

Thank you for signing up to the

HIGH 5

5 CHALLENGES 1 GOOD CAUSE



DRINKLINKERS Survival Guide



Welcome to the DRINKLiNK family!

We're thrilled that you've chosen to support DRINKLiNK. As a young organisation with bold ambitions, we really appreciate your support and are confident that with your help, we can help transform the lives of those affected by someone else's drinking.

For some, alcohol can be present if not a pleasant contributor in their life. However, with 1 in 5 people recognising that they have an alcohol problem, for a large proportion of Scottish society, alcohol can have a negative impact.

Stories of alcohol dependence are very unique to the individual, but one thing that is very apparent is the ripple extends far beyond the person drinking. The impact can trickle into workplaces, break up families and tear down friendships.

We felt a great sense of urgency to create DRINKLiNK, with over 50% of the people we surveyed telling us they had been negatively affected by someone else's drinking.

Through a series of websites signposting visitors to local support networks, and through community initiatives like High 5, we can empower people to create a bright future for themselves, even when their past may feel a little dark.

You may have personally felt the impact of alcohol misuse or been inspired by someone else's story. Whatever the reason, we are so grateful and I would like to thank you from taking this step to sign up for High 5.

Our events have something for everyone. You can really test your physical and mental strength with these challenges and we can support you every step of the way. In this pack, you will have everything you need to get started. Don't forget to join our Facebook community to find out more about what drives us as well as tips to tap into your motivation with hints and tips to drive your fundraising effort.

Finally, whether you need information, advice or some moral support before your High 5 challenge, don't forget that we are always on hand to help. Just drop us an email to: info@drinklink.org.

A HIGH 5 from us to you and good luck! Thank you for choosing to help others take back control of their lives by challenging yourself and taking control of yours!

Best wishes,

Stacey Summers DRINKLiNK Chairperson

SURVIVAL TIPS

TIP 1 – TOOL UP

At mydrinklink.org/downloads/ you will find everything you need to share your adventure. This includes:

Posters – place around your staff canteen or ask your local shop to share your efforts

Graphics – Get social. Share your adventure on Facebook, Twitter and Instagram with our super slick High 5 pack

Email signature – Why not let everyone from work know what you are doing with an eye-catching email signature

Brochure – Want to buddy up? Why don't share this adventure with a friend to see if they can join you on this adventure.

TIP 2 - Hit us up on social media

You are now part of the DRiNKLiNK family and we want to make sure you feel our full support. Follow us on social media and tell us what you are doing to help the cause.

TIP 3 – Talk to us

Whether it is about getting fit, socialising, or just about making a difference to someone's life – feel free to let us in on your personal journey to make the most of the experience. Fill in the form on page X and send back to us and our team will help you to make the most from your experience.

TIP 4 – Set your goal

We have found that fundraisers find it helpful if they set themselves a fundraising goal. This helps the individual stay motivated right up until the day of your High 5 challenge. Fundraisers said it also helped boost the final total that they raised for DRiNKLiNK. With your help, the money that you raise, will allow us to give more support to those who are affected by someone else's drinking.

TIP 5 – Make a plan

Use our handy fundraising template and make a realistic plan on how you will hit your target. You may be able to do hit your target through generosity alone however organising events can be part of the fun.

Check out our ideas sheet and event checklist on page 6.

TIP 6 - Create a fundraising page

Why not set up a BT mydonate page for your fundraising activity? It's so easy and because it collects money from your supporters automatically, it takes all the hassle out of rounding up your sponsorship. BT mydonate will also collect Gift Aid from HMRC on DRiNKLiNK's behalf, just head to <https://mydonate.bt.com/event/start.html> and start fundraising today.

Why Gift Aid is important

Gift Aid is so important for DRiNKLiNK, for every £1 your supporters donate, we are able to claim an extra 25p from the taxman. This extra money can make a huge difference. So please do encourage all tax paying supportersto say that they are happy for us to claim Gift Aid on their donations when they fill in your sponsorship form.

TIP 7 – My DRiNKLiNK

Join our alumni by signing up to the DRiNKLiNK newsletter at mydrinklink.org and we will keep you up to date with what's new with DRiNKLiNK and so that you can see how you have helped. Want to feature your story in our annual review. Get in touch. Whether it is about getting fit, socialising, or just about making a difference to someone's life – feel free to let us in on your personal journey.



IDEAS SHEET LETS GET STARTED!

Anything seems impossible until it's done! Put the 'fun' into your FUNDRAISING.

You've picked your High5 challenge and you can't wait to get stuck in. You're keen to get your event raising lots of money. You may be holding the event to help support those you love. We are here to help you boost your fundraising total in the run up to the big day. Here are a few ideas that are guaranteed to get your friends, family, neighbours and colleagues digging deep. . .



Quiz night - Guaranteed to get people together, a quiz night can also attract people who may otherwise not know about DRiNKLiNK.



Car boot sale - Dig out your unloved clothes and all those other bits and bobs that are stacked in a wardrobe and through a car boot sale or a bring and buy sale in aid of DRiNKLiNK.



Supermarket bagging - Ask your local supermarket if you can bag customers' shopping and ask for a donation for your service.



Sweepstake for DRiNKLiNK - Whether it's the World Cup, the Grand National or the X Factor, there's nothing quite like that smug feeling that comes when picking the winner in a sweepstake.



Throw some names in a hat for the next big sporting or TV event and get your friends to pick at random for a £1? The winner could scoop some of the proceeds and the rest can go to DRiNKLiNK.



Bake sale - Why not hold a bake sale at work, who could resist a tasty treat for a small donation?



Guess the sweet jar - Challenge your friends, family or colleagues to have a guess at how many sweets are in a jar. Ask them to make a donation for the chance to have a go. The winner gets the sweets!



Cinema screenings - Give your supporters the VIP treatment with a private screening.

MY PLAN

MY FUNDRAISING OBJECTIVES:

- E.g. Raise £2,000 in sponsorship by May 2018

My personal objectives – don't forget to share this with the Drinklink team to see if we can help you:

- E.g See this as an opportunity to get out the house and meet new people

HOW WILL I DO IT:

Activity _____

Date _____

Venue _____

Who can I invite Who can help me organise _____

Possible sponsor _____

Fundraising target _____

WHERE WILL IT HAPPEN?

- Check out local venues
- Short list your options
- Confirm the dates and capacity

IMPORTANT DATES:



WHO'S GOING TO COME?

Who will this event appeal to?

Who do I know that likes this sort of event?

Which local groups exist that may want to come along to the event?

Can you approach them on facebook/or have a chat to see if they will share?

- Tell your friends on facebook and twitter
- Use our High5 posters and flyers
- Send invitations
- Don't forget to contact your local radio stations and paper. They usually cover charity events for free

USEFUL CONTACTS:



NOTES:

ABOUT MYDONATE

MyDonate is a not-for-profit, online fundraising service for UK charities. This service provides a secure, easy-to-use way for millions of people to raise money for the charity of their choice.

The best part of BT MyDonate: 0% commission. No set up fee or monthly charges.

MyDonate is a not-for-profit service from BT. It is part of the investment they make to the community. BT invests at least 1% of its corporate pre-tax profits in society each year. In 2014/15, they invested £32.5m in sustainable and responsible business activities - 1.15 per cent of their adjusted profit before tax.

MyDonate is completely safe and secure. The MyDonate service uses an advanced encryption technology provided by Secure Sockets Layer (SSL), a recognised authentication and encryption software. Payments are verified by Visa and Mastercard SecureCode which gives users added protection for online financial transactions. MyDonate provides you with a secure, easy-to-use way to raise money for the charity of your choice.

Step by step to registering:

1) From anywhere on the MyDonate website, click on the 'Log in / Register' button (found near the top right of the screen) and choose the 'Personal' tab from the drop-down menu. Click the 'Personal registration' tab or the 'Register a personal account' tab.

2) Entering your details:

a) Enter your name, address, email address and contact phone number

b) Tick the box to confirm that you have read the MyDonate terms and conditions.

c) Enter a password - which must be a minimum of eight characters and contain at least one letter and one number (your password is case sensitive so be sure to enter it in exactly the same way).

d) Then enter a memorable word containing a minimum of eight letters - this will help us to identify you if we need to speak to you in the future. Please keep your password and memorable word in a safe place.

e) Click on 'Create personal account'.

f) You will see a confirmation screen informing you that your personal account has been created and that an e-mail has been sent to you

g) Your registration process is now complete and you can begin fundraising as soon as you like

TIP: Don't forget to send a thank you message to your sponsors. They'll really appreciate it. Whilst building your fundraising page you can create a personal thank you message that will be automatically sent to your donors from you. If you choose not to do this, a standard automated 'thank you' confirmation will be sent from MyDonate.

CONTACT US

Email: info@drinklink.org

Facebook: <https://www.facebook.com/drinklink.org/>

Twitter: https://twitter.com/drinklink_org

LinkedIn: <https://www.linkedin.com/company/10471578/>