



Honey Pot's Digital Fundraising Page Tips

Once your page is set up make sure you have all the essential information inputted, add a header and profile image. You can use our Honey Pot logo if you don't want to use a personal one, although a selfie of you training works great!

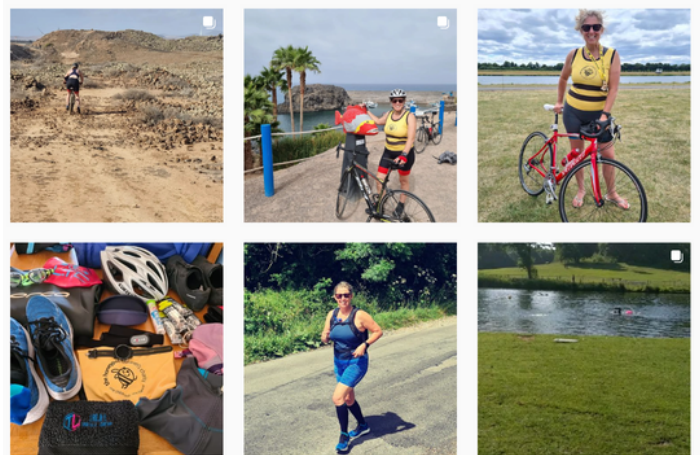
Make sure you put the link to donate everywhere you can, your social media bio, work websites or you could even set up a poster in local areas such as shops or community centres.

Make it Personal

- Why are you fundraising?
- What made you pick Honey Pot?
- Your goals, targets?
- Who is supporting you?
- When are you doing the challenge?
- Where people can come support?
- How are you finding training and what are you doing to prepare?
- Get donors involved, what playlist should I listen to today?

Share Updates

- Set up a social media page to update your supporters on your progress.
- Share what is happening behind the scenes from running in the rain to performance times, all the milestones!



Change the donation perspective

Try captions like...

- If you're working from home today why not donate the commute cost, coffee or lunch money?
- Think of ways people could save and donate

Use Case Studies

Stories from Honeypot will show supporters where their money is going

Katie was referred for a SEAL break in late 2019 by her school.

On her first evening with us, she sat in the corner of the dining table gripping the edges of an empty plate, unable to bring herself to engage with the rest of the children chatting all around her.



Over the course of the next two days Katie made truly remarkable progress. She also spoke with staff about things that worried her – most especially her fears for a parent who was seriously and chronically ill. It was clear Katie was a ‘hidden’ young carer and that her caring responsibilities weighed very heavily on her.

By the time Katie left us at the end of her SEAL break she was chatty, smiley, and much more confident in the group. She has since been on a respite break at Honeypot House too. We are immensely proud of her and humbled by what she’s been able to achieve with a little support from us.

She is a perfect demonstration of the value and effectiveness of SEAL breaks, and the complimentary nature of our SEAL and young carer respite programmes.



Case Studies



Mia helps her parents care for her two older brothers who have Duchennes, a life-limiting condition and ADHD. It can be difficult for Mia as most things have to revolve around her two brothers. Mia has the smallest room in the house, so it was difficult to find any kind of furniture for her to have a space that felt like her own.

Through the well being fund HoneyPot was also able to help fund a cabin bed, so she had a place that's hers, away from the boys and just focused on her. The equipment and things needed for the boys take up a lot of space in the house, so having this space that's only hers enabled her a safe haven to focus, play with her friends or relax. Plus, she could pick it in her favourite colour, pink!

Mia has now also had the opportunity to attend a respite break. It can be difficult to go on days out with her brothers and she had never been to a theme park. She recently joined a trip to Paultons Theme Park and was able to find her love for rollercoasters and speed!



Link to Videos

Jaiden

In this film, Jaiden, a 13-year-old young carer from Croydon, South-East London, tells his story of caring for his mum, who suffers from a disability. He talks about their daily routines, his biggest fears, and his aspirations for the future, and how Honeypot has made a difference to his life.

<https://www.youtube.com/watch?v=XdUZgezr76Q&t=4s>



Tianna

Tianna is 10 years old. She has always helped care for her mum who is disabled, since she was a toddler. She talks through her worries and the time she got to relax and play at Honeypot House.

<https://www.youtube.com/watch?v=AWfPoFAhbdw&t=180s>



What the donations will contribute towards:

Your fundraising efforts will help support young carers in the UK through our new Wrap- Round services, which include; online respite breaks, regular digital outreach groups, a wellbeing support fund, and our much loved residential respite breaks and residential Social and Emotional Active Learning (SEAL) breaks.

Try posting some of these on your page so donors can specify what they want to contribute to! Young carers need your help more than ever so they can have the childhood they deserve. With your donations you...

£25

Could pay for a pizza and movie delivery night as a special treat for a young carer

£50

Could pay for two fancy dress costumes, a favourite activity at the houses.

£125

Could give a child a school kit such as school clothes, shoes, and learning materials.

£250

Could fund a Wellbeing Grant for an essential life item such as a mattress or washing machine

£550

Could fund a Social and Emotional Active Learning (SEAL) break for one child.

£1,000

Could fund a Face-To-Face Memory Making Day for 15 children, including home pick up and drop off.

Find out more

Visit www.honeypot.org.uk or contact marketing at sophie@honeypot.org.uk. to request any specific materials such as a logos, imagery, or for any other queries you may have. Thank you so much for fundraising for HoneyPot!