

Northamptonshire Rape Crisis

CHARITY FUNDRAISING PACK



For a county where everyone is free from the fear and experience of sexual violence, rape and sexual abuse

WELCOME TO TEAM NRC

Thank you for choosing to support Northamptonshire Rape Crisis. The money raised by fundraisers like you makes a genuine difference to the lives of sexual violence survivors across the county.

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The information included in this pack will help you to make the most of your fundraising.


Every penny you raise will go toward helping a victim of rape, abuse or sexual violence to cope, recover and move on.

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Join our community on social media:

[Facebook](#) 'X' [Instagram](#)

We're here to support you as you prepare for your fundraising event. If you have any questions, you can get in touch in the following ways:

 : 01604 250721

 : info@northamptonshirerapecrisis.co.uk



"This was the best thing to happen to me. I feel like I'm quite emptied out of everything that's hurt me, disappointed me, troubled me, tied me up, depressed me, confused me and generally damaged me. Thank you"

[Service User]

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WHO ARE NRC?

Northamptonshire Rape Crisis are the only specialist sexual violence support service in the county. We're a Registered Charity who offer counselling, practical & emotional support to survivors of rape, sexual violence and abuse. We work with survivors aged 14+, of any gender or identity, and regardless of when the abuse happened.

C.I.O. Charity No. 1156246

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Fundraising for NRC is different

Unique Impact

NRC are the only service in Northamptonshire offering specialist, trauma-informed counselling specifically for survivors of rape and sexual violence. We are free to access for anyone who would benefit from our services. We operate in an environment where reports of rape are often not treated with an adequate level of seriousness or take many years to move through the criminal justice system. Therefore, specialist services are a vital part of victim wellbeing.

NRC also do important advocacy and activism work, opening up conversations and challenging societal attitudes.

Unique Challenges

But fundraising for NRC isn't like fundraising for some other charities. We address topics and deal with issues that can make people uncomfortable or feel triggered. Some don't want to discuss the issue, or may even question the need for services like NRC. Others may make a disclosure of abuse to you unexpectedly. We're here to support you with these unique challenges.

TOP TIPS...

- Tell people why you've chosen to fundraise for Northamptonshire Rape Crisis. Stories can make a big impact on fundraising.
- Keep your communications sensitive and light, while remaining informative to get across your key messages.
- Have facts and figures at your fingertips (check out the 'Facts & Statistics' area of the Rape Crisis England & Wales (RCEW) website).
- Be ready to chat and challenge but try to put your potential donors at ease.

If someone discloses an incident to you, respond with empathy and signpost them to our services. Remember that we're here to support you too. You can phone our office for any help or emotional support you need.



GLOSSARY OF TERMS

It's important to use the right terminology when talking about sensitive subjects like rape and sexual violence. Use this glossary to help communicate your message and boost your fundraising.

CBT – a form of talk-therapy which teaches people coping skills for dealing with different problems

Coercion – an act (or a pattern of acts) of assault, threats, humiliation and intimidation that is used to harm, punish or frighten

Consent – permission for something to happen or agreement to do something

Counselling – a form of talk-therapy where professionals help clients talk through problems they are facing in their lives

Disclosure – telling another person about an incident or experience of violence

Flashing – when someone shows their genitals in order to scare or upset another person

Harassment – unwanted behaviour which makes an individual feel uncomfortable, humiliated or distressed

Psychoeducation – the process of learning about and understanding mental health & wellbeing

Rape – unwanted, forced or non-consensual sex

Rape Culture – an environment where sexual assault and abuse have been normalised or trivialised

Revenge Porn – explicit images or videos of a person posted on the internet, without the consent of the subject and in order to cause them distress or embarrassment

Sexual Violence – a term used to describe any sexual activity that happened without consent

Spiking – when someone puts alcohol or drugs into another person's drink without their knowledge or consent

Stealthling – when someone lies about putting a condom on or removes it without the other person's consent

Trauma-Informed – an approach to care interventions which understands that trauma exposure can impact an individual's neurological, biological, psychological and social development

Trigger – something that happens which causes a painful memory to resurface

Victim/Survivor – an individual who has experienced sexual violence

Getting your messaging right around rape, sexual violence and the cause you're supporting will help you reach more people and gain more supporters.

Your comms should be:

AUTHENTIC SENSITIVE
COMPELLING



HOW DOES YOUR FUNDRAISING MAKE A DIFFERENCE?

As a charity, we rely on donations and fundraising to continue offering our vital services to survivors of sexual violence. No amount is too little to make a difference to someone. Here's how your donations could be used:

£60

Helps train one of our specialist sexual violence counsellors

£20

Provides a 1-hour counselling session for a rape survivor

£

How is the Money Spent?

£10

Helps someone affected by sexual abuse attend a support group

£

We can offer outreach and alternative locations for counselling and emotional support services.



TOP TIPS FOR FUNDRAISERS

1

Set Up a Fundraising Page

Make it easy for your friends and family to donate by setting up an online fundraising page. JustGiving found that fundraisers who set a target amount make on average 17% more than those who don't. So aim high!

2

Kickstart the Donations

It may seem counterintuitive, but making the first donation yourself increases your chances of others donating. This results in making an average of 84% more than if you start at £0. (source: JustGiving)

3

Keep Shouting About It

Use social media, email & post to tell everyone you know about your fundraising efforts. Social media algorithms love photos, videos, and heartfelt stories that people want to engage in. So don't be shy.

4

Connect Your Fitness App

Training for a physical challenge? Connect your fundraising page to your Fitbit or Strava account to bring donors along on the journey with you. Fundraisers who do this raise, on average, 111% more.

5

Follow Up after the Event

20% of donations come in after the event (source: JustGiving), so don't stop shouting about your achievements after the fact. Keep posting photos and updates to prompt some memories and get a final few donations.

Setting Up Your Fundraising Page

JustGiving™

facebook



gofundme™

It's really easy to set up an online fundraising page and start bringing in donations from your friends, family, colleagues and wider circles.

Simply choose your platform and follow the set up instructions. See our ['Tips for Creating Your Fundraising Profile'](#) on page 7 to help you get started.

Then get sharing! GoFundMe says "A GoFundMe that is shared 6-10 times in the first 3 days is twice as likely to reach its fundraising goal than one that is shared fewer times or more than 3 days after creation".



TIPS FOR CREATING YOUR FUNDRAISING PROFILE

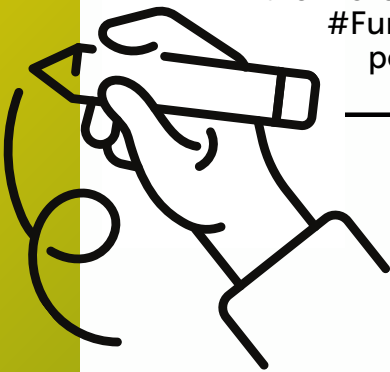
Write a descriptive event title - try to be a bit creative to catch people's eye, while also giving enough detail for people to know what you're doing and for who.

Be as detailed as possible in your description - be detailed and authentic as you explain to people why you've chosen NRC

Add high quality photos and videos - chose photos and videos of yourself, rather than stock images. People react best to personalised images, it'll connect you to your donors.

Be specific - why are you doing this fundraiser? What are you hoping to achieve? How much do you want people to donate? What difference will that donation make?

Share, share, share - the more people you reach with your fundraising page, the more money you will raise. Tap into hashtags like #FundraiserFriday, or send out a printed invitation to donate to people unlikely to see your online page.



A-Z OF FUNDRAISING IDEAS

- A - Abseil
- B - Birthday Online Fundraiser
- C - Cake Sale
- D - Dance-a-Thon
- E - Exercise Challenge
- F - Fancy Dress Day at school or work
- G - Games Night
- H - Head Shave
- I - Iron Man Challenge
- J - Jumble Sale
- K - 'Kick a Habit' Challenge
- L - Loose Change Collection
- M - Murder Mystery Night
- N - Night Walk
- O - Obstacle Course Challenge
- P - Press-Up Challenge
- Q - Quiz Night
- R - Run
- S - Skydive
- T - Treasure Hunt
- U - Uniform-Free Day at School
- V - Vintage Sale
- W - World Record Attempt
- X - X-Factor Competition
- Y - Yoga Challenge
- Z - Zip Wire



THE TECHNICAL BIT

Branding

We'll give you access to our logos and headers to use in your fundraising and any advertising you do. We can also provide you with resources, flyers and other branded merch to share with your supporters.

Licenses

If you're planning an event where you'll be selling alcohol, opening a community venue later than usual, selling goods in public spaces or using a film or music that's in copyright, you may need a licence. Check your local Council website for more information.

Permissions

If you're running your own event (rather than participating in an event organised by a third party) ensure you've got all relevant permissions for the property you're using. Remember, you'll need permission to take photos of any children in attendance, and it's good practice to make sure people know if they are being photographed or filmed.

Risk Assessments

If you're organising an event, you'll need to consider undertaking a Risk Assessment. Download a template or just make a list of any potential hazards at your event and what you will do beforehand or on the day to keep everyone safe. Think about whether you'll need a trained First Aider at the event.

Insurance

If you are responsible for the organisation of your event, you may need Public Liability insurance. You'll need to budget for this during the planning phase. The venue you're using may already have PLI to cover the kind of event you're planning, so always check that first!

Food Hygiene

If you're providing food for sale or just to guests at your event, make sure you're following food hygiene regulations. Check your local council or the Gov website for more details.

Sending in Cash Donations

If you've been collecting cash donations as part of your fundraising, there are a couple of options available to you:

BACS

Phone the office on 01604 250721 and ask for Rachael. She'll share the bank details so you can pay directly into our bank.

IN PERSON

Phone the office and arrange to drop the cash off.



SO, YOU'VE COMPLETED YOUR FUNDRAISING CHALLENGE, WHAT NEXT?

Keep up the momentum

According to JustGiving, 20% of donations come in after your event has ended. Make sure you follow up to thank your supporters, tell everyone in your circle how the event went, and do a final shout out for donations.

[TOP TIP: a picture or video from the event can make a big difference to engagement online]

Stay in touch

We'd love to stay in touch with you after your event ends. We send out a quarterly newsletter to share opportunities, news and wellness tips. If we're in touch about your event, we'll have already invited you to join our mailing list but make sure you're signed up there too.

Encourage your supporters to sign-up to updates

One way you can continue to support NRC without spending another penny, is to encourage your friends, family and supporters to sign up to our newsletter and engage in future campaigns.

Regular donations

Our Donations platform allows individuals to sign up for regular giving. That is, to donate a small amount monthly.

Get your next challenge in the diary

As you finish one event, organising or training for another one might feel like the last thing on your mind! But getting a new challenge in the diary, with lots of time for rest and recovery first, can be a real motivator. As always, we're here to support you to succeed in your fundraising. Get back in touch if you're ready to start something new.



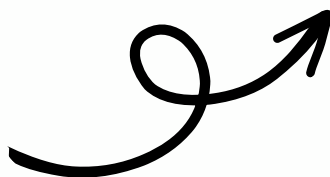
OTHER RESOURCES AVAILABLE TO OUR FUNDRAISERS

Size Guide

Size:	Chest (to fit):
S	36/38
M	38/40
L	41/42
XL	43/44
XXL	45/47
3XL	47/49

Sports/Active Challenges

- Running Vest (sizes S-3XL)



General Promotional Materials

- Poster Templates
- Flyer Templates
- Branded Sponsorship Forms
- NRC Information/Contact Details Cards

Merchandise

- NRC Pens
- NRC Wrist Bands
- Glass Protector Toppers
- Bottle Toppers

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To request promotional materials or merchandise, or you have any questions, you can get in touch in the following ways:



: 01604 250721



: info@northamptonshirerapecrisis.co.uk

Emotional Support for Fundraisers

Supporting a charity like NRC can sometimes bring up hard or triggering conversations. If you're fundraising for us and need a little bit of emotional support, ring our office on 01604 250721.

"I came here a broken person. I didn't know what to do or how to deal with what happened.

Piece by piece I have been put back together. Being here has given me back my self worth"

[Service User]



FREQUENTLY ASKED QUESTIONS

Will NRC help promote my event?

Yes! we'll be in contact while you're building up to your fundraising event. We'll share your fundraiser on our social channels using the #fundraiserfriday hashtag and in our newsletter.

Will NRC attend my fundraiser?

If you're participating in a local run or charity event, we'll aim to be there with our 'Cheer Zone'. If you're holding your own event, get in touch and we may be able to attend or speak there.

How do I claim Gift Aid?

As a registered charity, we can claim back an extra 25p on every £1 donated to us in Gift Aid. If your supporters are UK tax payers, please encourage them to tick the Gift Aid box when they donate, either using your sponsorship form or online fundraising page.

Do you have logos I can use?

Yes. We'll send logos and images for you to use as part of your fundraising.

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Finally... *Thank You*

Thank you for supporting our work, and for contributing to the journeys of the women, men, boys and girls who use our services every day.

Northamptonshire Rape Crisis. C.I.O. Charity No. 1156246



"I am no longer ashamed of my past abuse. I'm ready to live my life for me and not give my abusers a second of my time"

[Service User]

Don't forget to tag us in your fundraising updates:

Facebook: [/northantsrapecrisis](#)

Instagram: [/northamptonshirerapecrisis](#)

X: [@RapeCrisisNN](#)

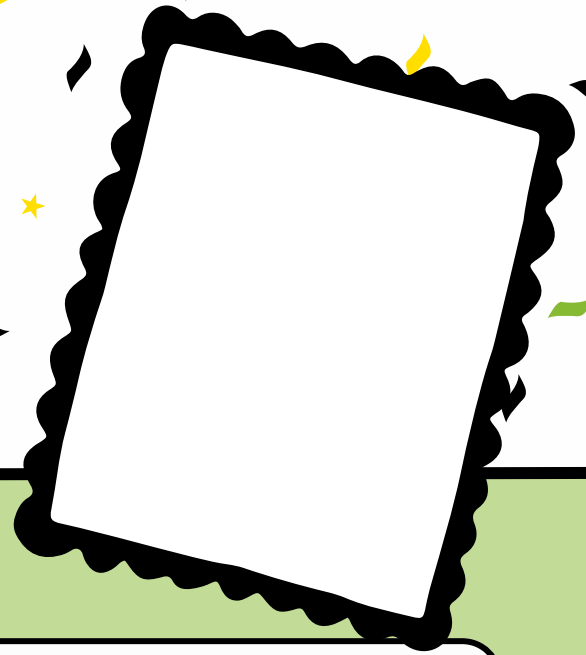
Send photos or updates for our Newsletter:

bethan.williams@northamptonshirerapecrisis.co.uk



See next pages for printable resources

FUNDRAISING FOR SURVIVORS OF SEXUAL VIOLENCE



WHAT...

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WHERE...

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WHEN...

Empty rounded rectangular box for date and time details.

FUNDRAISING PAGE...

Empty rounded rectangular box for the fundraising page URL.



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