



# #weareHASMO

## Campaign information for Team Leaders

### 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 27<sup>th</sup> February until 10pm on Monday 28<sup>th</sup> 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 Hasmonian during the campaign. We will be using Charity Extra, the online fund-match platform.

We are extremely grateful that 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, Hasmonian alumni, parents in your children's year group or other school parents past and present, 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.

### Will my family and friends really want to donate?

Yes! They will be donating not necessarily for the cause but because it is you who is doing the asking.



Think of all the times you have been asked for sponsorship e.g. people on runs, brochure advertising - this is the same idea. With your involvement, we can reach out to people we would never have been able to reach. Experience from previous fund-matching campaigns has shown that it is much easier to fundraise this way than people think. Some people have simply never been asked before and this is our opportunity to ask as many people as we can with all of our parents using their contacts as potential donors.

### **Will my friends from other schools want to donate?**

All your friends and family will want to help YOU, and everyone understands that extra funds are needed for schools. You will be surprised by how many people will want to help and support a cause that is important to you.

### **Can't we ask big donors we've asked before?**

The same larger donors are approached by many other organisations all the time and we cannot rely solely on their generosity. Many have kindly agreed to support this campaign by matching £ for £ so we need to raise at least half the money from other sources (mainly via the parent body) to earn their financial support on this campaign.

As members of the wider Hasmonian family we all have a collective responsibility to help support the school for the benefit of its current students and future generations. We know that times are especially hard for many now and therefore we all need to partner to raise the money the school really needs.

### **Will you want me to call people I don't know?**

No. We only want you to contact people who you know personally.

### **Can I start asking my contacts in the days leading up to the campaign?**

Yes, you can start calling people before the campaign and in fact we would encourage you to do so. Please see the [Call Script](#) for specific instructions. Any donation you raise prior to the live campaign will be added on the campaign day to your page and will be matched.

### **I've never picked up the phone to raise money in my life! How will you help me?**

Given your personal connection to Hasmonian we hope that this will not be overwhelming for you. You can make it a family effort in reaching out to your contacts. Having said that we want you to fundraise with confidence and have put a few things in place to support you.

- **Call script:** we will provide you with a script that you can use on your calls. It details what the school's needs are and why we need to raise money in order to help you answer questions which may come up on your calls.
- **Social media and print marketing:** we are developing a print and social media campaign which will also help support all team leaders in driving their fundraising. As well as publishing posts about the campaign, we'll send you messages that you can post on your own social media accounts.

### **I have more questions, who can I contact?**

We are here to help you succeed! Please send any questions you may have to [wearehasmo@hasmonian.co.uk](mailto:wearehasmo@hasmonian.co.uk)

**Thank you and good luck!**