

# Shine A Light Night Fundraising Guide

# Shine A Light Night

Proudly supported by  
Bord Gáis Energy

**FOCUS**  
Ireland





# Why do we need your support?

Homelessness affects real people; men, women, children, families, young people, elderly, and people with disabilities.

Focus Ireland is driven by the fundamental belief that **homelessness is wrong**. We work to prevent homelessness and find sustainable long-term solutions to help people leave homelessness forever.

Shine A Light Night is our flagship fundraising campaign. Together, with the support of Bord Gáis Energy and your amazing fundraising, we're aiming to raise **€1.5 million** to support people experiencing homelessness across Ireland.

## Shine A Light Night

**10,325** people are homeless in Ireland.  
**3,028** are children.\*



# Tips for your fundraising page

## Personalise your page story

Why are you taking part in Shine A Light Night? Make sure you add a story to your page to let your supporters know why you got involved and why you believe homelessness is wrong.

## Upload a profile picture

Fundraisers who add a profile photo raised 86% more on average. It can be a smiling selfie, a picture from last year's sleep-out or a snap of your dog or cat – whatever it is, make it personal!

## Create a team

Get your sports club or community group together to take part in Shine A Light Night as a team! Each member will have their own individual fundraising page that links to the team page. You can easily create or join a team when you register.

# Shine A Light Night

## Share, share and share again!

Research shows the number one reason people donate is because they were asked! You will receive your own personal fundraising page when you register for Shine A Light Night. Share this link far and wide so your supporters can donate and support you!



# The power of social media

Social media is a powerful tool for creating awareness.

Please like and follow our social media pages to keep up to date with Shine A Light Night news. We also frequently share statistics and figures about homelessness and other interesting content about our work which you can share with your followers.

Don't forget to tag friends, family or colleagues who are taking part and ask them to donate and share their own posts!

Use **#ShineALightNight** when you post or re-share content!  
Together, we can share the message that homelessness is wrong.

## Shine A Light Night

### Example post for social media

On Friday October 14<sup>th</sup>, I will be sleeping out in my garden to give one night to Shine A Light on homelessness.

You can help people experiencing homelessness in Ireland too.

Please sign up or donate to my page **#ShineALightNight**



The Focus Ireland team are here to help. If you have any questions, please feel contact us.

**Shine  
A Light  
Night**

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Thank you!

Together, we have moved one step closer to ending homelessness.

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Ireland



Disclaimer: You will be taking part in Focus Ireland's Shine A Light Night at your own risk. Focus Ireland cannot be held responsible for loss or damage to personal effects, for personal accidents, for injury or loss to third parties.