

SUPERCARGE YOUR FUNDRAISING

**WE ARE
MACMILLAN.
CANCER SUPPORT**

This guide has been created to help make Your Event as successful as possible, so here's everything you need to know about getting the most out of your efforts.

be.macmillan.org.uk

Welcome to the wonderful world of be.Macmillan – our fabulous website designed to support you in your fundraising efforts.

Visit our *Ideas of the month* section (enter 'ideas of the month' in the search field) and discover tons of topical fundraising ideas. Further ideas can also be found in the fundraising ideas section of this pack or, if you want to discuss any ideas of your own, you can contact our friendly fundraising team on **0300 1000 200** or at **fundraising@macmillan.org.uk**

If you need an eye-catching poster to advertise Your Event, a flyer, invitation or tickets, you can choose from hundreds of templates. All you need to do is add Your Event and contact details, download it to your computer and print. Simple.

You can also check out all the great merchandise we have to support you from t-shirts, balloons and collection tins through to our famous green wigs and more.

And, if you'd like to find out how other Macmillan supporters have promoted their events using be.Macmillan, just take a look at our videos at **be.macmillan.org.uk/supporters**

Publicity and PR

Promoting your fundraising activity through the media will help you shout about your efforts and ultimately raise more money for Macmillan. You could obtain excellent publicity in your local media, be it local newspapers, radio stations or even TV stations. Our fundraising team can help advise you on gaining publicity, so if you'd like to find out more, just get in touch with us using the contact details shown opposite.

Social media

If you have a Facebook page, or if you're on Twitter, make sure you tell your friends and followers all about your Macmillan fundraising efforts. Social media is a great way to keep everyone updated. We'd love you to share your amazing fundraising achievements with us too, so make sure you connect with us at:

 **/macmillancancer**

 **@macmillancancer**

Set a target

Fundraisers often tell us that they find it helpful if they set themselves a fundraising target – just take a look at what Della told us in the *Ask the experts* section of this pack. Not only does it help them to stay motivated right up until the big day, but it also helps boost the total that they raise, so it's definitely worth considering. After all, the more money you raise, the more people affected by cancer you can help.

If you fancy thanking your friends, family and colleagues and keeping them up to speed with your success, why not download and customise our *totaliser* poster from **be.macmillan.org.uk**? Just enter 'totaliser' in the search field.

To discover how the vital funds you raise will be used to help people affected by cancer, take a look at the *How your money could help* section.



justgiving.com

JustGiving is the easy way to raise money for Macmillan. It makes it simple to set up your own fundraising web page and collect donations from friends and family online. That means no more paper sponsorship forms.

It's super simple to create your own page. Just go to justgiving.com and share the link to let your supporters see how you're fundraising is going. Once you've created your page, please let us know so that we can help support you. And, of course, if you need any help setting it up, please just contact us at fundraising@macmillan.org.uk

Set up a unique text code

Why not make it even easier for people to support you with a unique text code? It will mean that anyone can send a donation by text and it will be added automatically to your JustGiving total. Genius.

Setting up a unique text code is a piece of cake. First of all you'll need to make sure your JustGiving page is set up, then you just log into your account at justgiving.com/macmillan and follow the instructions.

Once you've got your code, make sure you let everyone know about it. Pop it on all of your fundraising materials and post it proudly on social media.

For more information, and to download a text giving support pack, head to justgiving.com/justtextgiving

Gift Aid

It's no secret. At Macmillan we love the taxman as much as we love you and your supporters. That's because for every £1 the people who are sponsoring you donate (provided they are paying tax at the time of the donation) HMRC will give us an extra 25p at absolutely 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. If every supporter who qualifies agrees to Gift Aid their donation, we will be able to raise even more money to support people living with cancer. In fact, Macmillan could raise millions of pounds each year from Gift Aid alone.

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Why not find out more about how the taxman will happily give his money away to us from you by downloading *Your quick and easy guide to Gift Aid* leaflet. It's just the thing for explaining Gift Aid in plain English.

Log onto be.macmillan.org.uk and simply enter 'gift aid' in the search field to order your free leaflet.



A huge thank you

Finally we just want to let you know how grateful we are that you've chosen to fundraise for Macmillan. We hope that you will enjoy raising money for us. We believe that no one should face cancer alone and, with the continued support of people like you, no one will.