



THE CYBERSMILE FOUNDATION

FUNDRAISING AND SUPPORTERS PACK

**SUPPORTING THE
CYBERSMILE FOUNDATION
IS NOT JUST ABOUT GIVING MONEY.**

Spreading our message and simply letting people know we are here for them is just as valuable as a donation and could save someone's life. Whether you are able to organise a fundraising event or simply post a few messages on social media, it all counts, it all makes a difference.



THE CYBERSMILE FOUNDATION

**THE CYBERSMILE FOUNDATION IS A MULTI AWARD WINNING
CYBERBULLYING NON-PROFIT ORGANISATION COMMITTED TO
TACKLING ALL FORMS OF ONLINE BULLYING AND HATE
CAMPAIGNS.**

Our mission is a simple one; we believe everyone should be able to enjoy being part of the new connected online world. However, online abuse and bullying is rife, holding many back from enjoying the benefits that this connected community can provide. This community lacks the social rules of engagement that have been cultivated over generations, governing the behaviour and relationships in the communities where we live, play and work – the physical world.

Policing, monitoring and restrictions can only go so far – we believe that we cannot force change in an ever-evolving online world and that the best way to prevent cyberbullying is by addressing the root causes of this behaviour.

We are committed to helping everyone realise their potential by supporting those who are bullied and by changing the behaviour of the bullies themselves.

We reach millions of people through our online activities and social media channels promoting our message of positivity and encouragement to use the power of the internet for positive change. Cybersmile have developed this holistic and comprehensive approach to meet the need for a collective response to this growing problem.

CYBERBULLYING & DIGITAL ABUSE

BLOGS

If you have got something to say in support of our work or you want to voice your opinion on cyberbullying, you could write a blog for us or use other online forums to promote our positive online messages. This is a great way of raising awareness of what we are doing and what help we offer. You could be saving someone's life just by letting him or her know we are there.

TESTIMONIALS

If you have experienced any aspect of cyberbullying, your story could help others to deal with their experiences too. Or if we have inspired you then you could tell us how we have helped you. Testimonials are a powerful personal account, which we are always happy to receive and post on our site and social media, to raise awareness and spread the word!

#IMACYBERSMILER

What started as a few tweets from our followers with the hashtag #IMACYBERSMILER has now become a global online campaign! Cybersmilers all over the world are spreading positivity and standing up against cyberbullying and online hate. Join us by clicking on the Twitter icon at the top of our homepage and searching #IMACYBERSMILER to see what messages our cybersmilers are posting – if you want to offer support to cyberbullying victims too, tweet the hashtag and introduce yourself!

FUNDRAISING

WHAT SHOULD I DO?

Think about what you like and what you are good at. This could be anything from a simple sponsored walk to playing the piano in fancy dress. Maybe you have organisational skills and want to put on some kind of event? The possibilities are endless!

HOW DO YOU FIND SPONSERS

When you have decided what you are going to do you will need to find people to sponsor you. Asking friends, family and work colleagues is always a good start and they may even be able to offer you some more ideas and resources you will find useful!

ONLINE FUNDRAISING

Whatever your event, online fundraising platforms are fantastic for promoting your fundraising and they manage all of the payments and sponsors for you. You can create your own sponsorship page and share the link through your email, social media and all your other promotional activities. Go to our JustGiving page at www.justgiving.com/cybersmile and follow the instructions!

SPREAD THE WORD

Tell everyone what you are doing. Ask friends to promote your event, talk to local businesses, press and radio about what you are doing and why. Put a link to your online fundraising page on your email signature and email your contacts.

USE SOCIAL MEDIA

Tell all your friends and contacts on social media, Facebook and Twitter etc. about your event and if you have set up a fundraising web page make sure you put in the link and ask your friends to share it. Make sure you let us know too – we're always good for a retweet!

CYBERBULLYING & DIGITAL ABUSE

DON'T FEEL DAUNTED

Take things one step at a time! Give yourself achievable targets and enough time to get everything done. Make a simple plan and change it if you need to!

DON'T GIVE UP!

Persistence really does pay off! Don't be afraid to send out a few requests or reminders regularly. People do genuinely forget things and will appreciate the reminder. It also shows that you are serious about fundraising.

OTHER THINGS TO CONSIDER...

MARKETING

If you are thinking of publicising your event or producing promotional materials we can help you. You will be able to use all of our online resources, content from our site and our logo to customise promoting your event.

SAFETY AND THE LAW

Don't forget to make sure that you're being safe and not breaking the law. Depending on what kind of fundraising activity you are doing you may need insurance, a license or permit. Your local council or government will be able to tell you if you need this for your planned event.

SENDING US MONEY

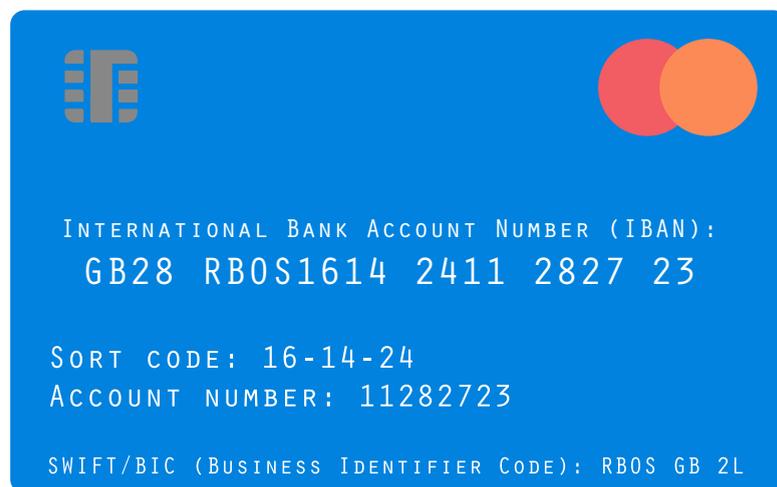
FIRST OFF — THANK YOU! NOW HERE'S HOW YOU CAN SEND US YOUR HARD-EARNED SPONSORSHIP FUNDS!

If you have used an online fundraising platform such as JustGiving, you're all done! To donate to The Cybersmile Foundation using BACS, please use these details:



HOW DO I DONATE INTERNATIONALLY?

Although we are an international non-profit organisation, we currently maintain our bank accounts within the UK. If you are outside the UK and wish to send us your donation, you may need a few more details...



Alternatively, head to our donation pages to pay securely using a PayPal account or debit/credit card: www.cybersmile.org/donate

If you have collected funds yourself, you can send a cheque or postal order (made out to The Cybersmile Foundation) to one of our addresses:

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IDEAS FOR EVENTS AND FUNDRAISING

IF YOU WOULD LIKE TO PUT ON YOUR OWN FUNDRAISING EVENT, HERE ARE A FEW IDEAS TO GET YOU STARTED...

QUIZ NIGHT

This type of event is well known and easy to set up at home, work, or in your local pub. A quiz night is a great way to have fun and raise money with entry fees or a raffle as well.

DRESS UP DAY



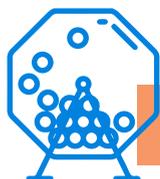
At work or school, a non-uniform or dress up event can really liven up the day and is an easy way to raise awareness and funds. Everyone pays a small fee for the privilege and gets that warm fuzzy feeling too.

SOCIAL EVENTS AND PARTIES

Contact local pub and club venues and you will find many will be prepared to give you a bar or other area to hold a fundraiser. You can sell tickets or hold an auction or raffle to raise money. How about a speed dating night, dancing competition, fancy dress party, talent show, fashion show, showcase for local musicians or DJ's or just have a party! The list is endless.

A LITTLE CHANGE

What can you give up to help victims of cyberbullying? Even small amounts can really add up and make a huge difference. Set yourself a challenge to go without one little luxury, for example a daily stop at the coffee shop or chocolate bar at break time, and put aside the money you save for a donation. You may be surprised what you find at the end of the month!



OFFICE 50:50 LOTTERY

Employees each put a small fee per month into a works lottery fund. Each month a name is chosen at random and the winner takes half the lottery pot with the remaining half going to Cybersmile. This is a fantastic way to support us long term and for employees to have a chance of an unexpected bonus!



HOME PARTIES

You can keep things a little more intimate and hold something at home for friends and family. Maybe invite a dozen or so friends around for a themed dinner party or a games night. You can sell tickets, or ask your guests to donate what they might usually spend on a meal out for the pleasure of your home cooking!

For support with your fundraising plans or if you have any fundraising related queries email:

fundraising@cybersmile.org



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