

# GIFT AID TOP 10 TIPS

**HELP** for  
**HEROES**

*giftaid it*

## BOOST DONATIONS

Eligible donations from UK taxpayers are worth a quarter more with Gift Aid. This means for every £1 you raise, we can claim an extra 25p – at no extra cost to the donor or us.

## TAKE ENVELOPES TO EVENTS

Donation envelopes are handy to use at events – as donor details can be securely sealed. They also make great place settings at fundraising dinners.

## LET SUPPORTERS KNOW ALL ABOUT GIFT AID

Remember to ask our supporters if they are eligible for Gift Aid.

## BE CLEVER WHEN COLLECTING

When you're out and about collecting, our small Gift Aid slips are an easy way to encourage sign ups. Quick to fill out, they can be folded so no personal details are displayed.

## EMPHASISE THE IMPORTANCE

Inspire potential donors to sign up to Gift Aid by telling them about the difference it can make.

## BE SPONSORSHIP SAVVY

Sponsorship forms are a great way to collect Gift Aid donations from friends and family. Make sure individuals fill out their declarations in their own handwriting, to make them valid.

## COMPLETE FORMS FULLY

Our Help for Heroes Gift Aid forms are specially designed to include all the information we need to give to HMRC.

## PERFECT PAPERWORK

When fundraising at events, keep all your Gift Aid paperwork in one place so that you can hand it all in together.

## ENCOURAGE FIRST NAMES FIRST

HMRC request we ask for our donors' full first name. Please encourage our supporters to share this.

## REGULAR GIVING ALL ADDS UP!

If a regular donation of £10.00 a month is set up, in one year alone we could receive an extra £30 with Gift Aid.