

Business Leader Sleep Out

Tips for Fundraising



Lead by example: Publicly announce your participation and fundraising goals. Update your fundraising page to let your supporters know why you are joining Shine A Light and how it aligns with your company's values.



DONATE ❤️

Self-donate: Support yourself and kick-start your donations by donating to your own fundraising page first. It is a good way to encourage donations as this will give people an amount to match.

Leverage your network: Reach out to your peers, clients and vendors, challenging them to participate, or asking them to donate to your fundraising page.



Spread the word: Utilise social media platforms to share your fundraising story and the progress towards your fundraising target. Encourage your colleagues to reshare on your company's social channels.

Matched gifts: Find out if your workplace has a matching gift scheme to double your impact. If not, consider encouraging your team to organise a workplace sleep out on your premises.



Maximise the event day: The event day is a prime opportunity to secure donations. Share live updates during the sleep out event and ask your supporters to continue donating throughout the night.

For more information:

T: 01 881 5900

W: shinealight.focusireland.ie

E: shinealight@focusireland.ie

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Energy

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

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