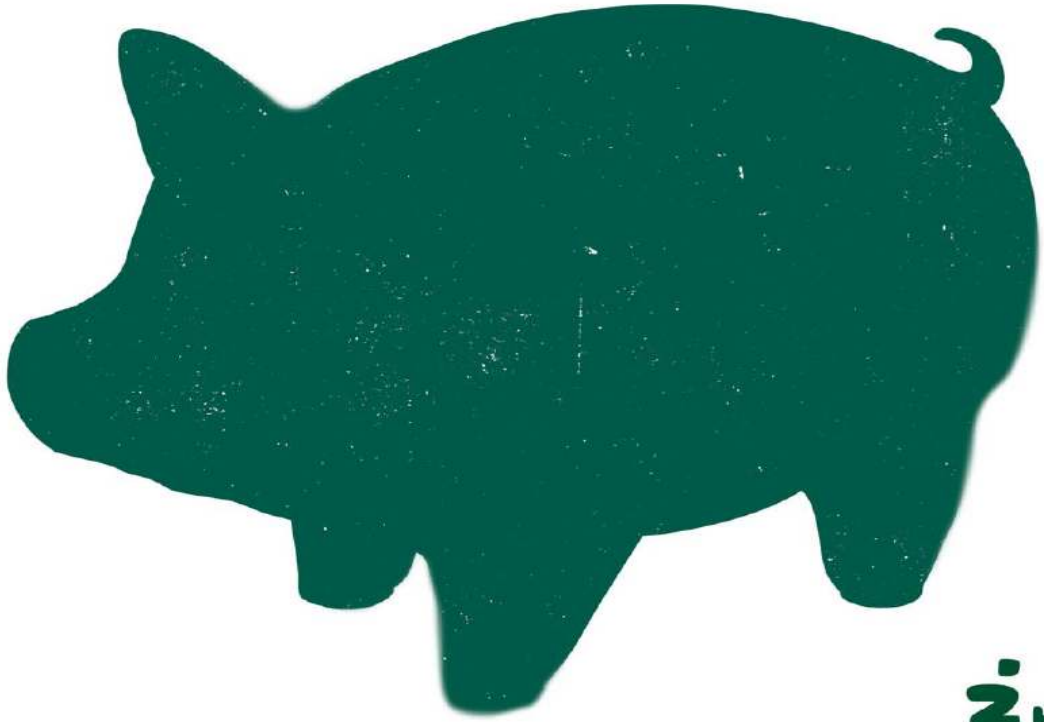


# We like to Fundraise



**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

# We say thank you!

At Macmillan we never underestimate the importance of saying thank you. Every single one of our supporters and volunteers mean the world to us and we take every opportunity to thank them so we are starting out this guide to fundraising with a big THANK YOU! Thank you to you for thinking of Macmillan and for deciding to fundraise for us. The money you raise will provide practical, medical, emotional and financial support to local people affected by cancer.

Having decided to raise money for Macmillan in Coventry and Warwickshire the next question is often 'where do I start'. This guide will take you through various helpful tips and tricks to put the 'fun' into your fundraising. The trick is to choose the method most suited to you, your lifestyle and your fundraising target. Happy fundraising!



*"Having set out in 2005 to organise a cycle ride to raise funds for Macmillan we have now established an annual event - the MacRide - that has been great fun to organise. With MacRide dubbed "the best charity cycle ride in the Midlands" we are getting more and more offers of help together with ideas for making the day bigger, better ... and most importantly to raise even more money to help people affected by cancer"*

Rob Gullen – Event organiser for MacRide in Coventry and Warwickshire

# Why fundraise for us?

Macmillan Cancer Support improves the lives of people affected by cancer. We are a source of support: providing practical, medical, emotional and financial support. We are a force for change: listening to people affected by cancer and working together for better cancer care.

In Coventry and Warwickshire we are funding the training and support costs for 65 Macmillan health professionals to keep them up to date with the latest developments in cancer treatment and care so they can provide care, advice, and support to cancer patients and their families helping them to come to terms with any emotional and practical problems they may face. In 2007 we gave £82,000 in financial grants which helped 220 cancer patients cover the costs for a wide range of practical needs such as travel to and from hospital, convalescent breaks and domestic appliances.

- £22 could fund 100 copies of *The Cancer Guide*.
- £144 could fund a Macmillan nurse for one day.
- £350 could pay for a much-needed holiday for someone with cancer and their carer.
- £50,000 could pay for a small information suite in a hospital or library.
- £350,000 could pay for a Mobile Macmillan Cancer Information Centre for one year
- £750,000 could pay for a full information and support centre
- Approximately £5 million could pay for a stand alone 24-bed inpatient and day palliative care unit.

With your money we will make a difference to the lives of people living with cancer. One in three of us will get cancer. 2 million of us are living with it. We are all affected by cancer. We can all help. We are Macmillan.

# We have ideas

There are loads of ways you can fundraise for Macmillan. Here is a collection of our top 10s.

## At work

**Dress down day** – wear fancy dress or your own clothes in the office for the day

**Office Olympics** – speed typing, speed franking, how many cups of tea in a day. Organise your own office Olympic challenges.

**Ransom and release** – Take a colleague hostage (check this one with the colleague) and get the ‘prisoner’ to order ransom money from friends, family and colleagues.

**Job swap** – sponsor your manager to be the receptionist for the day. Or auction off the boss’s job – people will pay for a day of perks!

**A bloody great fundraiser** – have a swear box in your office for the day

**Caption competition** – get people to bring in (or volunteer one for them) a funny photo from an office party or holiday. Colleagues pay to enter a caption and the winning photo/caption combination is displayed on the unfortunate colleague’s desk (they may even pay you not to display it!)

**Happy holiday** – Get the boss to donate a free day’s holiday in the office and colleagues pay to enter the raffle.

**Shiny happy people** – Offer a shoe shine in reception for a donation.

**Bad taste day** – Bad ties, strange hair, garish clothes! Those who refuse pay a pound.

**Sweepstake** – Have a sweepstake for the footie, for the winner of X Factor, the Grand National – the ideas are endless. People pay to pick a name at random.

**Find out if your company operates a ‘matched giving scheme’.** This is where companies match pound for pound the amount raised by you and your colleagues – easy money!

# At home

**Come dine with me** – create your own version of the TV show. Get a group of friends together to host a dinner party each (they pay to take part) and give them a score at the end of the evening. Make sure there is a prize for the winner

**Dunk and donate** – take part in The World's Biggest Coffee Morning [www.macmillan.org.uk/coffee](http://www.macmillan.org.uk/coffee)

**Don't go to the pub** – invite a group of friends to your house instead of the pub and donate the money you would've spent on pub price beer to Macmillan

**Summer sizzler** – have a barbecue at your house and ask for a donation for some tasty grub. If you can organise a hog roast and beer tasting in your local pub you could charge for entrance. Persuade a local band to play for free and make it a day long summer party!

**Pamper party** – host an indulgence party for your friends. Slap on a face mask, grab a glass of wine and some chocolate and everyone who attends makes a donation to Macmillan

**Toast the nation** – host a themed event for a different nation. Have a German beer tasting event, Italian pasta and pizza party or a balti night

**Halloween party** – organise a ghoulish evening with fancy dress. Create some Halloween games and charge people to play. You could do a Halloween themed raffle or a spooky lucky dip

**Easter egg hunt** – hide some chocolate and get family, friends or colleagues to hunt for it. You could also do this at Christmas, birthdays or just when you fancy a treat!

**Bonfire night** – organise a (safe) bonfire party. Charge a pound for the guy, ask for a donation for mulled wine, jacket potatoes and hot dogs or organise a big firework spectacular and charge for entrance

**Games evening** – bridge, rummy, whist, pontoon, poker, snap or even top trumps. Make your cards evening a 'big deal'. Charge an amount to enter. Make sure there is a prize for the winner

# On a budget

**Trade up** – In America in 2005 Kyle Macdonald started with one red paperclip and traded it for a pen; twelve trades later and he had a house. Start with a Macmillan green safety pin and you might end up with something valuable you could auction for Macmillan

**Battle of the biceps** – Hold an arm wrestling competition

**Face painting** – Are you a tiger or a pussycat? Bring out the animal in you

**Step to it** – Walk to work if you can. Donate the fares saved on trains, taxis or petrol to Macmillan

**Bag it up** – Ask your local supermarket if you can bag pack for their customers and donate the money to Macmillan

**Quiz evening** – Hold a quiz night and have teams pay to enter

**Get knitted** – Knit some woollen wonders and ask for a donation to Macmillan in exchange for your wares

**Cold Turkey** – Give something up for Macmillan and ask for sponsorship. Chocolate, alcohol, driving and talking are all popular ones

**Get smartie** – Give friends or colleagues a ‘present’ of a tube of smarties and once they’ve eaten the treat ask them to fill it with pound coins. A tube of smarties can hold 27 £1 coins, enough to pay for a Macmillan occupational therapist for an hour!

**Car wash** – Clean the cars on your street or in your neighbourhood for Macmillan. See if you can enlist some popular car washers (firemen or policemen) to help you and watch the pounds roll in.

# On your own

**Step to it** – walk to work if you can. Donate the fares saved on trains, taxis or petrol to Macmillan

**Hang up your phone** – ditch your phone for a day, or a week. Write a letter instead, or pop round to see a friend. Donate the money saved on calls and texts to Macmillan

**Don't take the lift** – ditch the lift and take the stairs, get sponsored per step

**Up for the challenge?** – ask your friends to set you a fundraising challenge

**Learn a skill** – a new language, skateboarding, guitar or cooking. Ask your friends to sponsor you for learning that skill you've always wanted to conquer

**Retail therapy** – sacrifice three luxury items from your weekly shop and donate the money you save. Or donate the money you might spend on clothes in a weekend that you don't really need to Macmillan

**Appear on TV** – get people to sponsor you to get your face on the big screen, whether it be Dragon's Den, Deal or No Deal, The X Factor or just a local TV channel

**Pooch pampering** – set up your own doggy grooming parlour and wash the neighbour's dogs. Or advertise it in your local paper or radio station

**A close shave** – how about a close shave ladies and gentlemen? Shaving your head, chest, legs, backs or even your bikini line can mean big money for Macmillan. Grit your teeth and think of the pros – no more bad hair days or money spent on styling products.

**Virtual challenge** – fancy swimming the channel or hiking up Kilimanjaro without leaving the comfort of the gym? Figure out how many miles it is and get sponsored per mile. You don't even have to do it all in one go!

## With children

**Pupil vs. teachers** – hold a pupils v teachers football match or a quiz where the teachers pit their wits against the children. Charge all participants a donation and have a prize for the winner

**Sponsored silence** – does exactly what it says on the tin. Have an afternoon without office gossip or get pupils in a school to have an hour with no chatter. Silence really is golden!

**Spelling bee** – all you need is a dictionary!

**Derriere derby** – go back to your childhood days and organise a musical chairs competition. All you need is some top tunes and a load of chairs. You could do this at a children's party or even at work as part of a 'back to school' charity day

**Indoor games evening** – find out who is the king of buckaroo, kerplunk, connect 4 or even have a play station Olympics. Charge the children their pocket money to enter and the winner gets some sweets!

**Go the distance** – ask children to create a mile of pound coins in the playground, or ask them to cover the length of a playing field or a school hall. There's big money to be had here!

**Sponsored walk** – combine this with a treasure hunt or a fancy dress parade for a fun sponsored event. Children could even do a sponsored walk with their favourite pet

**Easter egg hunt** – hide some chocolate and get children to hunt for it. You could also do this at Christmas, birthdays or special occasions

**Dress down day** – same principle as in the office but encourage teachers to hold a dress down day at school for staff and pupils. Children can donate their pocket money to wear their own clothes for the day

**Spacehopper race** – a firm favourite at a school sports day

WHEN YOU HAVE DECIDED ON YOUR EVENT PLEASE FILL IN THE **FUNDRAISING ACTIVITY FORM** DOCUMENT IN THIS SECTION OF THE WEBSITE AND SEND IT TO YOUR LOCAL MACMILLAN OFFICE (ADDRESS PROVIDED AT THE END OF THIS DOCUMENT)

# We plan

**Venue** A venue can make or break an event. It can also eat into the money you raise so try and get your venue donated for free. Make sure your venue is the appropriate size and has all the facilities you need.

**Volunteers** How many do you need? Remember to ask them in plenty of time, and work out their roles on the day in advance. Make sure you remember to thank them for the time they are giving up for you.

**Equipment** What do you need? Write a list so nothing is forgotten.

**Contingency plans** What if it rains? Are you insured? Do you have extra resources or emergency cash available on the day? Do you have first aid and security plans? Don't be afraid of cancelling an event if necessary.

**On the day** Do you need a cash float on the day? Have you made a checklist?

**Timing** Plan the time you will need to dedicate to the event from start to finish. When choosing a date take into account your own busy schedule and holiday periods. What date is best for you and your supporters?

**Budget** Beware: it is possible to spend more money than you raise! Make planning a budget for your event one of the first things you do. Include all costs you expect to incur and estimate how much will be raised. Base your estimate on a realistic view of how many people will take part. If you need any help in deciding your budget, contact your local fundraising team on 01676 535 452.

**Tell everyone about it!** Remember to let people know about your fundraising well in advance; and make sure all your friends, family and work colleagues know. For more information on publicising your fundraising activity please see the following page.

**Say 'thank you'** Remember to thank everyone who supports your fundraising efforts, as this will encourage them to take part again.

# We make noise

## Local Media

Attracting editorial coverage for your fundraising activity is an excellent way of obtaining free publicity. Journalists receive hundreds of press releases each week, so here are a few simple guidelines.

- Be brief and to the point - avoid long sentences and jargon. Try to keep to one or two sides of A4 paper. Use 1.5 spacing in the body-copy of the press release.
- Include all the important points in the first paragraph by giving the answers to the following questions: **Who? What? Why? Where? When? How?**
- Use a photograph to illustrate your story, and to get more space in a newspaper. Make sure it is of good quality, bright and centred on the main attraction. Always put a caption on the back of the photograph, and a note of who has sent it with a contact telephone number or send it to them via email. **Ask us for a Macmillan T-shirt to wear!**
- Find out what format they'd like to receive the press release in e.g. electronic by email or hard copy by post.
- Send press releases to the news editor at your local papers and the forward planners at TV or radio stations. To be sure that it reaches the relevant person, call the newspaper and find out to whom you need to send the release.
- Do follow up with a phone call to check someone has seen the release.
- Remember to give details of where further information can be obtained, preferably someone's name and number and include at the end of every news release a paragraph about Macmillan's work, giving local information if possible.
- Don't forget to approach the editor of your in-house company magazine, or trade and professional magazines appropriate to your job.

## What makes a good story?

Local media want local stories, so always try to think of a local angle. For information on local Macmillan services contact your Fundraising Manager.

Readers/listeners want to know how Macmillan could be of benefit to them and how they are helping by taking part in your event. If they don't know or understand the work of Macmillan, is what you are saying of interest to them? Develop contacts with your local newspapers. Journalists are more likely to respond to your story if they know who you are and that they can trust you to provide interesting material

# We keep it legal

There may well be some regulations and legal constraints when fundraising. Please read the following carefully, and contact your local Macmillan fundraising office if you plan to do any of the activities listed below.

**Raffles** Under the law, raffles, lotteries, tombolas or sweepstakes are all classed as lotteries and are governed by some detailed lottery regulations. Please contact your local fundraising office for details of how to run your raffle legally.

**Dangerous Activities** If you are planning to throw yourself out of a plane or swim down the Amazon Macmillan may not be able to endorse your activity for insurance reasons. If you are planning an extreme sport event please contact us to see if we can support you.

**Collections** It is perfectly legal to collect sponsorship money from friends and colleagues. When you send us in your fundraising activity form please ask for sponsor forms if appropriate. You can also collect freely on privately owned premises such as pubs, as long as you have permission from the owners or managers. We can provide you with a letter of authority from Macmillan to endorse your collection. There are specific regulations governing public collections and house-to-house collections, which you will need to contact us about.

## **Insurance**

If you are hiring equipment, make sure the hire company provides insurance and if you are hiring a building, check that it is covered. If you are running any event to which the public will have access to, please contact us for advice. You can also insure against rain or loss of earnings.

## **Licences**

You will need a license from your local authority if you are organising any of the following activities; providing food or drink, music or dancing, selling alcohol, extended hours, copyright and royalties

**Carrying money** If you are carrying money around, it is safer to pay the money you've raised in straight away.

## **Producing your own material**

When producing promotional materials about your fundraising events you must always include the charity's registration details on every item (Macmillan Cancer Support, registered charity no: 261017) We can help you design promotional branded materials for your event. Contact the fundraising office for more details.

# We bank the money

**THANK YOU** for raising money for Macmillan!

## **Banking**

Here are many different ways in which you can pay your money in to Macmillan.

**Please do not send cash by post.** You can send in cheques made payable to 'Macmillan Cancer Support', CAF vouchers, or postal orders to the below address.

Macmillan Cancer Support  
Fernhill Court  
Balsall Street  
Balsall Common  
Coventry  
CV7 7FR

When sending in sponsorship money, please photocopy your sponsor forms, containing the gift-aid information, and enclose these with your monies. When collecting sponsorship from individuals, please do try to make sure that they tick the box on the sponsor form to 'giftaid' their donation. This means making sure that Macmillan gets the tax on the donation and so receives 26% more – at no extra cost to the individual! Gift Aid is a system of tax relief which enables charities to claim back the basic rate of income tax paid on the donation made from private individuals, thereby increasing the value of the donation to the charity. In order to be eligible to claim the tax relief, the private individual must pay an amount of income or capital gains tax at least equal to the tax that Macmillan reclaims.

## **Justgiving.com**

Justgiving is the easy, efficient and fun way to raise funds and donate to charity on line. You can even create your own fundraising page. If you do set up your own page let your Macmillan Fundraising Manager know so that we can keep track of your justgiving total as well as any money that might be sent through in the post or bank. For more information visit: [www.justgiving.com](http://www.justgiving.com)

**Contacts** If you would like any further information or support regarding fundraising, please do not hesitate to contact us on **01676 535 452**.

# We inspire

Still stuck for ideas? See our A-Z of fundraising ideas on the page below for some wild and wonderful suggestions

# Thank you!

Macmillan Cancer Support  
Coventry and Warwickshire  
Fernhill Court  
Balsall Street  
Balsall Common  
Coventry  
CV7 7FR

Tel 01676 535 452  
Fax 01676 535 450

[www.macmillan.org.uk/covandwarks](http://www.macmillan.org.uk/covandwarks)

Email [covandwarks@macmillan.org.uk](mailto:covandwarks@macmillan.org.uk)

# WE ARE MACMILLAN. CANCER SUPPORT

## The A–Z of fundraising ideas...

Here are some ideas to help inspire you, from the very simple to the very ambitious - happy fundraising!

**A**bseiling, aerobics workout, afternoon tea stall, ale tasting competition, antiques fair, arm wrestling, art fair, assault course, auction,

**B**adminton tournament, bake a cake stall, bath of baked beans, ball or dance, balloon race, band night, barbecue, barn dance, barrel rolling contest, beard shave, bed race, bike-a-thon, bingo, bonfire night, bouncy castle, bring and buy sale

**C**abaret night, caption competition, car treasure hunt, car wash, car boot sale, Caribbean night, carnival, carol singing, celebrity auction, chariot race, cheese and wine party, clay pigeon shoot, cockney night, coffee morning, come dine with me, craft fair, cricket match, challenge event

**D**ance marathon, darts competition, disco, donkey derby, drink a yard of ale, drumming marathon, duck race, dungeons and dragons

**E**aster egg hunt, Easter parade, egg eating competition, exercise marathon, exhibition, expedition

**F**air, fairy and gnome night, family fun day, fancy dress, fashion show, five a side football, flower show, French evening, fun run, funny face competition

**G**ala evening, garage sale, garden party, go karting, golf day, good as new sale, guess the weight of...

**H**ead shave, Halloween party, hill walking, honesty box, horseshoe throwing, how many in a mini, hurl a haggis

**I**ndoor games evening, indulgence evening, it's a knockout, Italian evening, Indian curry and beer night

**J**azz evening, jewellery party, jumble sale, judo demo, jogging (sponsored)

**K**araoke evening, karate marathon, kidnap and ransom, knitting, knobbly knee contest

**L**adies' night, long distance cycle, horseride or walk, lotteries, luncheons

**M**acmillan cook book, marathon dance/piano playing/ride/dogwalk, market stall, masquerade ball, May fair/banquet, mile of pennies, motor mower race, mountain bike race, music hall, musical evening, magical mystery tour, murder mystery evening, mad hatters ball

**N**ame a tree, national days, New Year's resolutions

**O**ne day fast, one price stall, onion peel competition

**P**ainting competition, pantomime, photo competition, pile of pennies, plant stall, pool contest, pot luck supper, pram race, progressive supper, promotional party, pub games night, picnic party

**Q**uasar night, quiz evening

**R**affle, raft race, rally, relay race, roaring twenties supper, roll a dice, Romany feast

**S**afari supper, scavenger hunt, shoe shine service, side show, silent auction, silly specs evening, skiing, a slave auction, speed snooker, sponsored anything, sports day at work, spot the mistake, stamp auction, swear box, sweepstake, swimming gala, swap shop

**T**alent night, teddy bear's picnic, ten pin bowling, tennis tournament, themed party, think tank, three legged race, tombola, treasure hunt, tug o war

**U**niform free day

**V**alentine's Day party, volleyball contest

**W**ang a wellie, western party, wheelbarrow race, windsurfing marathon, wine gum suck, wine tasting, wine and art party, wine and canapés evening

**X**mas party, Xmas raffle, xmas cards (donation in lieu of)

**Z**zzz after all that fundraising!

