



# PUTTING THE 'FUN' INTO FUNDRAISING ...

WE ARE  
MACMILLAN.  
CANCER SUPPORT

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



A guide  
for 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](http://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](mailto: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**

**Mitch got quizzical**

**Rebecca's story**

**Your year ahead**

**Keep it safe and legal**

**It's easy to pay your money in**

**Notes**



# TOP 10 FUNDRAISING IDEAS



## Summer fair

When you're holding your summer fair you can also have fun fundraising for Macmillan. While the sun shines bake treats that will sell like hot cakes, host raffles or have a bric-a-brac sale.



## Film night

Make your house a cinema for the night and get people round to watch a film. Charge an entry fee and make popcorn and sweet treats to sell.



## Murder mystery night

Let the 'whodunit' be you and put on a murder mystery night to raise money for Macmillan.



## Book club

Here's a novel idea: book clubs are free but there are plenty of ways you can raise money. When hosting your meeting why not sell refreshments for a small fee? Or how about hosting a dinner with people donating to dig in – and have the book discussion afterwards?



## Golf

What better way to get together with your mates 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.



### Quiz night

Q. For two points, what makes a quiz evening a top night?

- A. A quiz master with the charisma of Ant and Dec combined
- B. Questions that get brain cells working but don't overheat them. You can have one point for each correct answer.



### 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.



### Play your cards right

Bridge, rummy, whist, pontoon, poker or even snap or Top Trumps. A card games night could be a big deal.



### Bring and buy sale

Macmillan proverb: one man's unwanted Christmas jumper is another man's golfing sweater. So turn someone's trash into treasure with all proceeds going to Macmillan.



### World's Biggest Coffee Morning

World's Biggest Coffee Morning is Macmillan's biggest fundraising event. So join hundreds of thousands of others across the UK for a day to remember. Whether it's scones and your finest china or steaming mugs and dunking biscuits, you'll have a fantastic time catching up with friends old and new and making time for what really matters. Visit: [macmillan.org.uk/wbcm](http://macmillan.org.uk/wbcm)







# 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](http://be.Macmillan) is designed to support you in your fundraising efforts. To find out more, visit [be.macmillan.org.uk](http://be.macmillan.org.uk)

## **Make your own**

If you need an eye-catching poster, a flyer, invitation or tickets, [be.Macmillan](http://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](http://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](http://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](mailto:fundraising@macmillan.org.uk)

To see how other supporters have promoted their events using [be.Macmillan](http://be.Macmillan), watch our short video at [be.macmillan.org.uk/supporters](http://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](https://www.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](https://www.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](https://www.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](https://www.be.macmillan.org.uk) and enter 'gift aid' in the search field.



# MITCH GOT QUIZZICAL

**After sadly losing both of his parents to cancer, Mitch was determined to do something to thank Macmillan for the support that his mum and dad and the rest of his family received.**

As a keen pub-quizzer, it didn't take long for him to work out what kind of fundraising event he wanted to organise.

After a little research – and a lot of help from his wife Cheryl – Mitch held his first quiz in the local church hall. It was such a roaring success that he did it all over again the following year and raised, in total, an incredible £1,400 for Macmillan.

## **Think about the little extras**

'As well as charging people for tickets, we also held a raffle, a bring and buy sale, a roll the-pound-coin-closest-to-the-whiskey-bottle competition, and we sold Macmillan pin badges.

'We asked people to bring their own food and drinks. Some brought nibbles while others brought full banquets. Hosting a fundraising event needn't be expensive,' says Mitch.

## **Easy organising**

'We texted everyone we knew. The response was amazing. What's more, so many people who weren't able to make the event donated a tenner when they heard what we were doing.

'You don't need to be a boffin when it comes to creating quiz questions – just hit the internet and type in 'free quiz questions'. You'll discover loads,' says Mitch.





**When Rebecca was diagnosed with breast cancer, her life was turned upside down. To help her cope with the emotional and physical effects of her diagnosis, Rebecca's Macmillan nurses Kim and Jill were there to support her through.**

Rebecca first noticed some unusual symptoms after her new baby girl was born. 'I had a pea-sized lump and I first suspected this was due to slowing down feeds. But this was different,' says Rebecca.

After going back to her GP, Rebecca was sent for an ultrasound and then a biopsy which showed she had breast cancer. Dealing with her diagnosis 'was tough' says Rebecca, 'and there were ups and downs.'

### **Support when you need it most**

Luckily throughout Rebecca's tough times, she always had the support of two very special women. 'My Macmillan nurses, Jill and Kim, have been fab. They work with the doctors and help me with my questions. They make me feel like I'm not alone,' says Rebecca.

And her local Macmillan support centre was also there for her. Rebecca says: 'The new centre is amazing. They make you feel relaxed. And because it's separate, you don't have to go into the hospital and worry about infection risk. I couldn't have done it without Macmillan.'

# 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](mailto:fundraising@macmillan.org.uk)**



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# 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](http://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](mailto: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.





# GRAB A SLICE OF THE ACTION

Cake, cuppas and plenty of chit-chat – what's not to like about our flagship fundraiser World's Biggest Coffee Morning? And all the funds you raise will help us to make sure when someone's facing a difficult time, they can start to feel more in control again.

Get involved at [coffee.macmillan.org.uk](http://coffee.macmillan.org.uk)











# 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**



Registered with  
**FUNDRAISING  
REGULATOR**

Please make sure you fill in all of these details.

Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Event name \_\_\_\_\_

Please return your completed sponsorship form to:  
 Freepost RTHE-KYHB-TRTJ, Supporter Donations,  
 Macmillan Cancer Support, 89 Albert Embankment, London SE1 7UQ

# SPONSORSHIP FORM

WE ARE  
**MACMILLAN.**  
 CANCER SUPPORT

Need more copies?  
 Simply download extras  
 from [be.macmillan.org.uk](http://be.macmillan.org.uk)

## Make your gift work harder

Do you pay tax? If so, by simply completing this form you can boost the value of your gift by 25p for every £1 without costing you a penny. If I have ticked the box headed 'Gift Aid', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Macmillan Cancer Support to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

*giftaid it*

Title	Initials	Surname	House name or number	Postcode	Date paid	Your donation	Gift Aid (please tick)
Mrs	J	Smith	321A	CR1 3FG	26.04.16	£10.00	<input checked="" type="checkbox"/>
Mr	P	Johnson	65	GU3 2SQ	26.04.16	£15.00	<input checked="" type="checkbox"/>
(Please fill in your name and home address in your own writing – otherwise we can't claim Gift Aid.)							
<b>Total</b>							
<b>Date paid to charity</b>							

By submitting this form you agree to us recording your details on our database, so we can provide you with the best possible support every time you contact us. We will also contact you from time to time by phone, email, text or post to tell you about how we can support you and how you can get involved with our team. Your details will be kept securely and only shared with our suppliers or partners who work on our behalf or with us to deliver and improve services for people affected by cancer. We never sell or swap your details with third parties. If you prefer us not to use your details in this way, you can email [contact@macmillan.org.uk](mailto:contact@macmillan.org.uk), telephone 0300 1000 200, or write to us at Macmillan Cancer Support, 89 Albert Embankment, London, SE1 7UQ.





# DONATIONS FORM

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

**Please use this form to donate money raised from a G&A collection or fundraising event.**

I would like to give a gift of £	Home address*
Name & address*	
Postcode*	Postcode*
	Telephone number
	Email address

**Your details**

Title (Mr/Mrs/Miss/Ms/Other)\*

Name\*

\* Fields marked with an asterisk must be completed. Please let us know if your circumstances or address details change so that we can amend our records.

**About your donation** (what did you do to reach your target?)

Macmillan Cancer Support and our trading companies would like to hold your details in order to contact you about our fundraising, campaigning and services for people affected by cancer. If you would prefer us not to use your details in this way please tick the box.

We do not sell or swap your details with any third parties, but in order to carry out our work we may need to pass your details to service companies authorised to act on our behalf.

Please return this form with your gift to:

**Macmillan Cancer Support, Freepost RTHE-KYHB-TRTJ, Supporter Donations, 89 Albert Embankment, London SE1 7UQ.**

*(If you want to use a stamp please omit the Freepost line in the address)*

**Thank you for helping people living with cancer by supporting our work.**

Please make your*	Card expiry date
<input type="checkbox"/> cheque <input type="checkbox"/> postal order <input type="checkbox"/> charity voucher	Valid from date
payable to Macmillan Cancer Support	Issue number (Switch/Maestro only)
<b>OR</b> you can debit your	Billing address if different to company address
<input type="checkbox"/> CAF charity card <input type="checkbox"/> Visa	
<input type="checkbox"/> Mastercard <input type="checkbox"/> Switch/Maestro	
Card number	
<input type="text"/>	
Security number	
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Registered with  
**FUNDRAISING  
REGULATOR**

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). A company limited by guarantee. Registered company in England and Wales (2400969) and the Isle of Man (4694F). Registered office: 89 Albert Embankment, London SE1 7UQ. MAC15587

**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.