



TODAY fm

FOCUS  
Ireland

## Fundraising Toolkit

# 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.

Over 11,500 people are experiencing homelessness in Ireland, including 1,600 families and 3,500 children.



# Top tips for fundraising online

## Online Fundraising

- Online fundraising is a great way to maximize your fundraising efforts.
- Statistics show that 54% of donors worldwide prefer to give online.
- It allows you to keep your family, friends and colleagues, informed about your fundraiser and makes it easy for them to support you no matter where they are in the world.
- You can set up your online fundraising page now on [The Big Busk website](#).



## Personalisation

- Personalise your fundraising page
- Let everyone know why you're fundraising for Focus Ireland and why it is important to you. Make sure you to let your supporters know why you got involved and why you believe homelessness is wrong.
- Pro Tip! Upload a profile picture
- People who post a profile picture raise up to 10 times more! It can be a group photo or even your school crest.
- Include a link to your social media accounts (YouTube, SoundCloud, Spotify) to give your supporters a first glimpse at your upcoming performance.

## Stick to the facts!

- Figures and statistics about homelessness can be powerful motivators for people to donate to your fundraiser. Educate yourself and people in your network about the facts and what you can do to help. You can find the latest homelessness figures in Ireland on the Focus Ireland website.
- Share, share and share again!
- Why? Because research shows the number one reason people donate is because they were asked! Share your fundraising page far and wide so your supporters can donate and support you!



# Sending your donations to Focus Ireland

## Donate Online

If you have set up an online fundraising page on The Big Busk website, all donations made through this page will automatically be transferred to Focus Ireland.

Donations can also be made directly on [our website](#). Simply donate the total funds you raised and be sure to select 'Monies raised for The Big Busk' on the donation page.

You can add the offline donations you've collected to your own fundraising page

## Cheques/Cash

Donations made by cheque can be sent to our office at the address below. Please be sure to make all cheques payable to:

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

Please make sure to include your name/details, and reference that your donation is towards The Big Busk.

## Bank Transfers

You can make the donation directly to our bank account using the details below. Please make sure to add your name/details when transferring donations and reference The Big Busk!

Our bank transfer details are:

Name: Focus Ireland  
IBAN: IE91BOFI90001752714566  
Sort code: 90-00-17  
A/c No: 52714566  
BIC: BOFIE2D

# Thank you!

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

T: 01 881 5900

W: [thebigbusk.focusireland.ie](http://thebigbusk.focusireland.ie)

E: [busk@focusireland.ie](mailto:busk@focusireland.ie)

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

