



# LIGHTHOUSE DAYS

## Frequently asked questions



### What is a Lighthouse Day?

A Lighthouse Day is any kind of fundraising that you do for us! The idea is that you choose what you want to do and then set your date. Then simply let us know what you have planned. There's no fixed day so you can plan your fundraising event at any time of the year.



### What is the Fundraising Hub?

Our **Fundraising Hub** has lots of useful information to help you plan and manage your Lighthouse Day. As well as our fundraising pack with lots of hints and tips, you can also download logos, social media assets and email signatures to help you spread the word.



### We're struggling to think of how to raise money, any ideas?

We're constantly surprised and entertained by the great ideas that people think of, but if you're struggling, just check out our fundraising pack for inspiration. You'll find the pack in the **Fundraising Hub**.



### How do you know what we have planned?

If you set up a Justgiving page we get notified automatically but that's not always the case with other platforms such as Go Fund Me, so please either fill in the Lighthouse Day pledge form here or email us at [lighthouseclub@lighthouseclub.org](mailto:lighthouseclub@lighthouseclub.org) to let us know.



### Can we have a letter that authorises us to ask for donations or raffle prizes?

Yes, if you're intending to ask other companies for support or prizes, some may ask you for a 'letter of authorisation' from us to verify that we know about your fundraising. If you need this, please email [lighthouseclub@lighthouseclub.org](mailto:lighthouseclub@lighthouseclub.org) and we will email you your letter.



### Can we use the Lighthouse Club logo when promoting our fundraising?

Yes, you can use our logos for your own publicity and we love to see you sharing your support. All we ask is that you don't change or modify our logo in any way. You can download logos from our **Fundraising Hub**.



### What is the best way to get money to you?

The most efficient way of raising funds is through a fundraising platform such as Justgiving. If you use Justgiving we are notified when you set up a page, we receive the funds donated automatically and your supporters have the option to select Gift Aid which adds a whopping 25% to their donation!



### How can I set up a fundraising page?

Simply use the links in our Fundraising Pack and remember to choose either UK or ROI as they are in different currencies. Then click on Fundraise for us, add the date of your event and a good image or photograph. Try to be as detailed as possible about what you are doing, the better the description, the more support you'll get!



### We have several people doing the same event, what shall we do?

You can set up your own individual pages but then link them to a Teams page so that you can all see the grand total and this really motivates everyone in your team. Justgiving have produced a guide on how you can do this [here](#).



### How do people know where to donate?

Once you have your page set up you can share the link with your colleagues and supporters. You

can also include the link in your email signatures and across your social media platforms to increase awareness, the more publicity the better!



### What if we have a Justgiving page but want to add offline donations so we can see a grand total?

You can add your offline donations to your page by following these **simple instructions**.

### Can you help me access our fundraising platform?

Unfortunately we can't help with this as you will have your own user name and password. We can only see your basic details and your running total.



### I need a bit more information about how Justgiving works, can you help?

The best place to find out more is by visiting the **Justgiving help** page.



### What if I'm collecting money another way?

If you don't set up a fundraising platform then the best way to get your money to us is by BACS transfer. Both our UK and ROI bank details can be found on our **Fundraising Hub**.



### Can you send me collection tins?

Sorry but we no longer distribute or use collection tins. If this is your only option then you can download our logo and attach it to your own tin or bucket but you would then need to count the cash and bank it for us which we appreciate isn't always easy.



### Will you promote our Lighthouse Day?

Yes! We will give you a 'shout out' across our social media platforms around a week before your event and if you have a fundraising page set up we will include the link to boost donations.



### Do you have any banners or other materials that you can send us to support our event?

We do have fabric banners that we can send to you for photo opportunities but we kindly ask that you send these back to us once you've finished to preserve the limited resources of our charity.



### What do we do when we've finished our event / fundraising?

Sometimes it can take a while for all your supporters to complete their donations, so it is always helpful to let us know when you've finished your event and fundraising. You can drop us a line at **lighthouseaday@lighthouseclub.org**



### Can you come to our event or visit us for a cheque presentation?

We are a very small team covering the whole of the UK and Ireland so we can't always get to everyone, but get in touch with us at **lighthouseaday@lighthouseclub.org** and we will do our best!



### We'd like to issue a press release about our fundraising, is that OK?

Yes, we are very happy to help you publicise your support. To maximise the possibility of coverage it is better to wait until you have completed your event so you have a good photograph and story to share. If you need help or have a draft release that you'd like approved, simply email **marketing@lighthouseclub.org** and we will get straight back to you.



### Will you share our story?

Yes. Once you've finished your article, we will make sure you get your moment of glory and well earned thank you. We will publicise your support on our website, our monthly newsletter and across our social media channels



### Do we get a thank you that we can share with our team?

Absolutely! Everyone that holds a Lighthouse Day for us will receive an email with a thank you letter and a certificate.



### I'd like to have a chat with someone before we proceed, who can I get in touch with?

If you're already in touch with one of our Regional Ambassadors then you can contact them directly or if you're not sure simply drop us a quick email with your contact information to **lighthouseaday@lighthouseclub.org** and we will be in touch to answer any questions you have.