

More than a Fundraising Campaign

2nd–3rd July 2023



Team Captain Pack

The success of the campaign relies on those who have a family page and we are incredibly grateful to you for helping us. All we ask is for you to forward your personalised link to as many of your contacts as possible during the 36 hours from 10am Sunday 2nd July - 10pm on Monday 3rd July.

It's really that simple.

Thank you for helping JFS – we are hoping to raise up to £1 million in 36 hours during Sunday 2 July and Monday 3 July.

Send WhatsApps, emails, post on social media, update your LinkedIn – anything and everything to create a buzz to encourage your contacts to donate to your page.

HAVE A READ BELOW AND OVERLEAF FOR THE FAQs.

More than a journey



FAQs

WHEN DO I GET THE LINK TO MY PAGE?

We are using a custom-built platform called Charity Extra. The campaign will go live on the Charity Extra website at 10am on Sunday 2nd July. You will receive the link to your personalised fundraising page on Friday 30th June so that you are all set and ready for Sunday. Fundraising this way is so simple and effective and we are always here behind the scenes if you need any support. It's really one big team effort.

HOW WILL THE 'MORE THAN' FUNDRAISING TEAM COMMUNICATE WITH ME?

You will be added to a Team Captain WhatsApp group and all messages and images will be sent via this group for you to pass on.

CAN YOU HELP ME WITH WORDING FOR MY PAGE AND FOR WHATSAPP MESSAGES?

Of course! Each family page will have generic text on their page and we have suggested wording for your WhatsApp message (please see below) which will be sent out to you all via a Team Captain WhatsApp group. We do however feel that personalised pages and messages are always better. Even if you just add a sentence, it will make a difference.

HOW DO I KNOW IF SOMEONE HAS DONATED TO MY PAGE?

You'll get an email from Charity Extra every time someone donates. You will also be able to thank the donor via your fundraising page.

Join us at charityextra.com/jfs

SOMEONE HAS DONATED ANONYMOUSLY. CAN I FIND OUT WHO THEY ARE TO THANK THEM?

Yes. Someone can choose to be listed anonymously on your page but as a page host you'll still be able to see their name via the email you'll receive from Charity Extra.

SOMEONE DOESN'T WANT TO DONATE DIRECTLY TO THE WEBSITE, HOW ELSE CAN THEY DONATE?

There will be a 'phone' option on the website. If they leave their details, someone from the campaign team will call them back. Or they can call **07866 417 622** directly and someone from the JFS 'More Than' team will help facilitate their donation.

WHO SHOULD CHARITY CHEQUES BE ADDRESSED TO? WHAT IS THE CHARITY NUMBER?

Charity cheques can be made out to JFS Charitable Trust Limited and the registered charity number is 1114730. But please do try and encourage your donors to give to the campaign online and on the day. If they still want to pay by voucher, cheque, or BACS transfer, just let us know how much the donation is for so that we can manually add it to your team page.

I NEED TO BE IN TOUCH WITH SOMEONE. WHO SHOULD I CALL?

Please call or send a WhatsApp to **Dalia Leaf** on **07866 417 622**.

I AM GOING TO PERSONALLY THANK ALL MY DONORS BUT WILL JFS BE IN TOUCH WITH THEM TOO?

If they have given the school permission to contact them then we will definitely be thanking them. We also encourage you to thank all your donors immediately after they have given and then again once the campaign is over. The more personalised the approach, the more successful the campaign will be.

More than a drama



WHAT DO I DO IN THE RUN UP TO THE CAMPAIGN?

Absolutely nothing! We're very grateful to have you on board and we will be in touch in the week before the campaign with more details. If you have any questions, please don't hesitate to be in touch with Dalia on **dalialeaf@gmail.com** or call **07866 417 622**.

On behalf of the JFS
'More than' campaign team
- THANK YOU.

SUGGESTED WORDING FOR WHATSAPP MESSAGES

Please note this text will also be sent via a Team Captain WhatsApp group.

Over the next 36 hours JFS is running a fundraising campaign, to raise vital funds (up to £1 million) for the school. The campaign is called 'More Than' a Fundraising Campaign because JFS is more than an ordinary state school.

Since its founding nearly 300 years ago, JFS has aspired to nurture and develop the next generation of Jewish leaders. But in order to continue doing so, we desperately need to invest in the future of our community, in the future of our students and in the future of our school.

Please donate and help to secure the next chapter for JFS. Your money will go towards:

- Fully staffed team of expert lead practitioners who teach our children each and every day
- Pastoral care and wellbeing provision
- Enhanced special educational needs facilities
- Jewish studies activities and events
- Sports, art, music, and drama amenities
- After school clubs and school trips
- IT and computer science facilities

Thank you for your support.

[insert your personalised page link here]