

YOUR EVENT

Everything you need to do it your way

MACMILLAN
CANCER SUPPORT
RIGHT THERE WITH YOU

**WHOEVER YOU ARE, AND WHATEVER
YOU'RE INTO: WHETHER IT'S
PLAYING GAMES, THROWING
PARTIES, HOSTING SUPPERS;
WHETHER IT'S DANCING OR
ORGANISING SPORTS EVENTS,
MARKING A BIG MOMENT OR
DOING SOMETHING TOTALLY
EXTRAORDINARY, EVERYONE CAN
DO SOMETHING TO HELP SUPPORT
PEOPLE LIVING WITH CANCER.**

**Whatever you're planning, we'll give you everything
you need to make your event a success.**

WELCOME TO YOUR EVENT JOURNEY

Whatever you choose to do, we can support you at each stage of Your Event journey.

If you're in need of inspiration for your event, head to our website for hundreds of fundraising ideas of all shapes and sizes to help you decide.



YOUR JOURNEY TO SUCCESS

No two events are exactly the same. But these are some important steps to help you along with yours:



Getting started

1 Register

So we can give you the support we need, let us know you're fundraising for us by registering your event with us online or call our friendly fundraising support team on **0300 1000 200**.

If you have any questions, we'd be happy to help (lines open Monday to Friday, 9am-5pm).

2 Make a plan

Start by having a think about all the different parts of your event. What you need from us? What do you need to do and when by to be ready?

For example:

- Who will take part and attend and how will you invite them?
- When and where will you hold your event? Does the date clash with other big events?
- How can you promote your event?
- Do you need a risk assessment, insurance, permissions and licences?
- Who can help you before and on the day?
- How will you collect donations? Do you need to order collection boxes or buckets? Do you need help counting or paying in donations?

3 Set up your JustGiving page

Create a JustGiving Page: it makes it easy to collect sponsorship money and keeps people interested in your event.

JustGiving also automatically collects Gift Aid for any eligible donations, helping to boost your total with no additional effort.

Making it happen

4 Get your Macmillan resources



Head to be.macmillan.org.uk – it's our easy-to-use website that supports your fundraising. It has hundreds of templates of eye-catching posters, flyers, invitations and tickets that can be personalised to publicise your event and make it look fantastic.

Look the part: check out the great merchandise on offer, including t-shirts, biodegradable balloons and collection tins.

6 Share Your Event



Create great posters and flyers and put them up at work, at the gym or on community noticeboards (with permission), to really make an impact.

Use our [press release templates](#) to write a tailored piece about your event to spread the word locally, or even contact your local radio or news station.

Make the most of having friends at your fingertips through social media and create a Facebook event, shout about it on Twitter or send e-invites to your contacts.

5 Boost your total



There are many ways in which you can add to your event and build on your fundraising total. We're happy to have a chat and discuss your ideas – just give us a call on 0300 1000 200.

A few ideas to get you started:

- Check if your employer has a matching scheme: you could double the money raised instantly!
- Ask for donations from anyone who is unable to attend on the day.
- Include additional opportunities for people to donate, such as a raffle, auction or sweepstake.
- If your event has people seated, you can order some donation envelopes and encourage them to make an additional contribution.
- Share information about the difference people's donations will make – see page 9 below.

7 Have fun

Whatever you're doing to raise money for Macmillan, we want to help you make a success of it and most importantly, enjoy yourself.



**BECKY
LIFTED OUR
SPIRITS**



**DELLA
HAD A BALL**



**GAVIN
BOWLED
US OVER**



**NICOLA
HAD A
VEGAN FEAST**



**IRENE
HAD A FULL
HOUSE**

After your event

8 Celebrate your success



Let everyone who supported you know how it went and your final fundraising total - they'll be thrilled to hear about how they've helped you achieve something amazing!

Shout about your event far and wide by sharing your success through your social media channels and perhaps even contact your local press with an article celebrating your triumph! You can also use Macmillan e-cards – just head to ecards.macmillan.org.uk



10 Bask in the warm glow of a job well done

You'll be able to give yourself a pat on the back knowing that you've helped us to help people with cancer live life as fully as they can, through physical, financial and emotional support.

9 Send in your donations



If you've been fundraising through JustGiving then you're all sorted! The donations made on this page come directly to Macmillan. You can manually add funds you've paid in offline to your online fundraising page total to show everyone you're smashing your target!

Pay in on our website: It's also easy to pay in the funds raised through our [Your Event donation form](#).

Pay in offline: If you'd prefer to take your donations in person to the bank or send us a cheque, we're here to help. Check out more detailed advice on [these options online](#) or call our Supporter Care Team on **0300 1000 200** to request a bank paying in slip, pay in over the phone or confirm our postal address.



The impact you'll be making with Your Event:

£57

helps run the 'Ask the Expert' section on our online community for an hour.

£292

keeps a Macmillan Information and Support Centre stocked with all the information resources to support people with cancer for one month.

£650

helps one of our volunteer-led practical and emotional support services to support one person with cancer for approximately 12 weeks.

£1,034

pays for a Macmillan nurse for a week, helping people living with cancer and their families receive essential medical, practical and emotional support.

£2,775

helps run the financial guidance element of our phone service for one day. In this time, they could, on average, deal with 55 cases, providing a wide range of financial support and advice.

£4,620

pays to run one of our Macmillan Mobile Cancer Information and Support Service buses for two days, enabling us to support approximately 56 people.

YOU'RE AMAZING

Each pound you raise, minute you spend, tweet you write,
supporter you inspire – everything you do helps us be there
for more people with cancer. Thank you so much.

If you have any questions or need advice about your event we're
here to help. Pick up the phone and give us a call on: **0300 1000
200** or drop us an email at: **fundraising@macmillan.org.uk**



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