memory of Imogen by running the Mini Great North Run



East London Mother and Baby Unit raised nearly £400 from their cake sale!



Sinead and the Health Visitor Harriers raised over £1000 by running the Belfast Marathon Relay



Angie and Michael raised over £1100 in memory of Lily Iris by completing the London to Brighton Challenge

Big ideas

A group of four people, three women and one man, are smiling and posing for a photo. They are wearing orange and yellow t-shirts with a logo that says 'runners'. They are standing in front of an outdoor obstacle course with yellow blocks and a sign that says 'Marshes Point 21'. The background shows trees and a cloudy sky.

LOOKING FOR INSPIRATION?

The next few pages are bursting at the seams with fantastic fundraising ideas but you can find even more on the 'Support Us' section of our website.



GET ACTIVE

SPONSORED-ATHON

From swimathons to zumbathons, get sponsored for going extreme.

SPORTS DAY

Recreate the memories with egg and spoon and three-legged races.

VIRTUAL MARATHON

Hop on the treadmill or static bike to rack up those miles.

VISIT IN A DAY

Walk between tube stations, football stadiums or well-known attractions in 24 hours.

FUN WITH FRIENDS

COME DINE WITH ME

Prepare a slap-up meal for friends in return for donations for what they would be willing to pay in a restaurant.

QUIZ NIGHT

Get those competitive juices flowing and put your general knowledge to the test.

PAMPER EVENING

Fundraising using face packs, what better excuse to treat yourself?

BLACK TIE BALL

Get your glad rags on and dance the night away!



Lullaby Hero



Zack took on his very own 40 for 40 challenge, by completing 40-star jumps, press ups and sit ups each, followed by a 40-minute run. He also helped organise the Ashford Spartans charity football matches in memory of Archie. They raised over £1900!

“ It was a great occasion again and we felt more connected this year as Archie’s mother presented the trophy. Involving their family brought everyone closer together and it was joyful. We were very proud to do so. ”

THE CLASSICS

RAFFLE OR AUCTION

Approach local businesses to contribute prizes.

BAKE SALE

No one can resist a slice of cake. Why not join us for Bake it for Babies in October?

SWEEPSTAKES

Perfect during big events like sports tournaments, awards season or even the Great British Bake Off!

TOMBOLA

Collect bottle donations from friends and family then set up at a local fair or boot sale.



USE YOUR TALENTS

GET CRAFTY

Cracking at crochet? Picasso with a paintbrush? Sell your masterpieces at fairs and boot sales.

NEW SKILLS

Do you or a friend have a skill to share? Teach others for a donation!

HIRE ME

Offer to do odd jobs such as dog walking, lawn mowing grocery shopping.

BREAK A WORLD RECORD

The most, the biggest, the longest...what will you achieve?

Emma, Zoe and James ran the Hackney Half Marathon in memory of Thea and raised over £10,000



AT THE OFFICE

DRESS DOWN DAY

Keep it casual or set a theme such as wacky hair/tie/socks day!

DARE THE BOSS

Set a target for donations to see your boss do something daring.

SHARED LUNCH

Everyone brings a dish and donates to dig in.

OFFICE TO OFFICE

Get a team to walk or cycle between your office or factory locations.

SEASONAL CELEBRATIONS

EASTER EGG HUNT

Hide the treats in your garden or local park.

BONFIRE NIGHT

Roast marshmallows, serve hot chocolate and put on a fantastic firework display.

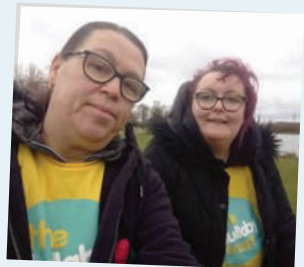
SECRET SANTA

Lower the spending budget and donate the difference.

DONATE YOUR BIRTHDAY

Ask for donations in lieu of gifts or set up a birthday fundraising page on Facebook.

The Parr family took on the February Fifty challenge and walked 50 miles in memory of Cameron



Lullaby Hero

Grace raised **£745** in memory of her brother Craig.

“ Craig sadly passed away aged just 6 months old from SIDS. My lovely Mum and Dad had four other children all under the age of 8 and their world had just fallen apart. This is where the support from The Lullaby Trust was a saviour. Their support helped my parents carry on living and being the most amazing parents to me and my siblings.

In the year that would have been Craig's 30th and Mum's 60th I chose to challenge myself to go back to where these memories came from, my hometown of Hull, and run the Hull Half Marathon in their memory whilst also supporting The Lullaby Trust. ”

KEEP IT SAFE & LEGAL



It's important to have fun and enjoy your event! It's also important to stay safe and within the law, so you'll need to follow some guidelines. If you're not sure about something, just get in touch with us.

YOUR RESPONSIBILITY

The charity cannot accept any responsibility for your event or its participants; if your event involves the public it's advisable to look into acquiring public liability insurance. You must ensure that all donations from your event are paid to The Lullaby Trust as promptly as possible and you should make it clear in your promotions of your fundraising whether any money will be used to pay for any costs.

CHARITY NUMBERS AND BRANDING

The Lullaby Trust's registered charity number is 262191 and must be shown on all printed materials that you use, including letters and posters. Please contact us for guidelines and permission to use our logo.

RAFFLES AND LOTTERIES

If you intend to hold a raffle or prize draw at your event please get in touch with us first as these are regulated by the law and certain rules may apply.

FOOD HYGIENE

If you are providing food at your event, make sure it is stored, prepared and cooked correctly and remember to label all food that contains nuts or other allergens. Visit food.gov.uk for more information.

COLLECTION TINS AND BUCKETS

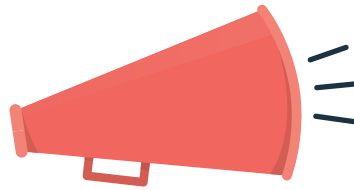
Street collections or collections on public property must be registered with the local authority, who will issue a collection licence. Those on private property will require the permission of the property owner or manager.

Lullaby Hero

Judy and Anna completed a Miles in Memory walk, walking 31 miles over 2 days and raising more than **£800**. Judy also came to support at our London Marathon cheer point too.

“ Anna was nearly 3 years old when Jessica died suddenly and unexpectedly at just 7 weeks. After Jessica died we would visit her grave together and she would take little pictures she had drawn. Now, 31 years on, Anna has her own young family and leads a busy life and I am retired I now have more time to try new things and reflect and act on what is important in life. As a volunteer befriender and a bereaved mum, I know this is such a valuable and important charity to support. ”

SPREAD THE WORD



Make sure you let as many people as possible know about the amazing things you're doing to support The Lullaby Trust so that they can help you out!

SOCIAL MEDIA

Post regularly about your event on Facebook, Instagram, Twitter and whatever other social media site you use! Share photos and videos of your progress, links to your online giving page and information about The Lullaby Trust and why you're supporting our work.

Be sure to thank people. A personalised social media post for each donor is a lovely touch.

Ask your friends to share your posts so that they reach a wider audience.

If appropriate, Facebook Live is a great way to share your event and progress in real time. Alternatively, live tweeting can work too!

Don't forget LinkedIn. Sharing your fundraising with corporate contacts can lead to donations from companies or possibly matched funding.

Tag @lullabytrust in your posts and use #teamlullaby so we can see what you're up to and support you.

LOCAL NEWSPAPER AND RADIO

Local press coverage can be a great way to promote your event or even encourage donations from people you might not otherwise reach. We can give you guidance on talking to the press.

EMAIL SIGNATURE

If you have an online giving page, pop a link to it in your email signature – simple but effective!



DRESS IT UP

To help make your event look the part, we have various fundraising materials that you can request. Just choose what you'd like from the list below and the quantity you need and email your request to fundraising@lullabytrust.org.uk.

Please remember to include your name, address and event details and give us as much notice as you can (at minimum, 5 working days).



Posters to advertise your event
(max 10)



Sponsorship forms
(max 5)



Collection boxes
(max 3)



Stickers
(max 50)



Balloons
(max 20)



Wristbands
(available on a sale and return basis)



Badges
(available on a sale and return basis)



T-shirts
(£8.50 each)

FUNDRAISING ONLINE



Setting up an online giving page is a great way to collect donations; you don't have to handle any cash and all the money gets forwarded straight to The Lullaby Trust. It's also really easy to share the link to your page with others.

1

Go to justgiving.com/lullabytrust and select 'fundraise for us'. Follow the steps for setting up your page.

2

Add a photo – Fundraisers who add a profile picture tend to raise 15% more.

3

Tell your story – Write about why you've chosen to support The Lullaby Trust and what you're going to be doing.

4

Set a target – Target setters raise up to 46% more!

5

Be the first to donate – People are more likely to give to a page that has already been donated to and by being the first you are showing commitment to your target. Plus, the amount you donate sets a precedent and others are likely to follow your suggestion.

6

Share the link – You can send the link to your page via email and WhatsApp directly to your contacts and share widely on social media. Post it regularly along with updates about how your challenge or activity is going.

7

Add offline donations – Update your total with any money that you received via cheque or cash so that everyone can see your target progress.

8

Thank your donors – You can edit the automated message that is sent to your donors but a personal thank you is even better.

SEND IN YOUR MONEY



There are a number of ways that you can get the money that you raise to us. If you received sponsorship or donations in cash you should deposit it in your bank account and then choose one of the following methods to pay it in to us – please don't ever send us cash in the post.

VIA OUR WEBSITE

Visit lullabytrust.org.uk/donate and make a single donation. Don't forget to include details about how you raised the money.

BY PHONE

Call **020 7802 3200**. You will need your card details handy to give to our friendly fundraising team.

BY POST

Cheques or Charities Aid Foundation (CAF) vouchers should be made out to 'The Lullaby Trust' and sent to The Lullaby Trust, CAN Mezzanine, 7-14 Great Dover Street, London, SE1 4YR. Please include a note with your details and information about what you did to raise them money.

BY BANK TRANSFER

Get in touch with us for our bank details if you would like to make a direct transfer.

ONLINE GIVING PAGES

If you selected The Lullaby Trust when you set up your online giving page, the money will come directly to us, so you can sit back and relax! Please note that this is not the case with crowdfunding pages so you will need to transfer the money from your bank account.

Lullaby Hero



Leanne took on the Yorkshire Three Peaks in memory of her son Thomas and raised more than **£1100.**

“ Our son, Thomas was taken from us in 2021 at 8 weeks old and left behind his twin sister Evie. As a mark of the anniversary of Thomas’ death, we wanted to do something in his memory and also to raise money to support the fantastic work of The Lullaby Trust in the hope that we could help to spare other families such a devastating loss. The challenge was one of the hardest things we have ever done. towards the end of the walk the sun shone down on us, almost as if Thomas was cheering us on. A great day and such a feeling of achievement. ”



“Over the last few years we have raised over £8,500 for The Lullaby Trust. I will continue to support The Lullaby Trust for awareness, but also so no other parent has to feel alone. Millie Grace where I go you go.”

*Jessica,
bereaved Mum*

SHARE YOUR STORY

You can help encourage others to support our work by sharing your fundraising story. We share supporter stories on our social media, our website and in some of our publications - we like to show off about how fantastic our supporters are!

After your event, we'd be hugely grateful if you could take 10 minutes to jot down a paragraph about why you decided to support The Lullaby Trust, what you did and how much you raised. You could even include some fundraising tips for future supporters.

Visit lullabytrust.org.uk/support-us/share-your-story to download a form which you can write your story on and email to us.

Thank you for helping to save lives and support families.

You're a Lullaby Hero!



CONTACT US

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