



Support for travel people in need

ABTA LifeLine Fundraising Guide

*Here's a handy guide to help you get your fundraising for
ABTA LifeLine started*



@ABTALifeLine

abtalifeline.org.uk



Thank you!



It is thanks to wonderful people like you that we can give our travel industry colleagues the financial support they desperately need to get back on their feet.

ABTA LifeLine is ABTA's charity.

We provide financial support to current and former employees of ABTA Members and their families.

From medical conditions and disabilities to unexpected circumstances that put real pressure on finances, our support ranges far and wide.

First things first

The first step is to decide what you would like to do in order to raise money for ABTA LifeLine.

The most important thing is to choose something that you *enjoy* doing!

Check out our A-Z of fundraising ideas for inspiration...

Get some inspiration what could you do

A-Z OF FUNDRAISING IDEAS

Auction Prizes or promises A	Arm Wrestling Competition A	Bingo Bad Tie Day Balloon Race Baby Picture Quiz B	Cake Sale C	Copper Collection C	Car Boot Sale C
Five-a-side Competition Firework Display Foreign Coin Collection Flash Mob F	Expedition Exercise Bike-a-thon E	Dress Down Day Darts Tournament D	Guess the... - Number of sweets in a jar - Balloons in a car - Weight of the cake Go Karting G	HulaHoop-a-thon Horse Race Half Marathon H	International Theme Lunch I
Jeans Day Jazziest Jumper J	Karaoke Knobbly Knees Competition Kayak Challenge K	Loudest Tie Lands end to John O'Groats Ladies Lunch/ Ladies Night L	Mastermind Mad Hatters Tea Party Murder Mystery Evening M	Netball Match Boys Vs Girls N	Office Olympics Obstacle Course O
Penalty Shoot out Parachute Jump Payroll Giving Pamper Party P	Quiz Night (who's the) Quickest Competition Quit It Question of Sport Q	Raffle Role Reverse Day R	Penalty Shoot out Parachute Jump Payroll Giving Pamper Party P	University Challenge Unwanted Presents Sale U	Tennis Tournament Themed Event T
Something Sponsored Space Hopper Race Skydive Salsa Evening S	Variety Show Volleyball Competition V	Yacht Race (Just say) YES Y	Walk to Work Who said that? Wacky Races W	X Marks the Spot Treasure Hunt X Factor X	Zen day – sit back and relax once your fundraising is done Z



A
to
Z

Fancy a challenge?



Sports mad? Adrenaline junkie? Do you have a personal challenge you want to tick off the list?

From cycles and treks to marathons and swims, there is something for everyone. Get in touch to see if we have charity places for your chosen sporting event. If you have already secured your place and would like to raise money for ABTA LifeLine, please let us know! We are here to support you throughout your fundraising journey.

Not sure which event is right for you? Give us a call or drop us an email and we will find something that works perfectly. We can also give you lots of advice for training and will send you your very own ABTA LifeLine vest to wear on the day!



Big Charity Day

Get involved in our Big Charity Day!

This is our main fundraising and awareness day where we encourage the travel industry to come together and host a fun and exciting event – big or small – to help families and individuals in real need.

For more information, see event details at abtalifeline.org.uk

What now?

ABTA
lifeline

Sponsorship

Now it's time to shout about it! Make sure everyone knows what you are doing and why you are doing it. Contact us for flyers and oodles of information to share about the charity. People may not have heard of ABTA LifeLine so be ready to wow them with the variety of work we do.

Online Fundraising

The quickest and easiest way to collect donations and sponsorship is online using a JustGiving fundraising page. JustGiving pages are safe and secure and they make donating and collecting so much easier. JustGiving automatically adds Gift Aid for donors who are UK tax payers and that money comes straight to us.

Give your page a personal touch. Share information about what you are doing, why you are doing it, why you chose to fundraise for ABTA LifeLine and what a challenge it will be. Add your own photos and keep your supporters updated along the way. Include links to our website, case studies and YouTube channel.

Have a target

It's easier to fundraise when you have a goal and it's always good to

communicate your target with your sponsors so they can help you reach it.

TIP: Ask for donations after pay day – people are likely to be more generous if they have just been paid!

Ask and you shall receive

Don't just tell family and friends what you are doing, *Ask* them to sponsor you.

Matched giving

Ask your employer to match fund your donations £1 for £1.

TIP: If you are taking on a fundraising challenge, include this in your email signature with a link to your fundraising appeal.

Tell everyone what you are doing

Email your friends, family and colleagues, stick up posters on your staff noticeboard and include something on your intranet. Don't forget to include information on how everyone can sponsor you!

Get Social

Promote your activity on your social channels with your sponsorship link.

Keep your pages updated with fun and engaging photos, videos and stories about how your event or challenge is going. A sweaty picture at mile 25 may encourage people to donate!

TIP: Mention us when using Facebook & Twitter so we can help promote your event!

Gift Aid it

Don't forget to ask supporters to Gift Aid their donation.

Remind people that if they are a UK tax payer, for every £1 they donate, ABTA LifeLine can claim an extra 25p at no extra cost to the donor.

JustGiving donations do this automatically, however, if you are using a sponsorship form, make sure they know to tick the box!

Paying your donation

Bank transfer

You can make a payment directly into our account. Please call us on 020 3693 0171 for details.

Card Payments

If you would like to pay by card, please call us on 020 3693 0171 to arrange payment.

Online Fundraising

If you are raising money through sites such as JustGiving, your funds will be automatically transferred to us.

Cheque

Please send your cheque, made payable to ABTA LifeLine, along with your name and details of your event to:

ABTA LifeLine
30 Park Street
London
SE19EQ



Keeping it safe and legal...

It's important that you have fun while fundraising, but we also want you to stay safe and know the rules and legal requirements. Here we have outlined some things to consider.

Have you thought about:

- Licenses, e.g. alcohol/public entertainment license
- First aid cover
- Wheelchair access
- Food hygiene
- Insurance

⇒ Visit the [institute-of-fundraising-uk.org.uk](https://www.institute-of-fundraising-uk.org.uk) for extra advice and to ensure that everything you are doing is legal.

Don't forget to include our name, logo and Registered Charity No 295819 on any promotional material and be sure to state that your event is 'in aid of ABTA LifeLine'.

Thank you and good luck!



Thank you from the team at ABTA LifeLine. Your support means we can help even more families and individuals who are struggling within our travel family.

We would love to hear how your event went and see pictures so don't forget to share them with us!



Give us a shout...



@ABTALifeLine



lifeline@abtalifeline.org.uk

abtalifeline.org.uk