



THE *Ellen MacArthur* TRUST

FUNDRAISING IDEAS AND TIPS

www.ellenmacarthurtrust.org

INTRODUCTION

Firstly, thanks you for choosing to support the Ellen MacArthur Trust in your fundraising activities. We appreciate every penny that you will raise to help us take more young people in recovery from cancer and leukaemia sailing.

We hope this pack will give you some advice and ideas for your fundraising event. If you require anything else, please don't hesitate to get in touch and we will endeavour to help you if we can.



To raise money successfully it's important to believe in the work the Ellen MacArthur Trust carries out, and be able to inspire others feel the same and donate money.

**You can find out more about the work we do at
www.ellenmacarthurtrust.org
Or call us on 01983 297750
Or email info@ellenmacarthurtrust.org**

You may want to contact us to request some of our brochures or our promotional DVD if you think these would help your efforts.

FIRST STEP

You need to first think of a great way that YOU want to raise money for the Ellen MacArthur Trust.

Our supporters never fail to surprise us with the inventive ways they raise funds for the Trust, but equally the old ideas are often the best. In the past people have raised money with sponsored sporting events such as cycling round the Isle of Wight, windsurfing across the English Channel, holding an endurance rowing-machine event, running in marathons, a swimathon, and of course various long distance, single handed or just pure fun sailing related events.

Other fundraising events have included a cake sale, raising money by holding an open garden, a music festival, and a sponsored head shave.

INDIVIDUALS

You can set yourself something you see as a personal challenge, to test yourself with the incentive of raising as much money as you can to get you through it. If there is something you are particularly good at, then try doing it all day, or selling it, or getting your friends to try it.

GROUPS

If there are a group of you then you can do something silly together – there's strength in numbers! Do your chosen activity together in fancy dress, or in the water. If you gather a group it also gives you more contacts to approach to raise money. If you have a group of friends that want to be involved but don't want to do any of the work, why not invite them round to your house for a dinner party, where they all contribute an amount of money, and get a dinner plus the feel-good factor of helping into the bargain. If you held an event like this once a month for 7 people (you can ask a different group of friends each time and don't need to cook anything fancy) you would raise over £800 by the end of the year. Even if you take out the cost of ingredients it would still add up to a tidy sum as well as being an enjoyable night for all invited.

Another idea if there is a large group of you, is for everyone to try and raise or collect £20 in a month, an easily attainable target. For example, you could 'work' for the money, charging a pound a time to do odd-jobs for people. If your group is 20 strong, you will be able to hand over a very respectable £400 at the end of the month. You need to work out what event works best for you, what fit's into your lifestyle, and would be something you will carry through.

FUNDRAISING IDEAS

Ideas for fundraising are endless, but here is a list that may help to trigger your imagination and get you up and fundraising for the Trust.

Sporting Events: You can use any of these ideas with whichever sporting event you want (works with most things, football, sailing, running, even computer gaming!!).

Endurance event – see how long you can keep up your chosen sport

Speed event – try and complete your event as quickly as possible or race others
Paid entry tournament – organise your favourite sporting event and charge people to enter, maybe with a prize for the winner

Skill – think penalty shoot-out, orienteering or navigation to a specific mystery spot, quickest hoisting the mainsail

Fancy Dress – do your sporting event dressed in a theme of your choosing

Sporting Challenge – challenge yourself to something unusual (whilst remaining safe!) in your chosen event (backwards running, blindfolded hurdles, three legged football)

Summer Barbeque: Invite your friends round on a hot summers day, offer some soft drinks, burgers and a fruit salad, and charge £10 for them to enjoy your garden and hospitality. 20 friends attending will net an easy £200.

Film Night: Rent a couple of new DVD's, (or a couple of old favourites) make some popcorn, buy some fizzy drink and invite as many friends round as you fit in to enjoy the evening, charging them the same as the cost of watching a film at your local cinema.

Auction/Raffle: You could get together with friends and all donate something you no longer use, or try and get items from local shops and businesses to be auctioned or raffled. If you can't get items, you could get together with friends and all come up with a 'promise' each that can then be auctioned. You'd be surprised how much your mum might pay for you to walk her dog or do her washing for a month.

Quiz Night: Put your heads together to create a brain-teasing quiz for your friends. Everyone pays to enter, and the winning group could receive a small amount in recognition for their superior knowledge.

Sponsored Challenge: How long can you sleep/sing/read/be quiet/anything at all

Car Boot Sale: Combines raising money with getting rid of all you and your mates junk

Car Wash: There's nothing better on a hot summers day than charging people to watch you do all the hard work cleaning dust from their cars.

Swap-a-thon: Charge all of your friends £5 and get them to bring items of clothing they no longer use /unwanted gifts/homemade treats, then swap

Dinner Party: If you have a group of friends that are happy to be involved in your fundraising plans but don't want to do any of the work, why not invite them round to your house for a dinner party, where they all contribute an amount of money, and get a dinner plus the feelgood factor of helping into the bargain. If you held an event like this once a month for 7 people (you can ask a different group of friends each time and don't need to cook anything fancy) you would raise over £800 by the end of the year. Even if you take out the cost of ingredients it would still add up to a tidy sum as well as being an enjoyable night for all invited.

Guess the ...?: Weight, amount, name etc of something – you could use sweets/marshmallows/pencils or anything else you can think of in a jar. Usually best to put something in the jar that people would want to win, then the nearest guess can win the jar as a prize!

Something Uncomfortable: Everyone loves to see people suffer in a fun way, so anything that involves a bit of pain or discomfort usually is good for raising money, sitting in a bath of baked beans, getting the men to wax their legs and eating horrible things or large amounts of food with a time limit are all classics, but there are many more uncomfortable ways to raise cash. Surprise us!

Mufti day: This can be totally wild or relatively subtle depending on the workplace/school. Everyone pays to wear something different, be it 70's fancy dress, or odd socks for a day.

Swear Box: In certain office environments this can yield quite a return!

You may want to hire out everything you need to create the perfect entertaining fundraiser, if you have a budget and a large group of people willing to be involved. Popular events that may require specialist equipment include karaoke, bingo, or horseracing nights, and you can usually find a supplier to help in your local paper or on the internet.

FURTHER CONSIDERATIONS

You will need to work out when you will hold your event and what it will involve.

For a larger event you may need to book a location, organise entertainment, send invitations out, or hire equipment.

When organising your event, make sure you have any relevant licences or permissions to hold it so you are not breaking any laws. You can ring your local council when you have your idea to make sure there are no issues you need to address at an early stage. Make sure your event will be safe, for yourself and others who may be involved or watching.

YOUR TARGET

Set a fundraising target that you would be proud to achieve but that is also realistic. If you set your target too high you may start to feel despondent if you aren't coming close to it. Something that you know you will need to work hard for, but is achievable, will be much more satisfying.

SPONSORSHIP

Simplicity is the key when looking for sponsorship. It's great to be able to source and collect the money raised in the easiest way possible after all the hard work and time you spent raising it. Many of our fundraisers in this age of technology choose to set up a Virgin Money Giving page online (Visit www.virginmoneygiving.com to set up your own page). This is quick and easy, and means you can email the link to the people you know and they can donate instantly and securely which eliminates you having to go round collecting money. Using Virgin Money Giving also removes the problem of where to keep any money collected as it's all online, and the Trust receives the proceeds directly.

You can use Virgin Money Giving in conjunction with paper sponsorship forms. To save you time, ask friends if they will give you the money upfront to save you having to chase everyone after the event. If you use a Virgin Money Giving page, then you can add any money not pledged or donated online to the Virgin Money Giving page total, so your supporters can see when you are nearing your target. Gift Aid allows us to reclaim a further 25% in tax on every donation from a UK taxpayer. Up until 5 April 2011 the government will also add an extra 3% to this. On the Virgin Money Giving site, if your supporter confirms they are a UK taxpayer, gift aid will automatically be reclaimed on their donation and the Trust will benefit.

If you are using paper sponsorship forms, you need to make sure your supporter has filled in their full name, home address, our name, details for the donation making it clear it is a gift aid donation and confirmation they are a UK taxpayer (all on the sponsorship form which should be returned to us with the donations after your event).

Some workplaces operate a matched-giving scheme, where they will match the amount you raise, and it is always worth finding out whether your employer would be happy to do that. In exchange for this generosity you can write a report to send round to all colleagues letting them know the company is supporting you, and if you are getting any publicity for the event then you can give them a mention.

Think about who you want to ask to support you. If you sit down and make a list you may be surprised at the amount of people you can approach. Friends and family, school or work colleagues, clubs or groups you belong to, neighbours, local businesses and services, the list goes on. Whether you use Virgin Money Giving, or paper sponsorship forms, a good idea is to first approach someone who will donate a reasonable amount that will set a precedent for everyone else who sponsors you. If the first donated figure people see is too high or too low, it could influence everything that comes after it.

LET EVERYONE KNOW

Once you have arranged your event and know when and where it will take place, let the world know about it – the more people know, the more likely you are to pick up bonus sponsorship from people who may not know you, but support the cause and what you're doing. You can create posters to stick up locally with the permission of shopowners or clubs, even in your doctor or dentists surgery, an ideal place where people are waiting and will read what's up on the wall. You could also send out a press release to the local paper if that is appropriate. You can find a template to use for this later in this document. Local papers won't always pick up the story, but if you give them a call and explain why you are doing this for the Trust, you never know.

If you are on email, facebook or twitter, send out details of your task to drum up support, you can include a link to your Virgin Money Giving site to encourage people to donate. As well as details of what you plan to do, make sure you include something about the Trust and why you want to support this charity, as some people won't be aware of our work and so be reluctant to donate. Your enthusiasm about the cause can be infectious and will help you raise more money.

WHAT WE CAN DO TO HELP

If you let us know all the details about your event we can put a brief story up on our website with a link to your Virgin Money Giving page or way to contact you to donate if you wish. We can supply Ellen MacArthur Trust brochures if you think these would help in enthusing your sponsors about supporting the Trust, or if you are intending to display them at your event for people to pick up and take away. Similarly, we have a promotional DVD that could be useful if you are talking to your work about matched giving and want to show them the work of the Trust, or pitching for support from a large group or club who can watch it at one of their meetings. We have balloons that we can send if you believe they would be useful to promote the Trust at your event – you could even offer them to spectators for a voluntary donation to boost your funds.

AFTER YOUR EVENT

Everyone likes to receive a thank-you, and after your event it is worth making sure all your supporters know how your event worked out, and receive a thank you for their donations. It's also nice to let everybody know how much money you raised in total. If you are intending to make your fundraising a regular or annual event than this is very important as you may look to them for support again in the future.

If you also let us know the out come, we can tell everyone about your efforts and what you have raised on our website. If you have any paper sponsorship forms, make sure you send them back to us with the cash you've raised, so we can claim gift-aid.

We look forward to hearing from you with your fundraising idea, no matter how big or small, and wish you all the best in your fundraising efforts. Your help and support is truly appreciated.

Good luck from all at

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and thank you – any money you raise will help to make a difference to the young people in recovery from cancer and leukaemia we take sailing each year