

**FOCUS**  
Ireland

# The Next Step!

## Fundraising Guide

Supported by  **HORIZON**



# 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.

**6,825** people are homeless in Ireland, including **1,180** families and **2,667** children.

*\*Figures based on February 2022 statistics*

# Top Tips for Fundraising

## Use your network

Tell your friends, family, colleagues, clients, suppliers and anyone who will listen that you are taking part in **The Next Step** to fight homelessness. Ask them for support or invite them to join the challenge alongside you.

## Share, Share and Share again

Share your fundraising page far and wide. Use WhatsApp, social media, e-mail or text your link to your friends, family and colleagues and ask them to support you to take **The Next Step** to fight homelessness.

## Matched Giving

Many employees don't know that their company offer matched giving when employees fundraise for a great cause. So, why not get a team of your colleagues together and speak to the Corporate Social Responsibility or Human Resource team at your workplace to see will they will match what you raise? It's worth the ask!

## Stick to the facts

Figures and statistics about homelessness can be a powerful motivator for people to donate to your page for **The Next Step**. Educate yourself and your network about homelessness, the work Focus Ireland do and how they can help. Check out our [stats and figures page](#) to get the latest information.

# Tips for your Fundraising Page

## Personalise your page

Why are you taking part in **The Next Step**? 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.

## Create a team

Fundraise as a team to amplify your efforts in supporting people experiencing homelessness. Each member of your team will have their own individual fundraising page that links to a team page. You can easily create a team when you sign up for The Next Step. If you have already signed up, you can join an existing team.

## Join your company group

If you are taking part with your company, make sure you select the company from the drop down when you sign up. This means all the funds you raise will be added to the company total and appear on the leader board.

## Set your target

We suggest you set your target at €250 if you are a member of the public and €500 if you are a company supporter.

## Share, share and share again

You will receive a personalised fundraising page URL when you sign up for **The Next Step**. Share this link far and wide so your supporters can donate. Research shows the number one reason people donate is because they were asked. So, don't be shy!

# We are here to help!

Don't forget the Focus Ireland Team are always here to help. If you have any questions, please feel free to get in touch:

**E:** [thenextstep@focusireland.ie](mailto:thenextstep@focusireland.ie)

**T:** 01-881-5900

**W:** [www.fundraising.focusireland.ie](http://www.fundraising.focusireland.ie)

**Thank you from Focus Ireland.  
Together we have moved one step closer to ending  
homelessness.**



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