



FUNDRAISING PACK

**Celebrate World Down Syndrome Day
March 21st 2024**

Celebrate with us!

We are looking forward to celebrating World Down Syndrome Day on 21st March and this year we want to make it the biggest and best yet!

World Down Syndrome Day is observed on March 21st. Across the world people run events to raise public awareness, advocating for the rights and inclusion of people with Down syndrome. World Down Syndrome Day is on March 21st, chosen to represent the 3 copies of the 21st chromosome present in individuals with Down syndrome.

As well as raising awareness and celebrating our fabulous children, it is a wonderful opportunity to help us raise funds to continue to empower, enlighten and educate families and professionals involved in our children's care and education.

There are a few different ways you can join us in celebrating and we hope have lots of fun in the process!

We love to hear about your plans too so remember to get in touch with us at:
fundraising@downsyndromeuk.co.uk

PADS 21 Challenge

Take on the #PADS21Challenge and help us raise vital funds to provide information and resources to empower families of a child with Down syndrome.

Whether you choose to do an individual challenge, as a family, or with friends it's really up to you as long as it includes 21 and most importantly you have some fun. We have put together some ideas to help you on your way or feel free to get in touch with our fundraising team to talk through your ideas.

The easiest way to share your challenge and get friends and family to support you is by setting up a JustGiving page. Share with as many people as possible and raise as much as you can!



**Positive about
Down syndrome**

Here are some ideas to get you started!

- Run, walk, or cycle 21 miles across 21 days, or 21 miles in one day
- Wear 21 layers for a whole day
- Learn a different skill every day for 21 days
- Read 21 books in 21 days
- Give up something for 21 days
- Get fit in 21 days
- Host a '21' quiz- quizzers have to name 21 of a subject. Eg. 21 countries, 21 fruits, 21 80's popstars, 21 world cup footballers etc.
- Get your gym/fitness group involved and take on a different challenge for 21 days

Have fun, your way!

For those that want something less challenging, here are some fundraising ideas to do at home, at work, or get your schools involved with!



Wear what you want for the day and dress up for Down syndrome.



Organise a cake sale at your work and sell delicious treats to your colleagues.

Collect unwanted Christmas gifts and organise a tombola. Get a 5 or 0 and win a prize!



Wear mismatched socks for the day in return for a donation.

Organise a quiz night and see who gets crowned the quiz master of WDSD 2023!



Host a raffle, ask local businesses to donate a prize. It's a great way to build up awareness in your local community.

Host a come dine with me event and ask guests to make a donation of what they would pay for your food.

**It's
Quiz
Time**

Host a coffee morning and ask for donations of what guests would pay for a beverage at a cafe.



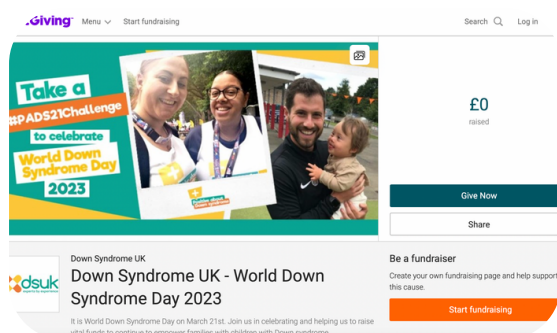
Clear out unwanted items and clothing and sell them, donating what you make to us!

Set up a social media fundraiser and ask your followers for donations.

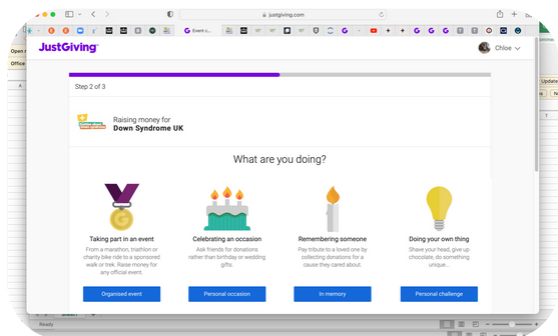
Set up a JustGiving page

1. Go to

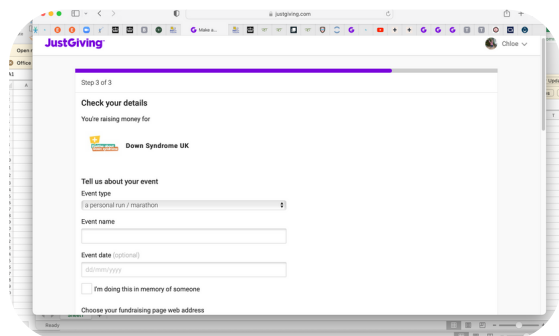
<https://www.justgiving.com/campaign/dsuk-worlddownsyndromeday-2024> and click start fundraising



2. Select doing your own thing



3. Fill out details of what you are doing to raise money and click create your page!



4. Personalise your page and tell everyone why you want to raise money for us, then share it far and wide with everyone you know!

How to pay in donations

JustGiving is the easiest way to fundraise for us, however if you have offline donations here are the best ways of paying the money to us.

By BACS

Pay donations using the CAF details below and your name as reference. Please email fundraising@downsyndromeuk.co.uk and let us know the amount so we can make sure it arrives safely.

By cheque

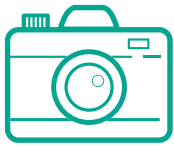
Please make cheques payable to 'Down syndrome UK'. For the address to send the cheques to, please contact fundraising@downsyndromeuk.co.uk

Via Online

To make a donation through our website, simply go to www.downsyndromeuk.co.uk and click "donate"

**CAF bank account:
Down syndrome UK**
Account number: 00033123
Sort code: 40 52 40

Top tips to maximise your fundraising



Add a photo

Fundraisers with pictures or videos on their fundraising pages raise 14% more per photo. Perfect excuse to take a selfie or share a picture of your little one who inspired your fundraising.



Tell YOUR Story

Supporters want to know what you are doing but more importantly they want to know WHY you are doing it. Telling a story about why you are fundraising will help motivate supporters of your cause.



Set a target

Don't forget to set a fundraising target so that it not only motivates you but also your supporters. People might be willing to donate a little extra to help you reach your target.



Share!

Sharing your fundraising on Social Media, your local pub, club or workplace raises more. Don't be afraid to share, people want to hear about the good things you are doing.



Don't forget..Email

There are lots of friends, colleagues and neighbours not on your social networks who would LOVE to hear about what you are doing.



Add a video

Why not make a quick video detailing your fundraising story? It doesn't have to be anything fancy, just grab your phone and record you talking about what you are doing and why.

THANK
YOU

Say Thank you

Donations can still come in after your fundraising event has ended so make sure you follow up and say thank you to your supporters.

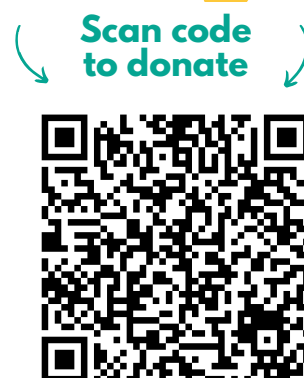




Join us in celebrating

World Down Syndrome Day

21st March



Where:

Date:

Time:

What:

Every pound will help make a positive difference to families with a child with Down syndrome now and in the future!

www.downsyndromeuk.co.uk

Down Syndrome UK registered charity number 1184564

Thank you!

for helping us to raise money
for Down Syndrome UK

We raised

£

Thank you for helping us raise awareness and supporting Down Syndrome UK. Every pound donated will help make a positive impact on families with a child with Down syndrome now and in the future!