GIVE IN CELEBRATION GUIDE

www.stjohneyehospital.org
Whether you’re celebrating a wedding, birthday or anniversary, you can support St John of Jerusalem Eye Hospital group by asking for donations on your special day. Our guide will help you to set up your celebration fundraiser and give you very handy tips and advice.

St John of Jerusalem Eye Hospital Group transforms lives by saving sight in the world’s most unique region facing decades of conflict resulting in the poorest people lacking the basic privileges of ordinary life.

We are the oldest and only charitable provider of expert eye care in the Middle East and have clinics in the West Bank, Gaza, and Jerusalem treating patients regardless of ethnicity, religion or the ability to pay.

Find out more at www.stjohneyehospital.org

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St. Johns of Jerusalem Eye Hospital Group, 4 Charterhouse Mews, London, EC1M 6BB
GETTING STARTED

1. SET YOUR CELEBRATION DATE AS THE FUNDRAISING DEADLINE

Deadlines encourage donors and supporters to respond sooner. Raising funds around special dates creates a natural deadline and allows you to gently remind people to make a donation.

We recommend starting your celebration fundraiser at least a month in advance of your special occasion, so your supporters have plenty of time to see it and donate.

**Hint:** Remember that not everyone will be able to donate and some people may only be able to donate small amounts. Remember to say ‘if you would like to donate, (mentioning there is no pressure to do so)’ and ‘every donation big or small is much appreciated’.

2. TALK ABOUT YOUR STORY

Give your fundraiser a catchy name to make it stand out. Special dates create a great storytelling opportunity. In your story try and answer the following questions:

- Is it a particularly special occasion? Such as a milestone birthday or anniversary?
- Why is our charity special to you? What is your personal connection with it?
- What will the funds be used for? You can say that it will help us to continue saving sight in the region we work in, unless you want the money to go towards a particular fund.

Educate those viewing your page about St John of Jerusalem Eye Hospital and add images and videos to strengthen engagement.

**If your supporters would like to know how their donation can help the eye hospital, you can provide them with our shopping list:**

- £7.00 can cover the cost of providing an urgent Ophthalmic Consultation
- £25.00 can cover the cost of Anti-Glaucoma drops for patients
- £50.00 Can fuel an Outreach van for one day to ensure that remote and impoverished communities receive life-changing eye care
- £100.00 can fund transformative laser treatment for a patient suffering from diabetic retinopathy
SET UP A GIVING PAGE

You can use Just Giving to create an online giving page for your celebration fundraiser. It is a trusted online platform for fundraising and any money raised on a giving page goes straight to our charity.

1. Go to www.justgiving.com and click on the ‘Sign up’ button.

2. Enter your personal details and then click on the 'sign up' button beneath them.

3. You will then be taken to the homepage. Click ‘start fundraising’ and choose ‘I am fundraising for a charity’.
4. Enter ‘St John of Jerusalem Eye Hospital Group’ in the search button and select our charity when it appears.

5. You can choose your celebration from the categories in the ‘Tell us about your celebration’ box. You will then be required to enter a web address for your giving page which is the link you will be sharing with others. Once you are happy with this, click on ‘create your page’.
6. You can write about your fundraising, add a photograph to your page and update your supporters on how your fundraising is going.

On the ‘Page settings’ option, you can even view a QR code for your fundraising page. This is an easy way for people to bring up the page on their electronic devices.

To add any offline donations to your page, click on ‘Edit your page’ and select ‘Donations’. Scroll down to ‘Offline donations’ and add the amount and press ‘Save offline donations’.
As well as Just Giving, you can also set up a Facebook fundraising page. When you are logged into Facebook, click on the menu with three lines. From the options, select ‘Fundraisers’. Click on ‘Create Fundraiser’ and then select that you are raising money for a charity.
You can find our charity by entering ‘St John Eye’ and select it once it appears.

Facebook will automatically create a fundraising page for you. You can edit the page with a photo, fundraising story and fundraising target.

Fundraiser created
Congratulations, your fundraiser has been published! Now it’s time to raise money.

Up next
- Invite your friends
- Share in News Feed
- Donate to your fundraiser

Once you’ve created your fundraiser, Facebook will allow you to share this on your newsfeed and with your friends.

SPREAD YOUR MESSAGE
Share your fundraiser on social media, email and text. Speak to our team if you would like us to share your celebration fundraiser on our social media channels, we’d be very happy to support you!
What we can provide

For celebratory events taking place in a physical setting, we can provide the following:

⚠️ Collection tins
⚠️ Collection buckets
⚠️ Roller banners
⚠️ Gift aid forms

Making your event safe and legal

Clear messaging in your fundraising
When you fundraise for St John Eye Hospital group you need to be clear about where the funds will go and if any money will be used to pay for any costs.

Using our logo
You can use our ‘In support of’ logo for your fundraising. The use of our logo must be approved by us before printing or publishing materials for your event.

Under 18s
If children are taking part in a fundraising event or activity, there must be adult supervision and appropriate background checks must be carried out if an adult will be left unsupervised with a child. If you are under 18 years old, ask an adult to help you with your fundraising.

Raffles and lotteries
Holding a raffle is subject to lottery law. Please check your council website, as well as the Gambling Commission website to see if you need a licence/permit.

In support of

St John of Jerusalem Eye Hospital Group

Over 40% of patients surveyed in Gaza hadn’t had an eye screening in over 2 years, if at all. Our outreach teams allow us to reach the most marginalised communities by taking our care where it is needed most.
AND FINALLY...

POST EVENT

Banking
For any cash donations collected, please pay this into your bank and then pay it to us through our website here: www.stjohneyehospital.org/donate-now/

Alternatively, you can make payment by cheque.

Please make cheques payable to, ‘St John of Jerusalem Eye Hospital Group’ and send it to:

London Fundraising Team
4 Charterhouse Mews
London
EC1M 6BB

Please include your full name and event details so we can process the donation smoothly.

Thanking
We hope you enjoy your special day and remember to give a big thank everyone who supported your fundraising

Finally, we’d love to hear how your event went. We are here to help throughout your planning and happy to answer any questions you have. You can contact us on info@stjohneyehospital.org.

If you have taken any photos, you can tag us in your Twitter post on @StJohnEyeHosp or in your Facebook post on @stjohneyehospital.

With your permission, we’d also like to share your fundraising on our social media pages to encourage other people to support us.

Our social media pages are:

Twitter: www.twitter.com/StJohnEyeHosp
Facebook: www.facebook.com/stjohneyehospital
Instagram: www.instagram.com/stjohneyehospital

THANKS FOR SUPPORTING US ON YOUR SPECIAL DAY