



Guide to Local Fundraising

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About this document

This is a comprehensive guide to the Support My Local system. You can find [the most recent version](#) online.

Introduction

Welcome, I am Dr James Bayley the founder of Support My Local (<https://supportmylocal.org>). I live in Ladywell in South East London and have been active in local good causes including PTAs and the Scouts for many years. I realised more needed to be done to help small local organisations raise funds and small businesses compete against the big chains and I created Support My Local.

This guide is for anyone who would like to help raise money for a local good cause while supporting local businesses. When you have finished reading it you will understand what Support My Local is and how it can help you raise more money with less effort. We hope that you will [apply for a fundraising account](#).

Support My Local was originally launched as Support My School but due to demand from other good causes we changed its name and allowed other good causes to register. Schools and PTAs are now some of the many different types of good causes that can raising money using the platform.

Fundraising for Local Good Causes is Tough

Raising money for local good causes is difficult because they have small audiences and cannot attract sponsorship from large businesses.

Support My Local solves this problem by combining the audiences of many local good causes on the SupportMyLocal.org website and selling inexpensive marketing services to local businesses.

(please turn over...)

How does Support My Local work?

Support My Local is a business directory like the Yellow Pages. Local businesses pay for an advert and 51% of the fee goes to the local Good Cause that they support. Good Causes simply encourage their members to search for suppliers on the Support My Local website. Local businesses could be shops, tradesmen and members themselves.



Video Explainer

We have two videos explaining how Support My Local works.

- [Support My Local for Fundraisers](#)
- [Support My Local for Businesses who want to support a good cause.](#)

Benefits For Fundraisers

- No start-up cost
- Create a monthly income with little effort
- Ideal for busy fundraisers
- It does not need a big team; just two people can make a big difference
- Build bridges with the business community

The financial goals of Support My Local is to create a **regular income** for your Good Cause and increase sales at local businesses. You can choose to save this income for a big purchase or you could use it to support regular expenditure.

Support My Local can raise large amounts of money for little effort because the amount raised each month goes up as you get more business sponsors. For example, a Good Cause with four standard business sponsors would be raising £51 *every month*. No other fundraising scheme has such potential.

GDPR and marketing permission is NOT a problem

There is a huge amount of nonsense talked about GDPR but at its heart the rules are simple,

- Only send emails to people who have asked for them.
- If someone complains stop sending them emails
- Don't pass on people's personal details to anyone else without their permission.

How to make Support My Local a success

Every project needs 3 things to ensure success,

- Someone to recruit local businesses as advertisers
- One or two people to do the work of sending out the regular newsletter.
- Members who are willing to help the Good Cause by shopping and writing reviews on SupportMyLocal.org.

It is possible for just one person to raise money using Support My Local but fundraising is much more fun when you have help.

Willing members are a must! Support My Local will generate an income for your good cause but only if members sometimes use the Support My Local website rather Google.

The Fundraising Journey

We know that Support My Local can seem complicated and so we have broken your fundraising journey down into small steps. After you complete a step, we will help you with the next one.

1. Learn about Support My Local

You are doing this step!

2. Apply for a fundraising account

Your first step towards raising money is to [apply for a fundraising account](#). We simply need to know, who you are, what you are raising money for and where to send donations.

3. Create your fundraising account

When your application is accepted you must [create a fundraising account](#) on Support My Local. This will allow you to provide information for potential business supporters.

4. Ask local businesses to support your Good Cause

Each fundraising organisation will approach this differently. Some will be marketing experts and already have relationships with many local businesses, others will be doing it for the first time. Whatever your situation [we are here to help](#).

5. Remind your members to use SupportMyLocal.org

It's great to have businesses donating to you but we want them to donate to you *every month for ever*. However, public spirited they are this is more likely if they are seeing some return on their investment. You must regularly remind members to use SupportMyLocal.org to find suppliers and write reviews.

6. Receive donations (and spend them)

This is this the what we have all been working towards and is a great achievement by you and your business supporters. You must write a report each term saying what you have spent the money on (or are saving it for). This will encourage existing supporters to keep paying and make it easier to recruit new ones.

Next Steps

Get a FREE fundraising account for your good cause.

Apply Now

Click the button or type <http://bit.ly/sml-account> into your browser.

Questions?

Every school is different and the best way to move forward is for us to have a chat about the challenges your school faces and how we can help you.

- Call me on 07989 381331 or
- Email james@supportmylocal.org

James

P.S. If you have just read this and decided that you are not the “right person” then please forward it to someone else in your organisation.