

GETTING THE **MOST** OUT OF YOUR FUNDRAISING

**WE ARE
MACMILLAN.
CANCER SUPPORT**

We want to make your fundraising as simple and successful as possible. So we've provided everything you need to get the most out of your efforts.

be.macmillan.org.uk

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

Visit our *Ideas of the Month* section (enter 'ideas of the month' in the search field) where we feature topical fundraising ideas. Further ideas can also be found in the *A-Z of Workplace Fundraising Ideas* section of this pack, or if you want to discuss any ideas you have 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 or an invitation, you can choose from hundreds of templates. Just add your event and contact details, download it to your PC and print. Simple.

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

See how other supporters have promoted their event using be.Macmillan by watching 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 free publicity for your fundraising in your local media – local papers, radio stations and even regional TV stations.

Social Media

If you have a Facebook page, or if you're on Twitter, then make sure you tell everyone about your Macmillan fundraising events and keep them updated. We would love you to share your amazing fundraising achievements by connecting with us on Twitter or Facebook at:

 **/macmillancancer**

 **@macmillancancer**

Beat your target

People who set a target raise more money. A brilliant way to create a sense of team effort, achievement and engage everyone involved is to set a fundraising target that you can achieve on your own or as a team. The more ambitious and challenging your goals, the more reward you will get back and the more you will be able to help people affected by cancer.

You can also mark the progress of your sponsorship to date, thank your fundraisers or show off your fundraising success by using our *totaliser poster* which can be downloaded and customised from **be.macmillan.org.uk**, just enter 'totaliser' in the search field.

To know how your vital funds will be used, see the *How Your Money Could Help...* section.



justgiving.com

JustGiving is the easy way to raise money for Macmillan and donate online. 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.

If you want to create your own company page, all you need to do is go onto **justgiving.com** – it really is easy and enables all your supporters to see what you are doing.

Please tell us once you have created your page so we can help support you, and if you need help setting it up then just contact us at **fundraising@macmillan.org.uk**

Gift Aid

To maximise your fundraising efforts, don't forget to ask your supporters and colleagues to use Gift Aid on their donations.

Gift Aid is a wonderful scheme. It gives charities like us the opportunity to claim back the UK tax that supporters have already paid on their donations. So every single £1 becomes £1.25 at no additional cost to the donor.

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Cheers

Finally we just want to say thank you so much for wanting to fundraise through your company for Macmillan. We hope you will enjoy raising money for us. On behalf of the people that Macmillan is able to help because of your support – thank you.

