



**PUTTING
THE**

'FUN'

INTO FUNDRAISING ...

Not to mention the 'fund' and the 'raising'.



A guide for
Sports groups

HELLO

Thank you for choosing to support Macmillan. Every single pound you raise will help us improve the lives of people living with cancer and their families.

Inside you'll find lots of ways to get involved – from hosting an event to individual challenges. We hope you enjoy being part of Macmillan and we are delighted to welcome you to the team.

Why we need you

We know a cancer diagnosis can affect everything. Your work, your finances, your relationships – your whole life. That's why we provide emotional and practical cancer support – so when someone's facing a difficult time, they can start to feel more in control again.

And now thanks to your incredible efforts, we'll be able to reach even more people who need us.

Giving you a helping hand

As a member of Team Macmillan, you'll receive guidance on organising your events and fundraising for it. We'll be with you until the big day and beyond. We've also got loads of resources that can help you out – simply head over to be.macmillan.org.uk to find out more.

For info, advice or if you just need some moral support, give our Fundraising Support Centre a call free on **0300 1000 200** or drop us an email at fundraising@macmillan.org.uk

Now all that's left to say is good luck and over to you ...

Best wishes,



Claire Singlehurst

Director of Regional Fundraising

SO WHAT'S INSIDE?

- Top 10 fundraising ideas
- Supercharge your fundraising
- Going the extra mile
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TOP 10 FUNDRAISING IDEAS



Virtual challenge

Get sponsored to swim the English Channel in your local pool or cycle America's Route 66 without leaving your gym. All you have to do is work out how far they are and then cover that distance. And remember, you don't have to do it all in one go.



Golf

What better way to get together with your teammates than by taking on the toughest challenge in golf: Macmillan's Longest Day Golf Challenge? Four heroes. 72 holes. One epic challenge. You could even dress as a superhero if you're feeling especially heroic.



Wacky races

Ducks – real or plastic.
Snails – don't make the

course too long.

Sheep – ewe better keep an eye on them.

Toy cars – feel the need for speed on the Scalextric track. Get spectators to bet on their favourite – with half the pot going to the winner(s) and the other half to Macmillan.



Sweepstake

Hands up who hasn't taken part in a Grand National sweepstake? Ah, the sheer excitement of randomly picking the name of a horse and then willing it on to victory – hopefully. But let's think beyond racing's big day. How about holding a sweepstake for a reality TV show, Wimbledon or first goal scorer in the FA Cup final?



Match 4 Macmillan

Our fantastic fundraiser Match 4 Macmillan lets you host an event around any sporting activity or hobby you like – whether you're fanatical about footie or bonkers about bridge. All you need to do is put on a match, get people involved and raise money for Macmillan through sponsorship or entry fees. Find out more at macmillan.org.uk/match



Dance the night away

Dancing is all the rage, so do your best Strictly impression and host a talent contest. Or how about having a street dance night? Whether it's ballroom or breakdancing, make sure you raise the roof with friends and family – and raise money for Macmillan by selling tickets to attend.



Put your trainers on

From fun runs to 5ks, 10ks to half marathons, Macmillan has plenty of opportunities for you to get your trainers on. And whether you're running for a loved one or everyone affected by cancer, it's sure to be a special day. Sign up at macmillan.org.uk/running



Zumbathon

Encourage your local Zumba® group to take part in a Zumbathon to raise money for Macmillan. Bust a move and watch the money mount up.



GRIM Challenge

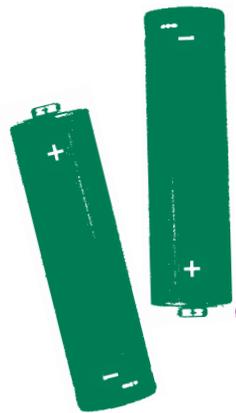
Get ready for mud, sweat and cheers with one of these Grim Challenges. It's going to push you to your limits, but we'll support you every step of the way. Sign up at grimchallenge.co.uk/macmillan



Pedal power

From the rolling British countryside to the mountains of Europe, or an extreme challenge further afield, we've got plenty of cycling events to get you on your bike at macmillan.org.uk/cycling





SUPERCHARGE YOUR FUNDRAISING

To help you make your event as successful as possible, here's our handy list of hints and tips.

Event essentials

Our supporter website be.Macmillan is designed to support you in your fundraising efforts. To find out more, visit be.macmillan.org.uk

Make your own

If you need an eye-catching poster, a flyer, invitation or tickets, be.Macmillan has hundreds of templates for you to choose from. All you need to do is pick your product, add your event's details, download it to your computer and print. Simple.

Merchandise

be.Macmillan is also your one-stop shop for Macmillan event merchandise. Check out all the

great items we have to support you – from t-shirts to balloons, collection tins and more.

Ideas, ideas, ideas

Visit our 'Ideas of the month' section on be.Macmillan for tons of topical fundraising ideas. And if you need support with any of your own ideas, call our friendly fundraising team on **0300 1000 200** or email fundraising@macmillan.org.uk

To see how other supporters have promoted their events using be.Macmillan, watch our short video at be.macmillan.org.uk/supporters

Spread the word

Promoting your events will help you shout about your efforts and ultimately raise more money for Macmillan.

Look local

To tell people about your fundraising, you could use local media – such as newspapers, radio stations or even TV stations.

Get social

Social media sites, such as Facebook and Twitter, are a great way to tell your friends and followers all about your fundraising efforts.

And you can also keep in touch with Macmillan on Facebook at [facebook.com/macmillancancer](https://www.facebook.com/macmillancancer) and [@macmillancancer](https://twitter.com/macmillancancer) for Twitter.

(Fund)raising the bar

As well as putting on a great event, make sure you give supporters plenty of ways to donate their dosh and help fund all the essential services Macmillan provides.

Set a target

Fundraisers often tell us that they find it helpful to set themselves a fundraising target. It can help you stay motivated right up until the big day and also help to boost the total that you raise. Win-win.

Make donating a doddle

JustGiving is an easy way to collect donations from friends and family online. Simply set up your own web page at justgiving.com and share the link with your supporters.

Set up a unique text code

Make it even easier for people to support you by setting up a unique text code – that's automatically added to your JustGiving total.

All you need to do is make sure your JustGiving page is set up, log into your account at justgiving.com/macmillan and follow the instructions. Once you've got your code, let everyone know about it by popping it on all of your fundraising materials and post it proudly on social media.

For more information, head to justgiving.com/justtextgiving

Gift Aid

It's no secret. At Macmillan we love the taxman just as much as we love you and your supporters. That's because for every £1 someone sponsoring you donates (provided they're paying tax at the time of the donation) HMRC will give us an extra 25p at no cost to them.

So, in order for us to magically turn every pound you raise into £1.25, please make sure all of your supporters use Gift Aid on their donations.

To find out more, download our quick and easy guide to Gift Aid leaflet by logging onto be.macmillan.org.uk and enter 'gift aid' in the search field.



Sam was just 10 years old when he was diagnosed with cancer. Fortunately Sam had the help of his Macmillan nurse, Moira. Now 30, Sam is still contact with Moira and puts his fundraising efforts down to her support.

'I could talk to Moira about pretty much anything. She's one of the warmest people you're ever likely to meet. She just put a really friendly face on a not so friendly condition,' says Sam.

Record-breaking efforts

Motivated by Moira's care, Sam started fundraising for Macmillan. Sam's first big challenge was a sponsored cycle across Australia.

'I've never been particularly adventurous. Then one day I just decided to cycle across Australia. I raised about £1000 but knew I wanted to raise more,' says Sam.

Sam's determination led him to his current and toughest challenge yet. 'I'm aiming to complete the fastest human-powered journey around the world. I really want to promote Macmillan's amazing work and make sure they can offer the same support I received to as many people with cancer as possible,' says Sam.

And to anyone considering a challenge for Macmillan, Sam has a message for you: 'I would say if you've got the motivation to do it then just give it a go.'



With a family history of testicular cancer, David was worried when he found a lump. 'I went to see the GP and he decided to rush me through for an ultrasound,' says David. Scared, and in David's words 'all over the place', he turned to Macmillan for support.

'That was when I first decided to call the Macmillan Support Line. I hadn't spoken to anyone else about it and I didn't want to worry my wife.

'Macmillan gave me a better understanding of my situation and it was nice just to have someone to have a chat with,' says David.

Knowledge is power

For David, the only way they could be certain it was cancer was by removing the lump and testing it. But knowing more about his situation was one way David could start to feel more in control at a difficult time.

'My next step was just getting lots of information. I wanted it all from a reliable source, so I went to the Macmillan website,' says David. He was also supported by a Macmillan nurse during his chemotherapy treatment. David says: 'Once I was hooked up she just stayed and chatted with me. She was fantastic.'

Since his treatment, David completed the London Marathon for Macmillan raising £2,700. And he's even got his workplace to make Macmillan their local charity.

ACROSS THE UK

England, Ireland, Scotland, Wales. We have a whole host of events for you to get involved in, right across the UK.

Northern Ireland

Belfast City Half Marathon

Nationwide

World's Biggest Coffee Morning

Longest Day Golf Challenge

Your Walk

Silverspoons Golf challenge

Match for Macmillan

Wales

Iron Man

Scotland

Edinburgh Marathon Festival 5K

Adrenaline Rush Glasgow

England

Yorkshire Three Peaks

Macmillan London 10k

Macmillan Lido
Challenge Letchworth

Brighton Marathon

To find out more about these events or what else is going on in your local area, please visit macmillan.org.uk/in-your-area

YOUR YEAR AHEAD



Use this handy planner to help you stay organised throughout the year – whether you're planning a jumble sale in January or a disco in December.

To get you started, here are some questions you might want to think about:

- WHERE** will it happen?
- WHO** is going to come?
- WHAT** do you need?
- HOW** will you raise money?

And remember, our Fundraising Support Centre is also here to lend a hand. Call us on **0300 1000 200** or email **fundraising@macmillan.org.uk**



January

February

March

April

May

June

September

October

July

August

November

December



KEEP IT SAFE AND LEGAL

Fundraising is all about having fun and raising money but it's also subject to laws and legislation. Don't worry though we've broken down this need-to-know info for you.

Collections

Collections are a great way to raise money, especially in a busy area. However if you're planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by your Local Authority (Northern Ireland has slightly different regulations). Before you approach your Local Authority for a license, please advise us of your plans and await approval. Licenses are not required on privately owned land – just ensure you have the permission of the owner or business.

Raffles and lotteries

Raffles, lotteries and prize draws are all governed by legislation – so before holding one and spending money on getting tickets printed, please contact our Fundraising Support Centre. Also, be aware that lottery laws cover any events which are purely down to luck or chance, such as duck or balloon races even.

Insurance

When you organise a fundraising event, you're responsible for making sure it poses no risk to others. That's why we'd recommend you take out public liability cover for events such as a sponsored walk or sports event. Unfortunately, Macmillan's own policy won't cover you but we can advise you about the kind of cover you need. Just get in touch with our Fundraising Support Centre.

Food hygiene

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. No one likes a poorly tummy, especially as a reward for raising money for charity.

Data protection

Make sure any electronic or paper records you keep about people involved in a fundraising event complies with the Data Protection Act. As a rule of thumb, don't keep information about people any

longer than you have to, and don't share information or data about someone without their permission. For further details of our Data Protection policy please refer to macmillan.org.uk/dataprotection

If you have any further questions, or if you have any specific fundraising ideas you want to discuss you can contact our friendly fundraising team on **0300 1000 200** or at fundraising@macmillan.org.uk





**IT'S
EASY
TO PAY YOUR
MONEY IN**

Please follow these guidelines for the different methods you can use to pay in the money you have raised or donated to Macmillan Cancer Support.

Head to the bank

If you'd like to make a donation in person, you can pay in cash and cheques at the bank. For a paying in slip that you can use at any branch of NatWest, RBS or Ulster Bank please contact our Fundraising Support Centre. Call us on **0300 1000 200** or email **fundraising@macmillan.org.uk** and make sure you leave your details with us so that we can send you an acknowledgement letter.

Pop to the post box

Cheques made payable to Macmillan Cancer Support can be sent by post to: **Freepost RTHE-KYHB-TRTJ, Supporter Donations, Macmillan Cancer Support, Camelford House, 87-90 Albert Embankment, London SE1 7UQ**. Please make sure you include the donation form included in the pack and don't forget to tell us about your amazing fundraising efforts.



Hop online

You can pay your money in to us directly at **macmillan.org.uk/yourevent** or you can make a bank transfer or BACS payment. Just contact the Fundraising Support Centre (you'll find our details above) and we'll provide you with a reference number and our account details. Or, why not set up a page on **justgiving.com?** It will collect money from your supporters automatically and take all the hassle out of collecting your sponsorship.

We're here for you

When you have cancer, you don't just worry about what will happen to your body, you worry about what will happen to your life. At Macmillan, we know how a cancer diagnosis can affect everything and we're here to support you through.

From help with money worries and advice about work, to someone who'll listen if you just want to talk, we'll be there. We'll help you make the choices you need to take back control, so you can start to feel like yourself again.

No one should face cancer alone. For support, information or if you just want to chat, call us free on **0808 808 00 00** (Monday to Friday, 9am–8pm) or visit **macmillan.org.uk**

**WE ARE
MACMILLAN.
CANCER SUPPORT**

YOUR EVENTS

Pin this on you wall and start planning your events.



A large, vertical, rounded rectangular area with a light green background and horizontal lines, intended for writing event details.