

# Schools Sleep Out for Students

## Tips for Fundraising



**Personalise your fundraising page:** Update your page to let your supporters know why you're taking part in Shine A Light. Fun fact: people who post a profile picture raise up to 10 times more.

**Join your school team:** Increase your impact by joining your school team and pooling your fundraising efforts with your friends.



**Brainstorm ways to fundraise:** Create eye-catching posters and social media posts to promote your fundraising efforts. Record a TikTok or a reel to explain why you're taking part and share your fundraising page for donations.

**Spread the word:** Share your school's fundraising page on social media and ask your online community to support your school by donating to your team fundraising page.



**Use the resources:** There are extra resources available on your fundraising page dashboard. These include: pre-written email templates, social media post examples and QR poster so donors can donate directly to your fundraising page by scanning the QR code.

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



# Sending your donations



## Donate Online

Donations made directly to your **Shine A Light** online fundraising page will automatically transfer to Focus Ireland.

Share your fundraising page link via email and social media. Alternatively your supporters can find your fundraising page on the website by selecting 'Donate to a fundraiser' and searching for you.

If you have collected any cash donations, you can also add this to your fundraising page by selecting '**Bank my funds**' on your personal fundraising dashboard.

## Cheques/Cash

Cash collections and donations made by cheque can be sent to our office at the address below. Make sure to include your name/details and reference it's towards **Shine A Light**. Please be sure to make all cheques payable to:

**Focus Ireland,  
9-12 High Street  
Christchurch,  
Dublin 8**

## Bank Transfers

You can make the donation directly to the Focus Ireland bank account using the details below. Please make sure to add your **name/details** when transferring donations and **reference Shine A Light**.

Name: Focus Ireland  
IBAN: IE30 BOFI 900017 15834518  
Sort code: 90-00-17  
A/c No: 15834518  
BIC: BOFII2D

For more information:  
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