

**WE ARE
MACMILLAN.
CANCER SUPPORT**

YOUR FUNDRAISING GUIDE

Beat your fundraising target
with our tips and advice



HI THERE, YOU HERO

Thank you so much for taking on a challenge for Macmillan. We're here to do all we can to help you smash your fundraising target.

In this guide, you'll find lots of tried and tested fundraising ideas, as well as tips for organising events. We know reaching your target can seem daunting, but with our help you'll be surprised how quickly your total begins to add up.

BEFORE YOU DO ANYTHING ELSE...

Our biggest tip is to set up an online sponsorship page as soon as possible by visiting justgiving.com or virginmoneygiving.com. It'll only take a few minutes and will get donations coming in straight away.

All you need to do is:
create a page
choose Macmillan
select your challenge from the list of organised events

Be sure to personalise your page with photos and say why you're supporting Macmillan.

Once your page is good to go, spread the word on social media and email friends, family and colleagues. If it's OK with your employer, add the link to your email signature at work.

Money raised on your donation page automatically transfers to Macmillan and updates your personal fundraising total. There's nothing more you need to do.

A more traditional method

If you're not online or have supporters who wish to sponsor you the traditional way then that's fine too. You'll find a sponsor form in this pack. Please make sure people fill out the form with their details, including ticking the Gift Aid box if applicable. Try to collect the cash and send it in as soon as you can so you're not chasing people for sponsorship after the event. There's more information about the different ways you can pay in on page 31.

i Pages with targets receive on average 40% more than those without one. Set your target and keep increasing it to encourage more donations.

i Make sure your first donation is a big one and others are likely to follow suit.

i Ask for sponsorship just after payday when everyone is feeling a bit more flush.

i Ask, ask, ask. Don't be afraid to keep sending your online sponsorship page to people who haven't donated, they may just need that extra nudge.





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QUICK AND EASY IDEAS



QUICK AND EASY IDEAS

Sweepstake

Hands up who hasn't taken part in a Grand National sweepstake? But let's think beyond racing's big day. How about holding a sweepstake for a reality TV show, Wimbledon or first goalscorer in the FA Cup final?

Make a guess

Put the fun into asking for sponsorship and ask people to guess on a result (your finishing time? How many steps you'll take?) rather than simply making a donation. Use the website guess2give.com or the games poster in this pack.

Sweets in a jar

This one's easy peasy. Chuck a load of jellybeans in a jar and ask people to guess the total for a small donation. And the winner? They'll get the jar full of jellybeans. Yum.

i For handy sweepstake templates for all the key sporting events and more, search for 'sweepstake' on be.macmillan.org.uk

Cake sale

Whether you bake goodies for work, school or the neighbours, a cake sale is a great way to raise money.

Many hands make light work

Get friends or colleagues to help you. If everyone brings in their favourite treats, you'll end up with a great variety to sell. You may also need some helping hands on the day.

Location, location, location

Think carefully about where and when to hold your cake sale. How can you make sure you see the greatest number of hungry people? And if you're having it at work, offer a trolley service and visit desks.

Preparation is key

Don't forget to advertise your sale so people know to have cash on them. And make sure you have everything you need such as tables, tablecloth, price stickers, paper plates, plastic forks, a donation tin and a bin bag.

i Free fundraising materials

Don't forget to order a pack containing bunting, banners, balloons, a coin box, posters and leaflets about Macmillan – just email challenge@macmillan.org.uk

i Promote your event

Did you know you can create personalised posters for advertising your events? Just visit be.macmillan.org.uk/teammacmillan or check out the be.Mac leaflet in this pack.





YOUR BIG EARNERS

QUIZ

Everyone loves a quiz and they're a great way to get people together while raising money. Here are some starting points to get yours off the ground:



Remember the essentials

Don't forget pens and paper, the list of questions and answer sheets. And if you're using them; a microphone, CD player, iPod or projector.

1 Find the right venue

Many pubs have private rooms that they will hire out or you could see if your local village hall or community centre has anything suitable. Make sure you have enough space and tables for all your teams.

2 Get the word out

Advertise your quiz and let people know the venue, date and entry cost. Ask if your venue will let you put posters up and be sure to email friends and set up a Facebook event.

3 Write the questions

Think about how many rounds you want. Collect interesting facts and trivia and search the internet for ready-made questions. Keep it interesting by mixing the questions up. Have music and picture rounds, multiple choice and true or false.

4 Add in extra fundraising ideas

Add in some quick money-making activities. Hold a raffle (tickets must be sold and drawn on the night, see page 26) or play games between rounds.

5 Think about the prizes

Will you give the winners a round of drinks or a box of chocolates? Or perhaps you could see if local businesses will donate any prizes.



Play heads or tails

Each player puts in £1 and stands up. They guess the outcome of a flip of a coin by putting their hands on their head (for heads!) or bum (for tails). Those guessing incorrectly sit down until there's just one standing. Buy them a drink and bank the money.

Colin's top tips

Colin has cycled from London to Paris three times for Macmillan. His pub quizzes are legendary.

- Ask your venue for a discount or go the whole hog and ask them to donate it for free.
- Avoid blank answer sheets – go for multiple-choice and keep questions achievable.
- Pick a great compere – it makes a huge difference.
- Posters are good for advertising but funny emails are better. Let people know they are in for a great night.
- Charge an entry fee and have moneymaking ideas lined up. A pound for an extra clue perhaps?



PUBLIC COLLECTIONS

We know it's difficult to keep asking the same friends and family to support you, so public collections are an easy (and lucrative!) way to take the pressure off.

1 Get permission

If you're holding your collection on private property, for example in a supermarket foyer, then you'll need to get prior permission from the owner. If you're on public land such as a town centre, you'll need a licence from the local authority (see page 26 for further information).

2 Make time

Once you've got permission, be prepared to put in the hours. You'll need to be there early until late. And make sure you and your helpers (it's always good to bring a friend or two) take it in turns for breaks so you've always got someone collecting.

3 Be seen

Stand where people can see you from a distance so they can get change ready. Make sure you're kitted out in Macmillan t-shirts or fancy-dress and draw attention to your collection with balloons for the kids and pin-badges for the adults. Just email challenge@macmillan.org.uk to order yours for free.



Collection items
Order tins and buckets for your collections by completing the fold-out form at the back of this guide.

Phil's top tips

Phil has raised £50,000 for Macmillan by doing lots of overseas treks and much of this has come from public collections. He's a collecting superstar and regularly raises £2,000 in a weekend!:

- Supermarket diaries fill up quickly so get in as early as you can.
- Letter requests are best but phone the store first to get the name of the Charity Coordinator.
- Some supermarkets focus on local charities rather than national ones so be prepared that some requests will be turned down. Just write more letters and you will get something.
- Hold a bucket rather than a tin.
- Stand out of people's way but in optimal view. Smile and say thank you.
- Never ask for change – let people approach you.
- In short; no gimmick, no tricks, just stand and look friendly.





RAFFLES

Raffles are always great fundraisers and they're perfect for combining with other events like quiz nights.

1 Make sure it's legal

To ensure your raffle is legal, either sell your tickets and draw the raffle on the same night or, if you want to sell tickets in advance, make sure it's a 'Free-Prize Draw'. All this means is that you can't demand payment for a ticket. Instead, state a suggested donation such as 'Suggested donation £1. No donation necessary.'

2 Find great prizes

The best raffles have the best prizes so approach local businesses or any friends working in the leisure, retail or hospitality sectors. Meals for two, a free facial or guest passes to the local gym will make selling your tickets a breeze.

3 Tickets and record keeping

Either create your own or buy a book of cloakroom tickets. Make sure you have contact details for everyone who enters and ask friends and family to help you sell tickets at work or the school gates.



Questions about raffles?

Raffles are covered by legislation so if you'd like further information, please see page 26 or call our Fundraising Support Centre on 0300 1000 200.

MATCHED FUNDING

Many employers will offer a matched funding scheme. This is where they either donate a fixed amount towards your target or match the amount you've raised. Just imagine – doubling your money for no extra effort.

1 Ask

First of all, find out if your employer runs a matched funding scheme. Talk to your HR department in the first instance. If they don't, maybe you could persuade them to set one up or at least make a donation.

2 Let us know

As soon as you know you're able to get matched funding, email us to let us know. Tell us your company name, how much is being sent and via what payment method.

3 Keep in touch

All companies approach matched funding in different ways and send money in different timescales. It's important you keep us up-to-date with any news you hear from your employer.



Tell us about it

You could use our online form to let us know about your matched funding application. Simply fill in the details at macmillan.org.uk/matchedfunding

A FEW OTHER MONEY- SPINNERS



Supermarket bag packing

This is as simple as it sounds. Ask your local supermarket if you can help pack customers' bags in return for a donation. Make sure you round up lots of friends to help so you can cover every checkout. Wear Macmillan t-shirts and tell people about what you're doing.



BBQ or dinner party

If you're always entertaining, how about charging a small fee when you invite friends over? Play games to raise extra money but, most importantly, have a great time.



Sell your stuff

What about selling unwanted items on eBay or at a car boot sale and use the money earned to boost your fundraising total? Did you know you can sell old books on Amazon too? You'd be surprised at the sorts of things people are willing to buy.



Splat the rat



Tuck shop



Sponsored silence



Bingo night



Gala



Auction



Dinner dance



Book sale



Film night



Cheese and wine evening



Baby-sitting



Gig night

101 fundraising ideas

For more fundraising help, download *The little book of 101 big ideas* from be.macmillan.org.uk/101bigideas



SUCCESS STORIES

Success
stories



LOUIS' DISCO

Louis raised more than £2,200 in one night by holding a disco (including an auction, face-painting and an outside burger-van!) at a local social club. He shares with us his tips for keeping your fundraising on track and stress levels down.

If you don't ask, you don't get

'Don't be afraid to ask for anything that can aid your efforts. I got the venue for my event for free by just explaining the reason I was raising money for Macmillan. It's quite surprising how much people are willing to help if you ask.'

Don't go it alone

'You can never have enough help. I was fortunate to have fantastic support from friends and family during the whole process. A good friend of mine with experience of fundraising helped me plan and organise the disco – he was even the DJ. Others sent out flyers, volunteered at the event or simply spread the word to all their friends.'

Be social

'Don't underestimate the power of social media. It's a fantastic tool to spread the word about your event. Whether you use Facebook, Twitter, Instagram or JustGiving, keep your friends and followers up-to-date with the progress of your event.'

Get out there

'Although social media is great for advertising there's no substitute for going out into the public to interact with local businesses and the community. We left charity boxes in the local hairdressers, put up posters in the town, and even asked local companies whether they were willing to donate raffle prizes. We had a great response.'

Plan, plan, plan

'Finally, it is important to keep on top of your event planning so it goes as smoothly as possible. I found it useful to keep a diary – this helped me organise all the components of the event and kept the stress-levels down!

'I hope these simple steps will help and encourage you. I wish you good luck with your fundraising efforts (you can do it!!) and, most importantly, enjoy the challenge ahead!'





JANE'S BRING AND BUY SALE

After Jane sadly lost her dad to cancer, her husband Ed signed up to Macmillan's London to Paris cycle. Here she tells us how she helped him raise more than £3,400.

'Macmillan gave us such amazing support that we wanted to pay them back. It wasn't until Ed was accepted on the challenge that the reality of raising £1,600 dawned on us.

'I knew I didn't want to keep asking my friends for money, so the idea of a Bring and Buy sale was born. I did a search on the internet for local hall hire and finally chose a great Scouts Hut which was walking distance from the town centre, with parking and nearby schools (so I could hand out flyers at pick-up time).

'I drew up a list of all the friends and family I was going to approach to help me as I knew I couldn't do it alone. Their support was vital. I then created an Event on Facebook telling people that there would be homemade cakes and hot drinks, a raffle and to bring their goods to sell on the day or drop them at my house beforehand. I invited all my friends and

then lowered the security to allow them to invite their friends. My initial 30 invitations grew to 200 in just a week!

'Macmillan gave me a letter of authorization which meant I could approach businesses for raffle prizes. My local shops, jewellers, beauty salons, hairdressers, restaurants and florists were all happy to donate and help the local community. I also had a fantastic response from companies offering Groupon Deals. I just went onto my local Groupon page and contacted the companies selling their products.

'I used templates on [be.macmillan](https://www.be.macmillan.org.uk/) to design my own flyers which my local printer produced at a big discount because they were for charity. I ordered fantastic materials from Macmillan including banners, bunting, balloons, money boxes and t-shirts. I knew it would really help remind people why they were there and encourage them to be generous.

'I also bought plastic table cloths, paper plates, napkins, tea, coffee, milk, sugar, juice boxes for toddlers, cheap plastic spoons and cake slicers. Small paper bags were a big hit for people wanting to take cakes away and old carrier bags were great for the Bring and Buy sale. I ordered change for floats from the bank and allocated my friends to specific stalls (quiet ones on drinks, loud ones selling raffle tickets!).

'Two weeks before the sale I put a photo of the raffle prizes and a list of stalls on the Facebook Event with a reminder of what to bring (toys, books, clothes etc). Then one week before I sent a final message promising it was going to be a great event and for everyone to bring lots of money! Don't feel guilty, people want to support Macmillan and are happy to dig deep if you give something back.

'The event was a huge success and my main advice is to not be scared by fundraising. I really didn't know where to start either but do something you enjoy which involves all your friends and fits in with your life. You'll be well rewarded! Best of luck.'





DAVE AND CLAIRE'S SUMMER BALL

Dave & Claire raised an incredible £9,500 by organising a ball at a local hotel. Here they reveal how they smashed both their targets for the Morocco Hiking Challenge in just one night!

'Organising a big social event seemed like a daunting task at first but, with the help of a small project team made up of friends and family, it soon started to come together. We started by finding an easily accessible venue, booked a date and thought about what else we might need on the night. We managed to find a photographer, DJ and auctioneer by simply asking friends and colleagues if they had any contacts – or hidden talents! We finally decided on a Glitz & Glam theme for the night to help make the event sound fun and exciting.

'The next step was to promote the event; we created eye-catching posters and booking forms and got the word out through email, local clubs, Facebook, Twitter and even local press.

'Facebook was invaluable. We set up a Facebook event, invited all our friends and asked them to do the same. Every time we got a comment or like on the page, we made sure we asked if that person – and their friends – wanted to come along. It's amazing how interest snowballs. When promoting your event make sure you're clear about why you're doing it. So many people have lost loved ones through cancer and really want to support you.

'On the day of the event we decorated the venue in Macmillan green and opened with a welcome speech to remind everyone what Macmillan do and to thank them for coming. We then had a bit of fun and gave away a few spot prizes to warm everyone up (we hid champagne corks under chairs and gave bottles of bubbly to the lucky finders) and then held an auction with prizes donated from local businesses and generous friends. Our charismatic auctioneer was brilliant and really helped to drive up sales. It's worth waiting until your guests have had a few drinks before starting the bidding - you'll be surprised how generous people can be when they're having fun! Towards the end of the night we kept everyone updated as to how much we'd raised and encouraged guests to help us smash through the £9,000 mark. We maximised the money raised by having a raffle, putting collection tins on the bar and collection buckets on the exits. We also negotiated a percentage of the bar sales and photographer's takings and got matched funding from our employer.

'It took a fair bit of organising, but when we saw how much people had enjoyed themselves and how much money we'd raised for Macmillan it was well worth the effort.'





IMPORTANT BITS

Important
bits



LEGAL

BITS AND BOBS

Fundraising is all about having fun and raising money but it's also subject to laws and legislation. Please read this information and get in touch if you have any questions by calling 0300 1000 200 or emailing challenge@macmillan.org.uk

Overseas challenges

When fundraising for an overseas challenge, you need to state orally and in writing that a proportion of the money you raise will be spent on the costs of the challenge. The exact amounts are on your sponsor form and the wording should be as follows:

*'[Challenge name and the date of the challenge]
'Each participant must raise a minimum of £X. At least X% of this money will benefit Macmillan Cancer Support, with the balance spent on the costs of the participant's trip. However, 100% of any sum raised over £X will benefit Macmillan Cancer Support.'*

Collections

If you're planning to hold a collection on private property, such as a shop, pub or supermarket, you'll need permission from the owner beforehand.

If you're hoping to hold a collection on public property, such as a park, street or town square, you'll need a local authority licence. These can take several weeks to arrange so allow plenty of time.

You don't need our permission to hold a collection, but we would like to know about it. Just in case our local Macmillan fundraisers are planning to hold a collection in the same place at the same time.

Whether your collection is on public or private land, it's important you complete the fold-out Collection Box form at the back of this guide.

You cannot collect funds for your challenge event through house-to-house or pub-to-pub collections.

Raffles, lotteries and prize draws

Raffles, lotteries and prize draws are all governed by legislation. As are any events that are purely down to luck or chance, including events like duck or balloon races. Call our Fundraising Support Centre on **0300 1000 200** for further help.



i Participants taking part in any of our overseas challenges are not permitted by law to run a lottery and will not be allowed a licence. However, you can hold free prize draws, which you can read about on page 11.



Insurance for events

As long as you tell us in advance, Macmillan's Public Liability Insurance covers all our supporters when carrying out standard collections and supermarket bag-packs. For a copy of our insurance certificate, please email challenge@macmillan.org.uk

However, our policy does not cover any other form of fundraising.

This means when you organise a fundraising event, you're responsible for making sure it poses no risk to others. You may need to take out public liability cover for events such as Fête stalls, sports events etc.

We can advise you about the kind of cover you need. Just get in touch with our Fundraising Support Centre on **0300 1000 200**.

Gift Aid

Every gift made to Macmillan – whatever its value – could be worth more at no extra cost to your supporters, just by them choosing to Gift Aid it. Her Majesty's Revenue and Customs will add an extra 25p to every £1 given to Macmillan.

Please note that any Gift Aid we reclaim cannot be credited to your fundraising total. This is because we receive Gift Aid as a quarterly lump sum from HMRC and it takes weeks to break it down into individual totals. However, Gift Aid provides a significant source of additional income for Macmillan, allowing us to help thousands more people affected by cancer.

Why not find out more about how the taxman will happily give his money away by downloading *Your quick and easy guide to Gift Aid* free from be.macmillan.org.uk? It's just the thing for explaining Gift Aid in plain English – simply enter 'Gift Aid leaflet' in the search field.





**SENDING
IN YOUR
SPONSORSHIP
MONEY**

SENDING IN YOUR SPONSORSHIP MONEY

Please don't wait until your event is over to send in your sponsorship. The sooner we receive it, the sooner we can put it to good use. Here are the ways you can pay in:

At your local bank

You can pay your sponsorship money directly into any branch of NatWest or RBS. Just ask us to send you a Bank Giro Credit slip (BGC) which you can use to deposit your sponsorship. This will automatically be added to your fundraising total.

By electronic bank transfer

You, or your sponsors, can transfer money directly into our bank account. Please contact us so we can give you the account details and a unique reference code to quote at the time of transfer.

By post

Make cheques payable to Macmillan Cancer Support and send to us at **89 Albert Embankment, London SE1 7UQ**. Don't forget to include a note with your name and the event you're doing so we can add the amount to your fundraising total.

By phone

We accept credit and debit card payments over the phone.

Online

Don't forget that money raised via online sponsorship pages is automatically transferred to Macmillan and updates your personal fundraising total. There is nothing more you need to do.

HOW YOUR MONEY HELPS

£150

Every £150 you raise could help us provide a woman with breast cancer with sensitive answers to the questions she has about her diagnosis. Practical advice on how to cope with the side-effects of treatment. And help with adjusting to going back to work, slowly.

+ £500

Every £500 you raise could help a Dad work out how to tell his children he has cancer. Apply for the right benefits to protect their home when he has to stop work. Get a disabled parking badge so the family can still get out and about to live life together. And apply for a grant for childcare during treatment. It could help him understand what the future might look like.



