



Laura Fergusson
Brain Injury Trust

Community Fundraising Guide



About Laura Fergusson Brain Injury Trust

The Laura Fergusson Brain Injury Trust has been helping people who have suffered a traumatic brain injury for over 40 years.

It is the only organisation in the South Island, and the only charity in New Zealand with a team that is specially trained in all the skills needed to help people suffering traumatic brain, spinal and other complex injuries, including speech language therapists, physiotherapists, occupational therapists, clinical psychologists, neuropsychologists, nurses, dietitians, social workers, rehabilitation coaches and support workers. They work together to provide a connected approach to support, rehabilitation and recovery.

We help people to live independent, inclusive and rewarding lives.

We're here to help. Please get in touch if you'd like to let us know about your fundraising plan or if we can provide support or advice:

Contact:

Jasmine Harris

E jasmine.harris@lfbt.co.nz

P 021 246 0860

Website

www.lfbt.co.nz

Give A Little

<https://givealittle.co.nz/org/laura-fergusson-brain-injury-trust-canterbury>



About Laura Fergusson Brain Injury Trust

You can make a difference

A traumatic brain injury can happen:

To anyone

At any age

At any time

- Every 15 minutes someone in Aotearoa New Zealand suffers a traumatic brain injury.
- More kiwis are affected by brain injuries than by cancer each year.
- ACC estimates that up to 35,000 people suffer from a traumatic brain (TBI) each year.
- This is almost 30% more than are diagnosed with cancer.
- **Only two thirds receive treatment.**
- Infants, children and adolescents are at greater risk of traumatic brain injuries (TBI) than any other age groups.
- TBI is a leading cause of long-term disability among children and young adults in Canterbury.
- Māori and Pacific people are overrepresented in TBI statistics.

How the Laura Fergusson Brain Injury Trust (LFBIT) helps:

- There's no one-size fits all response when it comes to diagnosis or treatment.
- The effects are different for everyone and can be cognitive, behavioural, emotional, and physical; they can inhibit a person's ability to live independently, maintain relationships and return to work or education and participate in leisure activities.
- That's why we provide the full range of services, carried out by our highly skilled team of over 220 specially trained staff, when and where they are needed.

Your fundraising efforts will help kiwis who have suffered a traumatic brain injury live a better life – thank you for your support!



Fundraising

Things to consider:

- Will you be the only person running this fundraiser or do you have people who can help you?
- Who will you ask to support your fundraiser – by helping, by giving a donation, or sponsoring you?
- Are there any costs you need to think about to run your fundraiser?
- Are there any restrictions on where you plan to run your fundraiser – for example do you need a council permit?

Fundraising Ideas

Personal challenges

- Plan a challenging run, bike, or hike and ask friends, family, and colleagues to sponsor you. It could be a multi-day challenge. You can set up a fundraising page on <https://givealittle.co.nz/org/laura-fergusson-brain-injury-trust-canterbury> to make it easy for your supporters to sponsor you and to manage the funds.
- Do something that takes you out of your comfort zone, grow a beard, shave your head, or give up social media for a month and again ask friends, family and colleagues to sponsor you. There are lots of other things you could do like doing a bungee jump or skydive, the only limit is your imagination.

Things to do with other people

- **A quiz night** at a local bar or café, and don't forget to boost your fundraising by including an auction or raffle. Sell tickets to teams of friends, family and colleagues and donate profits to the Laura Fergusson Brain Injury Trust (LFBIT)
- **Sausage sizzle** – many hardware stores offer charities and community groups the opportunity to run a sausage sizzle outside their store on a weekend
- **Bake sale** – sell delicious baking at your school or workplace and donate the proceeds
- **Car wash** – set up at your school or workplace and promote your event as widely as possible
- **Dress up day** – encourage fellow students or colleagues to come to school or work in a loud shirt, or silly socks, or a funny wig and bring a donation
- **Movie night** – if you can sell enough tickets to fill a theatre then you might like to consider booking a new release movie and donate profits to the LFBIT



Tips for success

- **Make the first donation yourself** – this shows your friends and family that you're not asking for them to do something that you haven't done yourself
- Share your fundraiser across all your channels and ask your supporters to do the same
- **Don't forget to thank everyone and always do so promptly** – there is nothing more important than a genuine, heartfelt thank-you
- **Don't forget to ask** – people don't give unless you make a direct and respectful ask, and follow up and ask a second time, sometimes people just need a reminder
- Keep your supporters updated on your progress
- Keep any costs to a minimum so that you can maximise the amount going to the cause
- Keep yourself and your supporters safe and make sure you comply with any legal requirement – this means you need to do your research
- **Bank your donations** – if you aren't using Give A Little please bank your donations to the Laura Fergusson Foundation account:

ASB: 12-3191-0042038-00

Use your name as a reference. It's important to let us know about your fundraiser so that we can thank you and your supporters.

- **HAVE FUN** – last but definitely not least, fundraising should be fun, enjoy yourself and do something that challenges you and also makes you happy.

Asking for support

Sometimes it feels hard to ask other people to give or to sponsor you so focus on why you are doing fundraising for the Laura Fergusson Brain Injury Trust and share why this cause means so much to you when you ask for support.

If you have a personal story that connects you to the cause, then share that story – but remember to keep it short and sweet. If your connection relates to a loved one or friend, make sure you have their permission to share their experience. You might even make a short video to share using your phone and talking about why you are doing this and what it means to you to support this cause. Share your video via email and across your social media platforms.

If you're running a fundraiser on Give A Little, and after you've made your donation, make sure you share it with your friends, family, colleagues, and connections across your social media accounts.

Other things to think about

Let us know

Please let us know about your fundraiser, we may be able to provide some helpful advice. Remember to tag us in your social media posts. We will promote your fundraiser if it fits with our promotional plan at the time but we can't make a firm promise as our promotional plans are made well in advance - thank you for understanding.

Use of the Laura Fergusson Brain Injury Trust name and logo

Please only use the Laura Fergusson Brain Injury Trust name and logo when talking directly about your fundraiser. We have guidelines about how the logo can be used so please email jasmine.harris@lfbt.co.nz to ask for the guide.

Food safety

If you are planning to sell food as part of your fundraiser you will need to follow safe handling processes, you can find some information here <https://www.mpi.govt.nz/food-business/>

Collecting donations

If you want to collect donations in a public place or where people shop on behalf of the Laura Fergusson Brain Injury Trust, you may need to get a permit. The Council provides permits for street locations and malls and supermarkets provide permits or permission for their owned spaces. Please contact us for more advice jasmine.harris@lfbt.co.nz



The joy of thanking

The most important thing for any fundraiser to do is give a genuine and heartfelt thank you, to everyone who has supported you, no matter how much they gave! Say it like you mean it and use your own words and remember to share how their donation will impact people who suffer from traumatic brain injuries.

And you can do it more than once, say thank you when they first pledge support or sign up to sponsor you, but you can thank them multiple times if that makes sense for your particular fundraiser. Always thank everyone again at the end of your fundraiser and encourage them to join you in celebrating the success of your event/fundraising activity – this doesn't have to be an in-person celebration, it might just be a digital thank you and 'hey we did it' message.

People who feel connected to your journey, and most importantly who feel appreciated are more likely to support you next time you do a fundraiser for the Laura Fergusson Brain Injury Trust.

From us

THANK YOU!

It's thanks to you that we're able to enrich the lives of people living with and recovering from traumatic brain, spinal and other complex injuries. Your support means the world to us all!



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