

Empowering your community supporters to share their story

Fundraising Everywhere Community Fundraising Conference
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Overview

- Why stories are important
- Overcoming internal barriers
- How to prioritise storytelling
- How to support and empower fundraisers
- The power of celebrating success

Why stories are important

- People give to people
- Stories
 - inspire
 - educate
 - engage people
 - to **take action**



**Free counselling to help transform
young lives**

How to overcome internal barriers

- Common fear – it will expose and upset service users
- Help people understand fundraising
 - inspire, engage and energise
- Be clear and keep it simple
 - **Why** you need their help
 - **How** they can help
- Be transparent
- Work **with** people not against them
- Be thankful

More money = greater impact

How to prioritise storytelling

- Add it to your to do list!
- Collect little and often
- Don't fear the unknown
- Share the load
 - Who else can help?
 - How will they capture content?
- Get permission - keep the momentum up
- Add to story bank – multiple uses

Storytelling may not be urgent
but is **important**

How to support your fundraisers

- Be human – be **you**!
- **You** are a fundraiser – not a passive information gatherer
- Your role is to **inspire and build relationships**
- Pick up the phone – be thankful, friendly, reassure!

Q - Why did you decide to fundraise for us?

Q - What are your motivations?



How to empower your fundraisers

- Many worry – “I don’t want to ask people for money”
- Your role – remind them they are inspiring people to give.
- Make it easy for people
- Provide examples - £50 could help provide one counselling session



Can you support more young people like Charlie?

Children’s Mental Health Week takes place between February 5th – 11th.

The theme ‘My Voice Matters’ will raise awareness about the importance of children and young people’s mental health and well-being.

Celebrate success with a smile

- Thank
- Help people feel great
- Remind supporters **how** they have helped
- Share their story
- Don't forget the small wins





Questions

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