

Tips for Fundraising

FOCUS
Ireland



Create a team fundraising page: Create a single team fundraising page for your entire school. This makes donating easy and showcases your collective efforts. Encourage students to sign up and contribute to the team goal.



Empower student creativity: Encourage students to create eye-catching posters to promote their sleep out. This could be for their school or for local businesses.



Form a social media squad: Form a student-led social media team responsible for creating engaging content (pictures, short videos) to share on their own platforms and encourage donations.



Multiple donation options: Offer various ways for people to donate including through your online team fundraising page or cash collections. You can request sponsorship cards from the Focus Ireland team.



Reward recognition: Celebrate student fundraising achievements. Consider small rewards (school reward points, shout-outs in the school newsletter), or even a pizza party, for reaching milestones.



Spread the word: Use your school's social media channels to promote your School sleep out and encourage your online community to show their support to your students by donating to your team fundraising page.



Create communication materials: Encourage students to write a compelling school email to explain the sleep out and encourage donations.



Assembly announcements: Give students a platform to present about the sleep out at a school assembly, inspiring their peers and generating excitement.



Signpost students to resources: Remind your students about the resources available on their fundraising page dashboard. These include: pre-written email templates, social media post examples and a QR poster.



Maximise the event day: The event day is the perfect opportunity to get people's attention and fundraise! Share live updates during your sleep out and ask your supporters to continue donating throughout the night.

Sending your donations



Please return all cash donations within 4 weeks after the event.

€ Cheques & Cash

Cash collections and donations made by cheque can be sent to our office address:

Cork	Dublin	Limerick	Sligo
40/41 Grand Parade Cork City Cork T12 N1WE	9-12 High Street Christchurch Dublin 8 D08 E1W0	Catherine Place Limerick V94 RT21	2 Wine Street Sligo F91 K093

Please include your name/details, and reference that your donation is towards **Shine A Light**.

🏦 Bank Transfer

You can make the donation directly to our bank account:

Name: Focus Ireland
IBAN: IE30BOFI90001715834518
Sort code: 90-00-17
A/c No: 15834518
BIC: BOFIE2D

When making a transfer please ensure you include your name/details so we can attribute the donation to you and don't forget to reference Shine A Light.