

# WALKING YOU THROUGH OUR TOP TEN TIPS

We always try to lend a helping hand at Macmillan. That's why we've tried to put the 'fun' in fundraising by sharing our 10 top tips with you to help you raise lots of money:

## 1 Check out our book of bright (green) ideas

Have a look in *The little green book of fundraising ideas* which you can download at [macmillan.org.uk/fundraisingideas](http://macmillan.org.uk/fundraisingideas). It's packed with 101 tried and tested ways – big and small – to raise money, so there's bound to be one that suits you.

We realise that you're all busy people so, if time isn't on your side, concentrate on simple ideas, such as setting up an online sponsorship page.

## 2 Get by with a little help from your friends

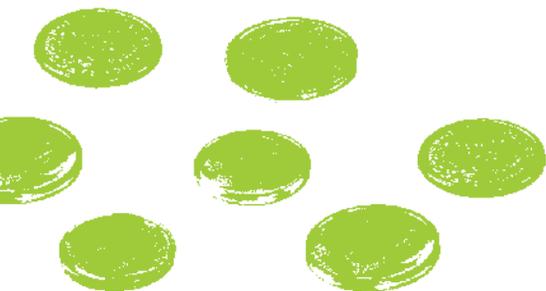
You can always rely on friends and family so get them to help out by asking them to:

- sponsor you
- pass on your sponsorship form or link to your online page to all their friends
- help out at any of your fundraising events.

Don't just stop at friends and family though. Work out who's most likely to give you money. Will it be friends, work colleagues or members of your sports club?

## 3 Make work work for you

There are lots of ways you can use the workplace to fill your fundraising coffers. Promote your event around the office. Make the most of inter-team rivalry by organising an office Olympics, bake off or quiz night. And, last but by no means least, make sure you find out if your company operates a matched-giving scheme – a fantastic way to double your funds instantly.





## 4 Everybody needs good neighbours

Keep the sponsorship rolling in by making the most of your neighbourhood. Head down to your local supermarket to hold a collection or pack shoppers' bags for a small fee (don't forget to contact us for Macmillan T-shirts and buckets first).

Approach local companies. Ask for a donation or a prize which you can use.

## 5 Have a knees-up

Host a quiz night, race night or disco. Pubs, bars and restaurants will often donate a room or private area for free if it means you get people through the door.

It's also always a good idea to base your fundraising around any interests you have. For example, if you're in a drama club, put on a show. Or if you like cooking, hold a charity dinner party.

## 6 Make the most of the internet

Social media sites like **Twitter** and **Facebook** can be brilliant tools for promoting fundraising events and recruiting more supporters.

Whether it's a run, cycle, swim or trek, setting up a sweepstake using **guess2give.com** is always fun. Challenge your friends, family and colleagues to guess the result at just £3 a pop.

## 7 Check out our pages for your event

Our Facebook pages are full of helpful ideas, so why not take a look if you need any more inspiration? Head over to **facebook.com/macmillancancer** and become a fan of our official page.

## 8 Show off what you're doing

The more fundraising materials you get out there, the more funds you'll raise. We have a fantastic website called **be.Macmillan.org.uk**. It provides everything you need to create your own personalised posters and show off your event.

Just remember the important stuff – who, what, when and where, plus your contact details and the link to your online sponsorship page. All promotional materials should also include our charity registration numbers.



## 9 Online sponsorship page

Creating your own online sponsorship page is a quick and easy way to raise loads of money. The money's paid directly, you don't have to do anything but publicise your page and you can tell everyone about your event at the touch of a button.

Just head over to one of the many online fundraising providers out there, such as **justgiving.com/macmillan**, **virginmoneygiving.com** or **bt.com/mydonate**. We've even created justgiving pages for each of our walks to help get you started. They're easy to set up and you can personalise your page with photos and some details about what you're doing and why. Then, just email it to everyone you know.

Or perhaps you'd like to set up a Macmillan tribute fund in memory of a loved one? It's the perfect place to remember and celebrate their life, and you can collect your sponsorship money there too. Find out how at **macmillan.tributefunds.com**

These days, you can even collect your sponsorship money with a text message from JustTextGiving. It couldn't be easier – your supporters can donate to your fund by simply sending a text. Set it up and run it for free at **justgiving.com/justtextgiving**

## 10 Stay legal

Of course, 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 this need-to-know info down so have a read and get in touch if you have any questions.

### Collections

Collecting donations from the public is a great way to boost your funds. But it's important to remember that collections are governed by law and you need to get permission first.

- If you're planning to hold a collection on public property, such as a pub or supermarket, you'll need to check it's alright with the owner beforehand. If it's a park, street or town square, you'll need a local authority licence – which can take several weeks to arrange.
- You don't need our permission to hold a collection, but do let us know about it just in case there is a collection taking in the same place at the same time.
- Whether your collection's public or private, you'll need to request collection boxes from our Fundraising Support Centre on **0300 1000 200** or by email at **fundraisingsupport@macmillan.org.uk**. The only collections we can't provide boxes for are those that are house-to-house or pub-to-pub.

### Raffles, lotteries and prize draws

Raffles, lotteries and prize draws are all governed by legislation – please don't hold any of these without contacting us first. Also, did you know that lottery laws cover any events which are purely down to luck or chance, such as duck or balloon races?

### Insurance

When organising a fundraising event, you are responsible for making sure it poses no risk to others, therefore, you will need to consider whether you need insurance. In most cases, for public and/or hazardous events, you may need public liability cover in place. For more information, you can contact the Fundraising Support Centre on **0300 1000 200** or by email at **fundraising@macmillan.org.uk**

