

## Campaign Information

### How do I sign up?

If you haven't already done so, please sign up at the link [here](#).

### When is the campaign?

The "live" campaign runs for 36 hours, from 10am on Sunday 27th February until 10pm on Monday 28th February.

### How does it work?

Our goal is to mobilise our supporters and friends around the world to come together and raise much needed funds for Hasmonean during the campaign. We will be using Charity Extra, the online fund-match platform.

We are extremely grateful that, particularly in these challenging times, the Fundraising Committee has been successful in securing a number of very generous matching donors. These donors will match each donation that we receive during the campaign. This will effectively double the value of every donation, for example £18 becomes £36 and £1,000 becomes £2,000.

### Will I have my own personal fundraising page?

Every team leader will receive a link to their personalised page. You can forward this link to all your contacts via text message, WhatsApp, social media and email. When your contacts donate using this link, the donation will be shown as coming from your page, so you can track your individual team success as the campaign progresses.

### What do I need to do next?

Prepare a list of all the people you can approach to donate to your fundraising page. Think as broadly as possible, contacts could include grandparents, aunts, uncles, cousins, friends, Hasmonean alumni, parents in your children's year group or other school parents, neighbours, colleagues, etc. anywhere in the world, not just in London. We encourage you to reach out to approximately 30-40 people, as the larger the number of people you reach out to the more successful the overall campaign will be. Every donation, no matter the size, will make a difference.

The benefit of this method of fundraising is that no matter what you are personally able to give, you have the chance to raise even more amongst your contacts. Remember, phone calls are more effective than messages, WhatsApp or email, so if you can, please try to approach each donor personally. Start planning how much you want to raise for the school.

For example, if your family sets a target of £1,000, you could ask 40 people for £25 or 20 people for £50. This money would then be generously matched, doubling your family's fundraising efforts.