

#TEAMSUSSEX



# PHILANTHROPY RUNS THROUGH SUSSEX

**Brighton Marathon Weekend Fundraising Guide**



**US**  
UNIVERSITY  
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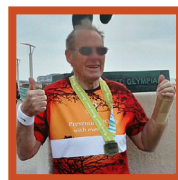
Even before the University was founded, our community was working to bring about a better world. In fact, in 1957 Helena Normanton QC left the capital of her estate to help found a university in Sussex – meaning we are actually built on philanthropy!

Your entry into the Brighton Marathon Weekend places you in a long line of very generous supporters stretching back to the great Ms Normanton herself:



### Helena Normanton QC – our first supporter

Ms Normanton was a lady of firsts: the first woman to practice at the Bar in England; the first woman to conduct a trial in America; the first married British woman to be issued a passport in her maiden name; and the first person to support Sussex with a donation. Although as far as we're aware, she never ran or cycled for the University!



### John Mason (ENGAM 2003)

“At 76 years old, I was probably one of the oldest members of the BM10K team in 2017. Sadly an injury prevented me from taking part on the day, but having exceeded my fundraising target, I returned the following week to walk the 10km track with some of my friends and family. It was such a good experience that I've signed up again for 2020!”

## WHAT YOU CAN DO

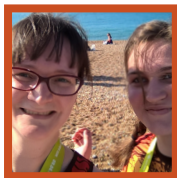
Set up your JustGiving page using the following steps (this applies if you already have a page and need to link it to Sussex):

- Log in (or sign up) on JustGiving: [www.justgiving.com](http://www.justgiving.com)
- Visit [www.justgiving.com/university-sussex](http://www.justgiving.com/university-sussex)
- Click on 'Fundraise for us'
- Select that you are taking part in an event
- Click on 'Start'
- Select 'Brighton Marathon 2022'
- Complete the next page as per your preferences
- Now you're ready to customise your page!



**Cliff Tapp**  
**(BIOLS 2000)**

“I wanted to join “Team Sussex’s” marathon efforts in 2017 to raise money for important research. I know from experience that this type of giving can be a powerful force for good. Thankfully I exceeded my target for the marathon and managed to help even more people than expected!”



**Susan Eamer-Tsoureas**  
**(Senior Quality & Enhancement Officer)**  
**and Ella Beales**  
**(English and History BA)**

“We signed up for the 2017 BM10K as Aunt and Niece to help us get back into running after long periods of inactivity. Although we were nervous about it, everyone from Team Sussex was really supportive – and raising money for ground-breaking research helped us through all of those cold training runs!”



**YOU**

## WHY OTHERS WILL DONATE

### **Tell your story**

- Your story is unique and only you can tell it in a way that will resonate with your supporters.
- Try to convey your reasons for taking part in the Brighton Marathon Weekend and why you want to support mental health research at Sussex.
- Whether you decide to say something personal or more light-hearted, make sure that you write your story in a way that is authentically you.

### **Lead by example**

- Showing that you are fully invested in a cause is the best way of inspiring others to give, so donating yourself is a great way to kick things off.
- This step also helps to build momentum, as most people are more likely to give if they see they are not the first one!



## HOW TO GET YOUR MESSAGE OUT

This is another area where it pays to play to your strengths.

- Do you have a big **social media** network? If so then this may be your first point of call. Don't forget that you will most likely have to post about this more than once though, so think about when will be most effective.
- Not a fan of social media? No problem – a **personalised email** to friends, family and colleagues is a great way to spread the word and also make people feel really special in the process.
- Simply speaking to people **face to face** can be the most effective way of gaining support. Talking about your reasons for taking part will inspire others to get involved. You never know who is willing to give, so be sure to tell family, friends and colleagues about your amazing work.

Of course, doing all three of these is the best way to maximise your reach!



## OTHER IDEAS

- **Saying thank you** to people through JustGiving can be a great way of gaining extra support. Once others see how much you appreciate the support, they may be prompted to help as well.
- Although most of your gifts will come through friends and family, you may want to **engage your local community** as well. Mental health (especially children and adolescent mental health) issues affect us all, so this really is a universal topic. Events such as quizzes, coffee morning and raffles are great for building connections with local schools, community centres and other local institutions – and hopefully for securing additional gifts as well!
- If you ever feel that you are struggling for ideas and would like some extra help with your fundraising then please **contact the University's fundraising team** via [alumni@sussex.ac.uk](mailto:alumni@sussex.ac.uk)

**GOOD LUCK AND THANK YOU!**



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