



READY TO CHALLENGE YOURSELF AND MAKE A DIFFERENCE?

ABP Marathon fundraising ideas to help you reach your target

SSJ.ORG.UK

the **society** of
st James 
believing in your future

The Society of St. James 125 Albert Road South, Southampton, SO14 3FR
A Company limited by guarantee and registered in England No. 03009700
Housing Association No. LH4337. Registered Charity No. 1043664

THANKS SO MUCH FOR RUNNING

and fundraising for  **st James** 
believing in your future

“Thank you for choosing Society of St James and helping us to support people experiencing, or at risk of, homelessness.

People like you are essential to the SSJ community. By joining **#TeamSSJ** you are helping to spread the word and raise vital funds so that we can continue to support people who use our services throughout the year.

We look forward to seeing your running progress and we will support you throughout, just as you support us. Don't forget to tag us in your photos on social media using the hashtag **#TeamSSJ**”

Tania Marsh, Chief Executive

Here's how your fundraising will help

£20 could provide essential items for someone moving into a hostel, like toiletries, cutlery, and crockery.

£30 could provide a skills qualification for someone who has experienced long-term homelessness.

£35 would provide an emergency ID for someone who has been sleeping rough.

£100 or more could help us to provide vital mental health support for people who have experienced rough sleeping for a long time.

More information at: **SSJ.ORG.UK**

HOW TO START FUNDRAISING FOR YOUR RUN

Set Up Your Fundraising Page

We've created a JustGiving fundraising page for you. Personalise it to share your story, then accept donations, and track your success.

Set Your Target

Setting a target is a great way to encourage you to keep going and inspire others to donate to help you reach your goal. We recommend a target of £250 for the 10k and half marathon, and £350 for the marathon.

Explain Why You Are Fundraising for SSJ

Sharing your story helps others to understand why SSJ is important to you. People are more likely to support a cause with a personal story.

Make the First Donation

Start on the right foot with your fundraising, by giving yourself the first donation. It will encourage others to follow suit.

Spread the Word

Use #TeamSSJ, [join our Facebook group](#) and spread the word online and offline to keep motivation high and your donations even higher!

SETTING UP YOUR JUSTGIVING FUNDRAISING PAGE

Once you have completed the [form on our website](#) and paid your fee, you will then receive an email from us to initiate you into #TeamSSJ, and an email from Let's Do It to confirm your place with ABP. Once you're an official member of #TeamSSJ, the next thing to do is to set up your fundraising page!

Link To SSJ's Marathon Fundraising Page

[Visit the SSJ Marathon JustGiving page](#) and click the 'Start Fundraising' button to start the [process of making a fundraising page](#) which will be linked to SSJ and the ABP Marathon event

Set Up Your Fundraising Page

Sign in or create a JustGiving account. Then, JustGiving will take you through the process of setting up your fundraising page.

- Set your fundraising target - £250 for 10k, £250 for half marathon, and £350 for the marathon.
- Set the title of your page and tell your story. Explain why it's important to you to support SSJ and to end homelessness.
- Pick a cover photo or use SSJ's photo, generated automatically.
- When you finalise your page, make sure to tick to hear more from SSJ about future ways you can help us to end homelessness.

Share Your Fundraising Page

Share your fundraising page and ask for donations across your socials, as well as by email and WhatsApp.

INSPIRATION STATION

The following pages are full of fundraising ideas and posters. But to get you started, here are three tips to boost your fundraising



Tip 1: Talk to Everyone

Let everyone know that you're running and for what cause. Having people know you're training, will inspire you to keep going. Plus, the more people who know, the more donations you will attract.

Tip 2: Tell Your Sponsors

Tell them what their money will fund. Knowing where their money will go will encourage people to donate. Examples include: travel to work in the first month of employment, suit or clothes for a job interview, ID to apply for jobs or set up a bank account, level 2 qualifications delivered in their accommodation.



Tip 3: Promote Your Run

Share your run and fundraising events as much as you can, via social media, word of mouth, and more! We've created this fundraising pack full of posters you can use to spread the word. But if you need more, get in contact at fundraising@ssj.org.uk.

More ideas at: **SSJ.ORG.UK**

3 WAYS TO RAISE

donations for **the society of
st James** 
believing in your future



1. RUN WITH A PURPOSE

Run errands for others in the community in return for donations.

2. HOST A QUIZ NIGHT

Host an evening of fun and questions with all entry fees going to SSJ.



3. OFFER AN INCENTIVE

Ask people to donate in return for choosing a song for your racing playlist.

More ideas at: **SSJ.ORG.UK**

HOW TO PLAN YOUR RUN WITH A PURPOSE

Join the GoodGym group

GoodGym have created groups of local residents in Southampton and Portsmouth who run or walk to complete tasks for older people or community groups. Join their group and become a GoodGymer!

Spread the word

Keep an eye on the tasks people submit as part of the GoodGym group. Additionally, let people know that you're running to complete errands for others. Ask people you know if they need any help completing tasks and get them to let others know too.

Collect your donations

We have left a space on our fundraising poster so you can add a QR code that links to your fundraising page, for recipients to donate online. Or you can collect cash donations yourself and pay them in after the event. Don't forget to tag us in your photos on social media, and use the hashtag **#TeamSSJ**.

If you need any assistance with the QR codes on your poster, or if you need a money bucket, email lucy.potts@ssj.org.uk.

I'M RUNNING WITH A PURPOSE

I CAN RUN YOUR ERRANDS

CONTACT ME

I'm running in the ABP Southampton and fundraising in aid of 'Society of St James' charity to end homelessness in Southampton, Portsmouth, and Hampshire.

Donate now by scanning the QR code below. Thank you!



DONATE NOW



HOW TO PLAN YOUR QUIZ NIGHT

Get the date in the diary

Choose a location for your quiz and decide the date. Then decide how much you are going to ask people to donate - we suggest a £3 donation per person.

Spread the word

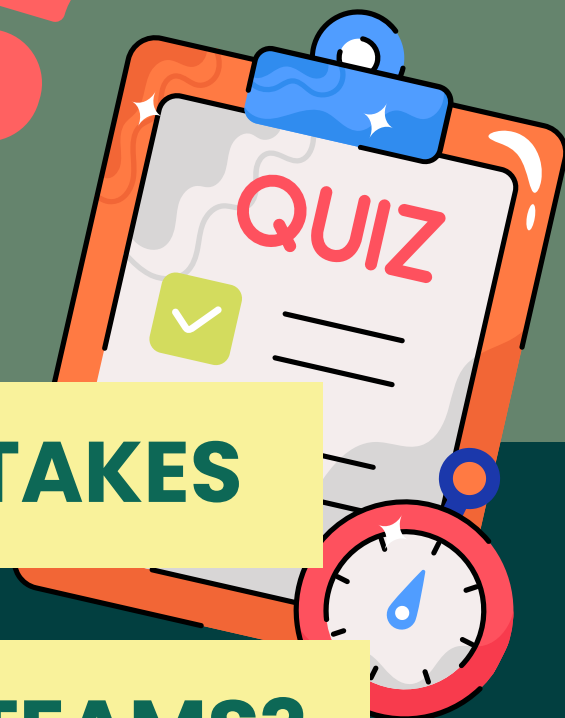
You want to make sure everyone knows about your Quiz Night, so be sure to invite all your friends, family and colleagues. We have a poster template which you can download for free and display, or send personal invites by email.

Collect your donations

We have left a space on our fundraising poster so you can add a QR code that links to your fundraising page, for participants to donate online. Or you can collect cash donations yourself and pay them in after the event. Don't forget to tag us in your photos on social media, and use the hashtag **#TeamSSJ**.

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QUIZ NIGHT



HAVE YOU GOT WHAT IT TAKES

TO BEAT THE OTHER TEAMS?

DATE: _ _ _ _ _



I'm running in the ABP
Southampton _ _ _ _ _
and fundraising in aid of
'Society of St James' charity to
end homelessness in
Southampton, Portsmouth, and
Hampshire.

Donate now by scanning the
QR code below. Thank you!



DONATE NOW



HOW TO PLAN YOUR PLAYLIST INCENTIVE

Create your shared playlist

Choose where you want to create your playlist, e.g. Spotify, Apple Music etc. Then decide how much you are going to ask people to donate - we suggest a £3 donation per person.

Spread the word

You want to make sure everyone knows about your running playlist, so be sure to ask everyone you know. We have a poster template which you can download for free and share on social media or email out. Make sure to decide whether you want to add song suggestions yourself or whether you want to share the playlist for donators to add to it.

Collect your donations

We have left a space on our fundraising poster so you can add a QR code that links to your fundraising page, for participants to donate online. Or you can collect cash donations yourself and pay them in after the event. Don't forget to tag us in your photos on social media, and use the hashtag **#TeamSSJ**.

If you need any assistance with the QR codes on your poster, or if you need a money bucket, email lucy.potts@ssj.org.uk.

DONATE TO PICK MY RUNNING PLAYLIST

HAVE A MOTIVATIONAL MIX?

ADD IT TO MY PLAYLIST!



I'm running in the ABP
Southampton
and fundraising in aid of
'Society of St James' charity to
end homelessness in
Southampton, Portsmouth, and
Hampshire.

Donate now by scanning the
QR code below. Thank you!



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ABP | **SOUTHAMPTON
MARATHON**

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4 WAYS TO KEEP MOTIVATED



1. JOIN OUR FACEBOOK GROUP

Keep in touch with your fellow runners in our [SSJ ABP Southampton Marathon Facebook Group](#)



2. CONNECT TO STRAVA

Tracking your runs on [Strava](#) gives you a visual display of your progress. You can see each time you reach a personal best!



3. CONNECT WITH OTHERS

Training with others can motivate you to keep going. If you prefer to run alone, use #TeamSSJ to connect with your SSJ community online.



4. USE OUR TRAINING PLANS

Download your personalised training plan here:

10k:

[Beginner](#)

[Advanced](#)

Half Marathon:

[Beginner](#)

[Advanced](#)

Marathon:

[Beginner](#)

[Advanced](#)



More ideas at: [SSJ.ORG.UK](#)

I'M RUNNING FOR SSJ!

WILL YOU SUPPORT ME?

I'm taking part in the ABP
Southampton Marathon.

I'm running in support of
'Society of St James' charity
to end homelessness in
Southampton, Portsmouth,
and Hampshire.

Please help me reach my
target of

£



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I'M RUNNING FOR SSJ!

WILL YOU SUPPORT ME?

I'm taking part in the ABP
Southampton Half Marathon.

I'm running in support of
'Society of St James' charity
to end homelessness in
Southampton, Portsmouth,
and Hampshire.

Please help me reach my
target of

£



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I'M RUNNING FOR SSJ!

WILL YOU SUPPORT ME?

I'm taking part in the ABP
Southampton 10K.

I'm running in support of
'Society of St James' charity
to end homelessness in
Southampton, Portsmouth,
and Hampshire.

Please help me reach my
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£



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