



FUNDRAISING

GUIDE





So you've decided to fundraise for Muslim Hands.

That's great! It's people like you who make the world a better place by helping those who live in poverty or are affected by conflict.

We rely on donors like you to keep our life-saving work going, so we appreciate your efforts greatly. To help you get started we have put together this Fundraising Guide. You will find tips on how to raise funds and how to hit your target. If you have questions you can get in touch with us any time.

ABOUT MUSLIM HANDS

Inspired by the values of our faith, Muslim Hands is working towards tackling the root causes of poverty and creating a fairer world for everyone. We believe that every human being has the right to an education, access to clean water and food and the means to support themselves, their family and their community.

This is why Muslim Hands strives to empower people for the long-term, rather than just providing immediate relief.

We approach each situation on a case by case basis, with a view to finding appropriate and sustainable solutions. Our projects have already made a huge impact, showing how our donors can make a real difference.

At Muslim Hands we provide an impartial, efficient and wholly transparent service that ensures your donations reach the people that really need them.



Get started! Create your fundraising plan.

1 WHY?

Choose a cause you are passionate about because during your fundraising you will talk about it a lot. Do you want to help refugees or give to an emergency? Or do you want to raise for a water well as Sadaqah Jariyah for a deceased relative? Find your why! This will be your biggest motivator in your fundraising journey.

2 HOW MUCH?

Set your a target. How much money do you need to raise to achieve the difference you want to make? Head to the Muslim Hands website to see how much we can do with a certain amount. Our team is more than happy to provide you with information about projects as well! Email events@muslimhands.org.uk

3 WHAT?

Come up with an idea – what could you do to raise the funds? Choose something you enjoy doing and maybe team up with others around you. Even if you want to pursue your fundraiser alone it is a good idea to keep your family and friends in the loop early on so that they can help you spread the word.

4 WHO? WHEN?

You have found a cause, you set your target, and you have a great fundraising activity in mind. Now choose a date, set up your fundraising page share your story online. If you tag us [@MuslimHandsUK](https://www.instagram.com/MuslimHandsUK) on social media we can help you by sharing your fundraiser.



Need inspiration? Here are some ideas how you could fundraise:

ARE YOU A FITNESS-FAN?

- Run a half marathon
- Take part in a cycling event
- Do a sponsored skydive
- Do a sponsored swim
- Go on a sponsored hike
- Arrange a sports tournament
- 100 push-ups every day for a month

DON'T HAVE TIME FOR AN ACTIVITY?

- Give up on treats for a few weeks
- Give up on plastic for a month
- Lose weight - 1 for lbs!
- Declutter and sell things you don't need

DO YOU WANT TO INCREASE YOUR DEEN?

- Do a sponsored Qur'an reading routine
- Get sponsored to go to the mosque every day
- Get sponsored for Qur'an recitation
- Organise a Islamic quiz at your mosque
- Organise a Islamic poetry evening
- Get sponsored to learn Islamic calligraphy

WANT TO UTILISE YOUR TALENT?

- Organise a bake sale
- Sell your art
- Give a concert
- Mehndi

WANT TO INVOLVE YOUR KIDS AND THEIR FRIENDS?

- Create an obstacle course
- Organise a Fun Day
- Offer Face Painting
- Crafting afternoon

FUNDRAISING AT YOUR OFFICE?

- Bring in lunch for everyone
- Organise a coffee morning
- Organise a team activity – Bowling? Escape room?
- Ask your colleagues to give just £10 each to your fundraiser



Keep your donation safe and secure.

FUNDRAISING PAGES

We recommend setting up a Fundraising page (and not a Crowdfunding page) on **JustGiving**. How to do this is explained on the next page. Unlike some other platforms JustGiving does not charge a platform fee on any individual donation made to us. Instead, they give donors the option to make a voluntary contribution to the cost of maintaining their platform. Funds collected through JustGiving will be automatically transferred to Muslim Hands, by JustGiving on your behalf.

CHEQUE OR POSTAL ORDER

You can send your donation via cheque or postal order. Please make them payable to 'Muslim Hands' and send them to our London office. Make sure you let us know the name of your Fundraiser and Donor ID.

PHONE

You can deposit the funds raised and donate over the phone using your credit or debit card by calling our donation hotline on **0115 911 7222**.

BANK TRANSFER

You can transfer the funds directly into our donations account.

Natwest Bank

Account Name: Muslim Hands

Sort Code: 60-11-33

Account Number: 22820000

Please reference the donation with your Donor ID and the name of your Fundraiser. Please also note that receipts cannot usually be issued for donations made via bank transfer.



JustGiving™



- 1 Head to justgiving.com/muslimhands and select 'Fundraise for us', then sign in or create an account.
- 2 Select the type of activity you are doing for your fundraiser. If you are unsure, select 'Doing your own thing'.
- 3 You will then be asked to fill in some further details about your activity, create your fundraising page URL and decide some other settings. Once you have completed the necessary steps, click the 'Create your page' button.
- 4 Now you can personalise your fundraising page by adding more information about what you are doing and why. Select 'Edit your page' to add images, change your fundraising target and add to your story. During your fundraising journey, you can revisit this part of the page to post updates and share them on social media.
- 5 In the 'Story' section of your page, please include this line: 'This is a fundraiser in aid of Muslim Hands'.
- 6 Your fundraising page has now been created and you can begin sharing with friends, family and on social media. With your page linked to Muslim Hands, you don't need to worry about the transfer of funds, as JustGiving will process these on your behalf directly to us.

Please note: Fundraisers are responsible for organising all aspects of their fundraising and Muslim Hands will not accept any liability related to their fundraising.

Keep the donations coming!

You have started fundraising, the first donations have come in. But now they have started to come in slower and you fear they might stop coming it altogether. Here are some tips how you can get your fundraiser unstuck!

Make sure you explain your **WHY? HOW MUCH? WHAT? WHO? and WHEN?** clearly and briefly on your fundraising page and social media. Your summary should be so simple that you could explain the basics in 30 seconds to someone you meet.

Update everyone regularly: When you hit a new milestone towards your target, share a progress photo, share more information about your cause, thank your donors, ask your donors to share your fundraising page with their friends and family, tag Muslim Hands in your pictures so we can give your fundraiser a shoutout.

Directly ask friends and family to share your fundraiser! This one seems obvious but many do not do this enough because they don't want to pester anyone. Remember, there is a reward in leading others to do good! So keep asking for support for your cause.





Do you have questions? Get in touch!

EMAIL US

events@muslimhands.org.uk

CALL US

on **0115 911 7222**.

Ask to speak to the events team.

CHAT WITH US

Head to muslimhands.org.uk and open the chat in the bottom right corner.

NOTTINGHAM OFFICE

Muslim Hands
148 Gregory Boulevard
Nottingham, NG7 5JE

LONDON OFFICE

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595-597 Commercial Road, Limehouse
London, E1 0HJ



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**FUNDRAISING
REGULATOR**

Registered Charity No.1105056
Registered Company No. 05080486 in England