



**Kisharon Langdon**

The Jewish Learning Disability  
& Autism Community

Matched Funding Campaign 2024

# Champion info sheet

Thank you for agreeing to be a Champion for Kisharon Langdon's Matched Funding Campaign, we are excited to have you on board and so grateful for your support!

We will do all we can to guide you through your Champion journey - in a nutshell, once you receive the link to your own fundraising page, it's as easy as 1, 2, 3...

**1** We will send you templates, images and video clips in the lead up to the live campaign - you'll be able to personalise them and share them directly with your contacts and on your social media to start the buzz going.

**2** During the 36 hours, reach out to your friends, family and contacts asking them to support Kisharon Langdon by donating to your page - every donation made during the live campaign will be matched, therefore **doubling** their donation during this time!

**3** Keep encouraging people to donate throughout the 36 hours, you can also ask them to share your link with anyone they think might also like to support Kisharon Langdon.

**We can only do this with your support.**

## Frequently asked questions:

### What is the main message I can share?

Kisharon Langdon offers education, opportunity and support for people within the Jewish learning disability and autism community throughout life's journey. Kisharon Langdon's education and supported living services, together with innovative social enterprises and employment support services, enable everyone we support to thrive. At the heart of all our services lie our Jewish values. We are committed to meeting unique religious and cultural needs and enabling the people that we support to realise their ambitions.

We are striving to create a world class service for children and adults who cannot afford to go without our critical support to overcome the severe challenges in their lives. Like many UK charities Kisharon Langdon need to continue to sustain our services through the current crisis in Israel and beyond.

### What are the timings of the campaign?

9am on Sunday 10 March to 9pm on Monday 11 March. We are aiming to raise £2,000,000 in just 36 hours.

### Will I have my own fundraising page?

Yes! You will have the chance to personalise this page in the lead up to the campaign. We encourage everyone to tailor their page to explain what Kisharon Langdon means to you and why you are supporting the cause. You will be given the opportunity to set your own income target, which can be increased at anytime during the campaign.

### When will I receive the link to my live fundraising page?

All links will be sent out by Charity Extra on Thursday afternoon, 7 March, by text message and email.

### When can I start sending out the link to my page?

The campaign goes live at 9am on Sunday 10 March. You can send the link anytime from when you receive it up until a week after the campaign ends.

### Will you supply me with wording for text, WhatsApp message or email?

Yes, which you can edit and personalise if you would like to. This will be sent to you with your personal link to your page on Thursday 7 March by text and email.

### What does matching mean?

Every donation given through the 36-hour live campaign will be matched. If someone gives £100, it will show on your page as £200.

### Can people donate with cheques or vouchers via the Charity Extra website?

No but there is an option on the website to request a call back from the Kisharon Langdon team, or cheques and vouchers can be sent directly to: Kisharon Langdon Head Office  
1st Floor, 333 Edgware Road, London NW9 6TD

### Who should cheques/vouchers be addressed to?

Kisharon Langdon (Registered Charity No. 271519)

### Can donations be made over the phone?

Yes. Supporters will have the option of calling Kisharon Langdon on 020 3209 1187 to donate.

### Can people donate anonymously on the Charity Extra platform?

Yes, they can donate anonymously so their name won't be public on your team page, but as a Champion you will still be informed of the name of the donor via email.

### Will I get a notification each time someone donates to my page?

Yes, you will receive an email notification.

### Will Kisharon Langdon thank everyone who donates?

Yes, Kisharon Langdon will thank every donor by email, and this will include a receipt from Charity Extra. It would also be wonderful if you could send a quick personal note of thanks to each of your donors, as even a quick text message will be appreciated.

### What happens throughout the day of the campaign?

The Kisharon Langdon team will be in touch with you every step of the way, from setting up your page, leading up to the campaign and during. We will add you to our Champion WhatsApp group, but no one other than the admin can write on these groups, so you will not be bombarded.

### What should my next steps be?

We will be in touch shortly, but in the meantime, it would be great if you could start building your list of contacts now.

For more information, please contact Emma on 020 3209 1163 or Emma.Nagli@kisharonlangdon.org.uk

