

Fundraising Pack



Doing your own thing in aid of Gordon Moody



You're about to be part of something great!

Welcome to Team Gordon Moody!

At Gordon Moody we believe that people severely affected by gambling addiction should have access to the right treatment and support, at the right time, in the right place so they can not only reclaim but also rebuild their lives.

Nearly 50% of our funding comes from donations and support of individuals and businesses; we can't do it without people like you!

By fundraising in aid of Gordon Moody you're helping us to...

- Offer residential treatment and, retreat and counselling programmes for people whose lives have been devastated by gambling addiction
- Deliver pre-treatment support sessions and post-treatment outreach
- Provide recovery accommodation as a next steps move-on from our residential programmes
- Support others affected by a loved one's gambling addiction
- Provide 'Gambling Therapy' our international online support platform

We're here to inspire and support you to get fundraising!

In this pack you'll find everything you need to smash your fundraising targets. There's information about Gordon Moody, and how your fundraising helps, ideas for fundraising activities big and small, how to set-up a brilliant online fundraising page and some top tips and easy wins.

If you've got any questions, need some help or just want a chat about your fundraising, get in touch by emailing fundraising@gordonmoody.org.uk

Thank you for choosing to support us.

Good luck!

Emma

Fundraising Manager

This is Gordon Moody

Almost half of the UK population participates in some form of gambling. For most, gambling is fun and remains that way. But, for a small percentage, it can get out of control, and have wide-ranging affects not only for the gambler themselves but also for their family and friends.

These are the people that, since 1971, Gordon Moody has been supporting; those most severely impacted by gambling addiction.

Gambling addiction severely impacts quality of life, from finances, debt and employment to relationships and, physical and mental health. 75% of our service users have a diagnosed mental health issue and, 1 in 2 tell us about attempting suicide or self-harming in the past. And, as nearly 80% have already tried other treatment options before they find us, for many Gordon Moody represents their last chance.

Gordon Moody is based in Dudley in the West Midlands with services operating from locations in the West Midlands, Manchester and Beckenham (London). Our services are available to anyone in the UK and include advice, Retreat and Counselling, Residential Treatment Centres, Recovery Housing and wraparound support supporting engagement and recovery and, support for family and friends. Our family and friends and colleagues. Through our international Gambling Therapy service we offer brief intervention, on-line support, advice and signposting in a wide range of languages.

Our outcomes are second to none; service users in our residential treatment programmes experience improvements that are 50% better than national averages reported by UK National Gambling Treatment Services.

For more information about our services, our history and our people visit our website: www.gordonmoody.org.uk



*"I don't say this lightly but
the team at Gordon Moody
saved my life"*

*Mark Murray: Co-founder of Whysup and, former
Gordon Moody Resident*

How your fundraising will help Gordon Moody



Unless it's for a specific campaign we're running or you contact us to ask that your fundraising goes to a specific area of our charity, all fundraising in aid of Gordon Moody, is for our **'general charitable activities'**. This means that it'll go towards areas of our work where we haven't yet covered the costs or where we can develop our work even further. 50% of Gordon Moody's income relies on donations from individuals and businesses.

Some examples of what fundraised income could support...



£6400 could fund a place on our Women's Residential Treatment Centre



£500 could help us with the ongoing cost of maintaining our residential treatment centres.



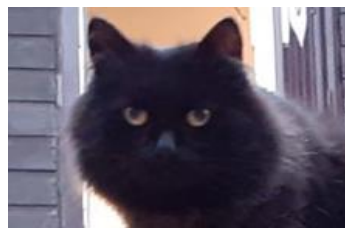
£200 could provide an Art Psychotherapy group session completing the treatment programme for up to 9 people



£25 could provide an hour of professional therapy for friends or family of someone going through treatment for gambling addiction



£15 could help provide a welcome pack for someone moving in to our Residential Treatment Services



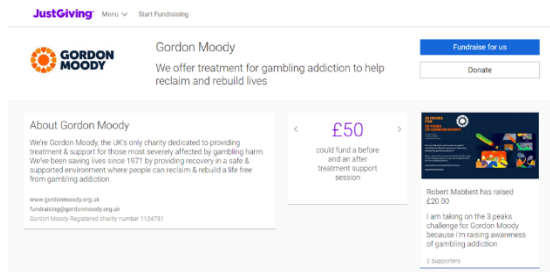
£20 a month could help us with Pudding's costs (the cat at our Dudley Residential Treatment Centre)!

Get fundraising!

At Gordon Moody we want to be transparent and effective in our fundraising so we've teamed up with Just Giving and it also helps us to reduce the collection and handling money.

We pay a monthly [membership fee](#) to use the platform which helps us collect and process payments and also claim Gift Aid on our behalf.

This means that once you've got your fundraising idea, all you need to do is set-up (or log in to) your Just Giving account, search for Gordon Moody and click on the **Fundraise for us** button.



<https://www.justgiving.com/gordonmoodyassoc>

If you aren't able to use Just Giving, please let us know and we'll talk to you about the best way to pay in your fundraising with Gordon Moody.

Deciding what to do

- Make a list of everything you can do and love to do (or hate to do!).
- Narrow down your options by thinking about which idea would be easy to organise and would bring in the money?
- Which idea do you think will appeal most to your friends, family or colleagues?

Making your idea a reality

Where? think about where the best place might be for your fundraising maybe it's something you just need to do at home, or it's an outdoors activity or you could run it at your workplace or take it online.

When? choose a date (check that other events aren't taking place at the same time!). Would it be better to raise money on a weekend, so that more people can get involved or after work if you want to attract colleagues?

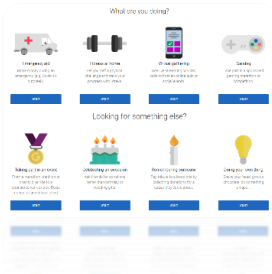
How? make a plan of everything you need to do and if you need help, see if you can get friends, family or colleagues involved.

Can't think of anything?

Why start from scratch when there are already loads of great ideas out there! The internet is a great starting place and, we've included some ideas of our own in the next few pages.

JustGiving will take you through the steps to set-up your fundraiser.

With your own fundraising page linked to Gordon Moody you can share links and QR codes with your supporters. They make their donations online and the money come straight to us at Gordon Moody!



Stuck for Ideas? Here's some from us...

- 🌻 **Climb to new heights...on your stairs** - get sponsored to climb the equivalent of global landmarks like the Eiffel Tower or Snowdon over a week using your own stairs.

Visit [Soapbox Engage](#) for more virtual fitness fundraising ideas.

- 🌻 **Party!** – hold a party (virtual or in-person) to celebrate your birthday, engagement, divorce or just because! Get dressed up, share a drink and play some games. Ask party goers to make a donation to Gordon Moody of giving you presents or buying you a pint.
- 🌻 **Virtual Karaoke Party** - meet your family/friends/colleagues online for a sing song. If you use a platform like [Watch2Gether](#) to set up your karaoke you'll all be able to watch videos at the same time. Put in your requests, load up the songs on Youtube and get singing.
- 🌻 **Get sponsored to stop doing something** – go sober for a month, be silent for a day.
- 🌻 **Give it up Challenge! donate what you've saved** – we all have our guilty pleasures – be it fast food, expensive coffees, or a weekly movie night. Give it up and donate what you save, you could even ask your family and friends to sponsor you.
- 🌻 **Get your kids involved** – could they put on a performance and ask family and friends to buy a ticket (online or at home), could they weed a grandparent's garden, wash a neighbour's car for a donation?
- 🌻 **Give up a gift** on a special occasion birthday and ask people to make a donation to Gordon Moody instead (Facebook is great for this!)
- 🌻 **Doggy day care** If you've got free time or just really love dogs, than dog walking is the fundraiser for you! Offer to walk your neighbours' dogs, friends' dogs or even your colleagues and ask for a donation in return.

There are loads of other ways you can support Gordon Moody - from donations when you shop on Amazon to sending virtual greeting cards, - head over to our website for more info:

[Fundraise for us - Gordon Moody](#)

Add some fun to your Workplace!



Dress up/Dress Down

Fundraise by asking people to make a donation to wear something different to work

Fancy Dress: one of the most popular fundraising ideas for the workplace. Just pick a theme - World Book Day, Where's Wally, Superheroes, or a theme that links with your workplace - the options are limitless (but should remain respectful!).

Dress down: if you're in a formal workplace, a 'non-uniform' day can be a popular way to fundraise.

Challenge your colleagues

A bit of individual or team competition is great fun in the workplace. Think of a challenge then get people to make a donation to participate. We like who can eat the most classic jam doughnuts without licking their lips.

Prizes are optional, perhaps just the accolade of being champion doughnut eater will be enough!

Quiz Night

Easy to organise - just gather teams, find a host, and prep some questions that you found online. This is a good one for virtual or in-person fundraising.

Ask people to pay the price of the ticket, pick some cheap prizes for the winners. You could also encourage donations during the event add QR codes on tables for people to scan and donate, or if you're online, add a donation button to Zoom.

Christmas jumper day

It's a classic and easy to organise. Get people to wear a Christmas Jumper to work and make a donation. Keep it general or go for an embarrassing/ugly jumper theme.

Christmas glasses day

Buy some cheap giant novelty glasses, some craft items and glue and, set-up a station for people to pay a donation to

create and wear their own Christmas Glasses. The gaudier the better.

Bake Sales/Afternoon Tea

This Fundraiser is a piece of cake!

Get a couple of colleagues together, create a showstopper or two (but don't forget favourites like cornflake cakes).

Ask people to make a donation in return for a slice or two. #

Make sure you have some boxes/wrap so people can do a carry out too!

Swear or sorry jars

Two of the most popular options are swear jars and sorry jars, but you can really use the fundraising device to mould behaviour in any way you like!

You could ask for a donation each time someone leaves a dirty cup in the sink or milk on the side, or hums or sings along to a song or stays on mute during an online meeting!

Duvet days

Our absolute favourite (but you'll need the boss and HR to agree to it first)!

Hold a raffle and sell tickets to your colleagues for the most awesome of prizes.

In this case, the lucky winner gets to have a duvet day – a day off work, just to lounge around under the duvet, watching their favourite TV programmes.

Other similarly themed prizes could be an hour extra in bed, extended lunch breaks or an early finish on a Friday.

Our 10 Top Tips for Getting People to Support You

#1 Promote yourself!

Don't be shy, sharing your experience is a key to success!

Fundraisers with pictures or videos on their page raise 14% more per photo.

A perfect excuse for a #selfie!

- Make sure you make it all about the people - you and, the people you'll be helping by taking part. Why do you care? Tell your story about why you are fundraising. We know it's hard to get started so we've included some resources below.
- Sharing photos and videos, stories of your why you're getting involved and your training and progress, will remind people of the challenge you've taken on, people will feel more compelled to support you, both in sponsorship and moral support.

Look out for tools on JustGiving. If you're running, walking (or even crawling!) you can link up the Strava app to share your training and progress with your supporters!

#2 Shoot for a target

Pages with a target raise 46% more



If you've set up your own individual Fundraising Page, include your target and your supporters will see how you're progress against it.

Reach for the stars – if you hit your target, increase it!

#3 Ask, ask, ask, share, share share!

Sharing on Facebook, Instagram, Twitter and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing.



Social media is the easiest way to get your message out.

But don't forget about email - there are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing. *You could even include a link to the donation page in your personal email signature.*

Other ways to share your message – maybe your workplace has an intranet that you could post on, or your faith group/sports club has a newsletter that could give you a shout out.

#4 If you're feeling fancy, add a video or livestream

Add a video as a cover photo by adding a YouTube link. Videos really help tell your story and why Gordon Moody is so important.

You can also livestream directly on your page to show how you are raising money.

If you want to find out more about this, head over to the JustGiving website to find out more:

<https://www.justgiving.com/inspiration/ideas/streaming/how-to-embed-your-livestream>

#5 Don't forget to tag Gordon Moody and use hashtags

If you include the right Instagram and Twitter hashtags on your posts, you'll reach more people with your fundraising page.

Don't forget to tag us in your posts so we can share them too (and follow us if you don't already!).

[Twitter](#) @GordonMoodyOrg
[Facebook](#) @GordonMoodyOrg
[Instagram](#) gordonmoodyorg
[LinkedIn](#) gordonmoodyorg

Add in some other popular tags to reach a wider audience:

#GordonMoody #GamblingAddiction #GamblingHarm #WomensGambling

#6 Update your page or your messages regularly

Let supporters know how you are doing by updating your page often, they will enjoy following your progress!

Download the [JustGiving App](#) on to your phone to make it even easier to share your Fundraising page.

#7 Take your sponsorship to the next level!

You don't have to just ask your supporters to sponsor you to take on the 3 Peaks Challenge!

You can offer them more by considering 'forfeits' or doing something in exchange for a donation. See our ideas below or get creative with your own!

Forfeits and exchanges can be a great way to re-energise your fundraising if you're finding your sponsors are drying up!

Forfeits

The sillier, more embarrassing or the more effort on your part, the better!



'I'll wear fancy dress to work if I raise £x'

I'll bring you a brew with a biscuit every morning if you sponsor me £x...'



"I'll clean your car in return for you sponsoring me £?"

"I'll grow a moustache to climb the 3 Peaks if I raise £xx?"



If I raise £x I'll dye my hair blue and orange (Gordon Moody's colours!) in time for the 3 Peaks Challenge!

Exchanges



If you're a fabulous baker, why not ask for a donation in return for some cakes?

Get a group of friends together and ask them to donate for a bottomless brunch. Buy some cheap supplies – job done!



Hold a movie night and invite your friends or family to join you and ask them to make a donation in return for their popcorn.

If you're good a DIY ask for a donation in return for doing a job for someone



Ask someone to make a donation in return for a manicure, makeover or a fancy hairstyle

#8 Promote yourself and update your page regularly!

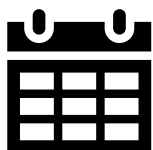
We know we've already said it but it's really important!

If you don't have a lot of time you could:

- Piggyback on an existing social media communications from Gordon Moody – share/retweet and add your own message (don't forget to your fundraising page!).

#9 It ain't over til it's over!

20% of donations come in after an event has ended



You can set a date for your Fundraising to end on JustGiving. Leave your page open for a bit after your fundraiser to give your disorganised supporters an extra chance to donate!

Make sure you follow up and let your supporters know how you did!

#10 Optimise your timings

Your supporters are likely to donate in the morning and in the evening. Post your social updates or send an email around this time.

Make the most of pay day. Send out reminders just after pay day weekend and your supporters might be feeling more generous!

giftaid it

If a donor decides to add Gift Aid onto their donation then Just Giving will collect 25% Gift Aid on our behalf.

Extra Resources to Help you with Your Messages

We know it can be hard to get started with your messages and what to share so here's some bits you might find useful:

Some snippets you could use to share your message:

"I'm taking on the 3 Peaks! Can you support me so that Gordon Moody can continue to support those most severely affected by gambling addiction?"

*"Gordon Moody is a charity providing life-changing and life-saving services supporting people to reclaim and rebuild their lives free from gambling addiction. I'm fundraising by *staying silent at work for a day* to help ensure their vital work can continue. Can you help me?"*

"I'm holding a bake sale to raise money for Gordon Moody, a charity helping people reclaim and rebuild their lives free from gambling addiction. Can you help me support their vital work?"

Talking about the Gordon Moody charity

Gambling is a complex, often hidden addiction and one that is affecting a growing number of men, women and young people from every walk of life. Like other forms of addiction, gambling is can be triggered by trauma and poor mental health. And, if the right treatment isn't available at the right time and in the right way, more severe addictions can become life-threatening.

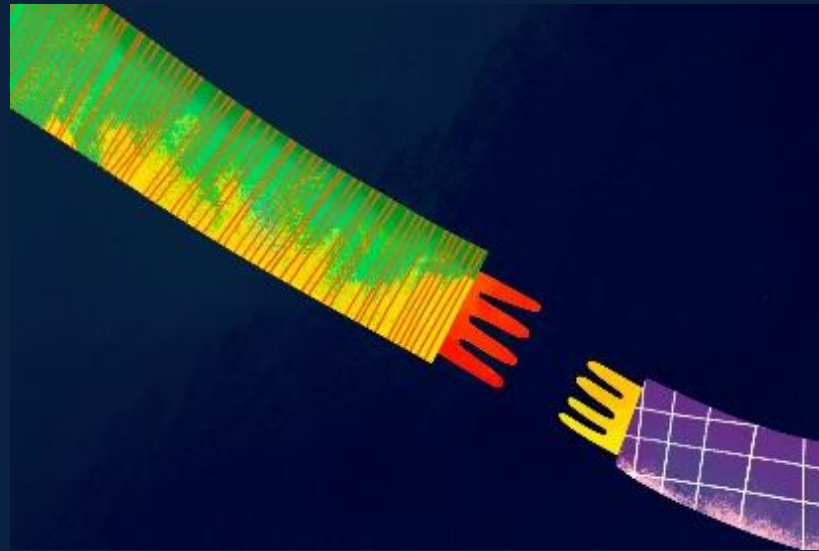
Gordon Moody is a small national charity with a big heart. For over 50 years they've been providing specialist treatment for people severely affected by gambling, helping them and their loved ones to reclaim and rebuild their lives.

Gordon Moody has been saving lives since 1971. Visit our **You Tube** channel to watch and be inspired by stories of recovery at Gordon Moody

[Gordon Moody - YouTube](#)



**On behalf of all Gordon Moody employees and volunteers,
thank you, we can't do it without you**



www.gordonmoody.org.uk