



Your guide to successful fundraising

raising funds for
action **medical research**
for children, for life

Charity reg. nos 208701 and SC039284

Welcome!

Action Medical Research fundraisers come from all walks of life and support us for all sorts of reasons but they all have the same two things in common: they enjoy a challenge and they want to make a difference.

So if you're reading this, you're on your way to having the time of your life while making a real contribution to help children whose lives have been blighted by disease and disability.

The following pages will help you decide what you want to do, how to plan, how to get the best from your fundraising efforts and how to get all the information you need about the charity and the work we fund.



Remember...

First of all, fundraising should be fun! After all, if you don't enjoy yourself, you won't be enthused by your task and probably won't raise as much for the charity.

Second, fundraising is about people doing new things they never thought they could, whether it's taking part in the trek of a lifetime or organising an activity that brings people together to help a great cause. Others are regulars on the events circuit and are hungry for the next challenge.

Whatever your level of experience and whatever the task you've set for yourself, be confident that you can do it and remember that we're here to help you all the way.

Good luck and thank you for choosing to support Action Medical Research.

Events Team

Action Medical Research Events Team details:

E events@action.org.uk or call us for a chat on **T** 01403 210406



TV presenter Davina MaCall has brought her warmth and charisma to many events for the charity including the hugely popular Dine with Davina lunches. Now she is supporting our latest fundraiser, Wellies to Work Day, which you could adopt too!

“Action Medical Research is a fab charity; I've been doing sponsored walks for Action since I was seven!”

A white signature of Davina MaCall with a heart symbol to the left and 'xt' below it.

Why support us?

For almost 60 years the charity has been instrumental in some of the most significant breakthroughs in medical history, beginning with the UK polio vaccine in the 1960s that has protected millions of children from this disease. Children have always been at the heart of what we do and today the charity focuses on:

- **giving more babies a better start in life** by tackling life-threatening pregnancy complications, finding ways to reduce premature birth and improving care for sick babies
- **stopping suffering in children** by finding ways to protect children from deadly infections, improving quality of life for children with disabilities and tackling both rare and common childhood conditions

You will also be supporting our Touching Tiny Lives appeal that has already invested millions of pounds for research into pregnancy and birth complications.



Cutting-edge research

We currently fund over 70 projects costing a total of £9 million. Our pioneering work aims to:

- reduce premature birth, the biggest cause of death and disability in babies under one year old
- develop vaccines and treatments to prevent life-threatening infections like meningitis and septicaemia
- find ways to prevent stillbirth
- develop a heart rate sensor to use when resuscitating newborns to help protect babies from brain damage or from dying
- find out more about rare and incurable diseases in the hope of finding new treatments
- improve the quality of life for children with disabling conditions like cerebral palsy and muscular dystrophy.



Yet, despite this impressive body of work, there is much more to do. Unlike many charities we receive no government funding and are forced to turn down more than half of the requests we receive for support from research teams simply because of a lack of funds. Your fundraising will help us to say 'yes' to more of these vital medical research programmes and could help doctors on their way to the next medical breakthrough.

You'll find a full list of our projects and achievements on the website

www.action.org.uk

Describing who we are

We've got leaflets, DVDs and, of course, the website to give people information about us. So visit the website or contact us on 01403 210406.

However, if you need to describe the charity quickly to potential givers, you could try something like this:

“Action Medical Research has been funding medical breakthroughs for almost 60 years and played a vital role in the development of the UK polio vaccine. Today, the charity is dedicated to improving the health of babies and children.”



What can I do?

From cycling challenges at home and abroad, treks through some of the most exciting places on Earth, marathon-running in the world's cultural centres to overnight walks that require stamina and teamwork, we pride ourselves on offering a variety of events that will appeal to people of all ages.

Alternatively, you may wish to support us by organising your own fundraising activities. Whatever you're interested in, here's how to raise money for Action Medical Research.

Sponsorship

By far the best way to raise money for us is to get people to sponsor you. When you register online for one of our events, we'll automatically set up an online sponsorship account for you.

But, if you have registered offline or want to raise money for Action Medical Research by organising your own activity, go to the 'create a sponsorship account' link in the 'support us' section of our website and follow the simple instructions.

There are lots of benefits to online fundraising. First, it's simple to send the link to your sponsorship page to family and friends allowing them to make their pledges quickly and easily.

Secondly, you can clearly see who has sponsored you and how much you have raised for the charity.

Thirdly, you can personalise your sponsorship page by adding images and posting short updates on your training and fundraising activities. Spread the word by using a link to your online sponsorship page in your email signature, your blog, social network page or website. Go to **www.action.org.uk/supporter_tools** to source useful graphics such as our logo and banners.

Other ways to raise funds

As well as being sponsored to take part in one of the charity's challenge events, you may want to boost your fundraising in other ways. Equally, those of you who simply want to organise an activity instead of signing up for one of our organised events may appreciate some suggestions as to how to get the money rolling in.

All work and lots of play! Raise funds and a few smiles at your workplace by getting others involved. You could try a dressing up/down day or encourage colleagues to wear their wellies to work and charge them £2. Or ask colleagues to donate an item for an office raffle. If your company has generous suppliers then try to get them involved in some way by sponsoring you, taking part in your activities or simply donating.

Your community Schools, churches, clubs, organisations and local companies may well want to support what you are doing so be sure to spread the word.

Flog it Instead of (or as well as) donating cash, ask friends to clear out their attics and garages so they can pass you quality items to sell at a car-boot fair.

Food & drink Invite friends and family to a themed dinner party for a fee. Host a curry night, or cheese and wine evening or a Friday fizz party.



Quiz nights No question of these not being successful!

Seasonal Consider the time of year as it might help to spark a few ideas. For example, Christmas parties, your birthday, Spring-time events, Easter, Halloween, bonfire, back to school...



Sport If you are an active sports person then why not turn your pastime into a money-maker. Organise a five-a-side football tournament, get a golfing competition together, organise a mass aerobics session or perhaps a darts marathon.

Services Offer yours for a generous donation! Wash/valet cars for colleagues or neighbours, or offer to clean your friends' houses from top to bottom! Or, if you are green-fingered or a DIY whizz there are plenty of people who need those little jobs doing for them.

Talking shop Do you or someone you know have an interesting or unusual job? Why not give a talk at your local community hall or just for your friends and charge them to hear it?

Tribute Funds Gifts made in memory are incredibly special to everyone concerned. For this reason we have set up our Tribute Funds which offer you a more meaningful way to remember a loved one and support medical research. Tribute Funds can also be set up by those who are celebrating their survival after overcoming a life-threatening illness or they can be used to fundraise in someone's name. Create an online Tribute Fund at **www.action.org.uk** or e-mail jtarrant@action.org.uk for details.

Top money-making hits

Here are our previous fundraisers' top five ways to make money:

- 1 sponsorship – a sure fire way to get the money moving
- 2 street/supermarket collections
- 3 getting friends to donate goods to sell at a car boot sale
- 4 dressing up days at the office
- 5 organising an Action Medical Research cream tea delivery service

Promotional materials

We can supply you with branded materials to help you with your fundraising including:

- t-shirts
- stickers
- sponsorship forms
- collecting tins
- posters
- carrier bags
- balloons
- leaflets

If you have not been sent a Fundraising Supplies order form with this pack, please call us on 01403 210406 to discuss what you need.



Planning for success

Whatever you're doing to raise money for us, you'll need to plan.

Detail everything you think you'll need and draw up a timeline for completing tasks and always ask for advice if you are not sure what to do next.

Has your online fundraising account been set up? If not do it now – it is simple and probably the easiest way to raise funds quickly.

Things you should consider:

- first of all, be positive and aim to have great fun whatever you do!
- read the ideas and information in this pack and jot down a few ideas that you think might work for you. Chat these through with friends and family and get some feedback
- choose your venue and your date. Check that it does not clash with any major events locally or even on the TV!
- check out and get all the necessary permissions. Does your function need a licensed bar, for instance?
- set yourself an income target, it's always good to have something to aim for. Think through all of the possible ways of making money – the ticket price, a mini raffle or even a few auction items
- there may well be some costs involved. Put together your own mini-budget and get as much as you can for free
- double check all your finances – don't go ahead if there is a real risk of making a loss
- promote your activity – let everyone know what you are up to and keep telling them. Speak to people, drop them an e-mail and even contact your local paper if you have something newsworthy to share
- if you come across a unique item, or service let us know. We may well be able to place it in an auction at one of our social functions and credit the money to you.

Online fundraising

Setting up your own **sponsorship account** is the quickest and easiest way to gain immediate support from your family, friends, work colleagues and contacts.

When you register for an event online, we'll automatically set up an individual online sponsorship account for you. If you are not registered online go to:

- **www.action.org.uk/sponsorship** and click on 'create a sponsorship account'
 - you will be prompted to enter your details including your e-mail address and a password that you will use every time you log into your account so please make a note of it
 - you will be asked to give your account a name that you can pass on to family and friends
 - once you've clicked on 'Finish' your new sponsorship page will appear
 - if you wish you can personalise your page with your own messages and pictures – just follow the instructions
 - pass the address of your page to family and friends and watch the money roll in!

“A great ride and excellent organisation. Thank you.”

Doug Tincello, Outdoor Show 100 Ride



Top tips

- once you have your link, send a test e-mail to yourself to check it's working
- remember, you can add photos to your sponsor page
- you can return to your page at any time to check how things are going – feel free to edit your page with updates and news
- try different approaches when writing to your contacts. Friends may enjoy a friendly chatty approach, business contacts may be impressed by mention of the charity and the work you are supporting
- if possible try to make one of your first online donations an impressive one – it helps set a trend for those that follow!
- promote your sponsorship account in your e-mail signature, your blog, social network page or website. Go to **www.action.org.uk/supporter_tools** to source useful items such as logo and banners.

“Fantastic experience, the crowds were amazing, definitely worth all the hard work training and fundraising and all for such a great cause!”

Matt Sims, Berlin Marathon



Making the most of your fundraising

Double your money – matched giving

Many companies run a matched giving scheme so be sure to check this out immediately. There may be a limit on the amount they will match or they could match your total! They will provide you with a form which we will need to complete so get the ball rolling ASAP. If they match up to £500 then this will be the easiest £500 you have ever made!

Promote Action Medical Research on your website

If you have a website or a blog you can help to support Action Medical Research by adding one of our promotional banners or including a link from your site to ours. All you need to do is go to www.affiliatefuture.co.uk and join as an affiliate – it's free! Add Action Medical Research as a merchant and download one of our banners onto your site, or check out the recommended Ad-words to bid on. For every event registration generated through your link you will earn at least 10 per cent of the registration fee which you can always donate to the charity to boost your fundraising.

CAF & GAYE vouchers

Some companies or individuals may give their support in the form of a Charities Aid Foundation (CAF), Give As You Earn (GAYE) or Charities Trust vouchers. You won't be able to bank these. Simply send them directly to Supporter Services at Action Medical Research, Vincent House, Horsham, West Sussex RH12 2DP. Make sure to include your name and ID number (if you have one) so we can allocate your money to your record.

Gift Aid it

The government's Gift Aid scheme means Action Medical Research can earn more money from the donations you have gathered with no additional cost to the donor. If your donor is a taxpayer then we can claim an extra 25 per cent from the Inland Revenue on top of the donation they made. So, a £10 donation earns us an extra £2.50.



To help us claim as much as possible we just need to make sure your donors give their permission.

If someone gives you cash, make sure you record this on your sponsorship form. Ask them to fill in their details (their full name, address and post code) and make sure they tick the Gift Aid Box; we will do the rest. It is really that simple – this is free money!

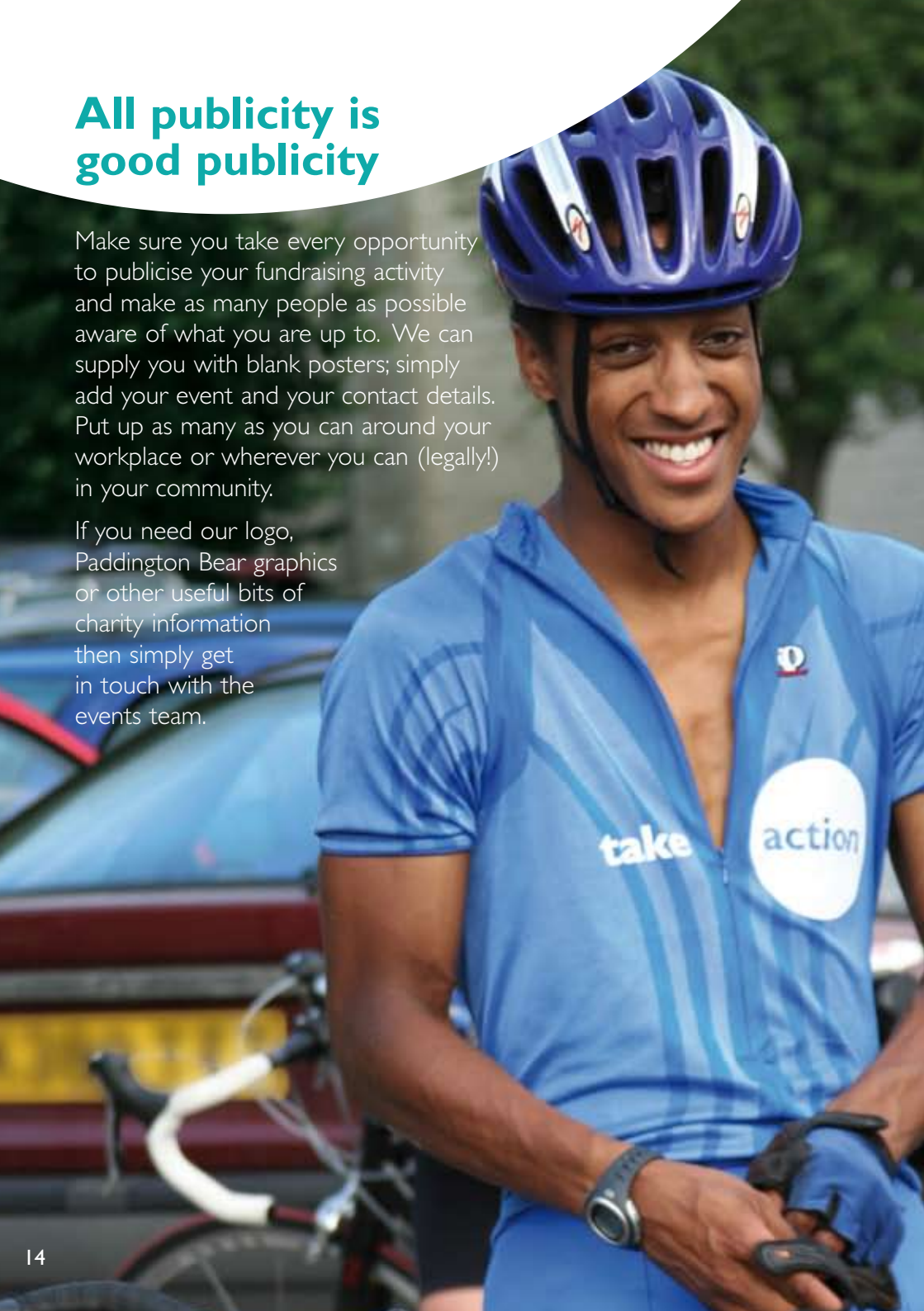
If your supporters are sponsoring you via your online sponsorship account there is no need for you to do anything as they will be prompted by the Gift Aid message.

Make **all** of your supporters aware of **Gift Aid** and remember to send us the completed forms when you send in the money or your banking records.

All publicity is good publicity

Make sure you take every opportunity to publicise your fundraising activity and make as many people as possible aware of what you are up to. We can supply you with blank posters; simply add your event and your contact details. Put up as many as you can around your workplace or wherever you can (legally!) in your community.

If you need our logo, Paddington Bear graphics or other useful bits of charity information then simply get in touch with the events team.



Have I got news for you!

If you have a story to tell, a quirky news item or you simply need to make people aware of the event you are organising then inform your local newspapers and radio stations. They are always on the lookout for good local items.

All you need to do is send a press release – just remember to keep it short, include who is doing what, why, where and when in the first paragraph and aim for no more than 250 words.

Make sure you include the most important facts about your event/activity such as where and when it is plus a contact name and number/e-mail address for the reporter to call if they require more information. Check out our 'how to' guide to media relations, in the 'supporter tools' section of our website, for tips and press release templates.

Snap happy

Whether you are trying to promote your event or reporting back on its success then getting the right photo will ensure you get noticed. You will have much more chance of your photo being used if you try to make it a little different or quirky in some way. Whatever you do, try to make sure it captures the fun and energy of your activity. Taking photos on your digital camera and sending them quickly to the press via e-mail has never been easier, so get clicking! And don't forget to ask permission to use pictures of people if they are featured in close-up, especially from the parents or guardians of any children who may be involved.

“I'd like to congratulate you for such a well-organised event. I'd also like to send a big 'thank you' to all the volunteers, they all seemed so chirpy. The route was wonderful! I shall be booking a place next year.”

Alison Wood, Castle Ride

Keeping it safe and legal

We want your fundraising to be great fun but please ensure that whatever you and your helpers do is both safe and legal. Here are a few basic guidelines but don't hesitate to call us if you need any further advice.

Cash handling If you are running an event involving cash, then do make sure that those handling it are not put at risk in any way. Store any cash safely and take extra care if you are carrying cash.



Children may help you with your fundraising activities. If this is the case, do make sure they are supervised at all times.

Street collections You will need a permit from your local authority to run a collection in a public place. You will need to organise this yourself but do remember that dates are heavily booked and it may take quite a while to secure one for your collection. Collections on private land such as shopping centres, supermarkets and railway stations simply need the site manager's permission. For all collections, you will need to get official collecting tins and ID badges from us.

Raffles can raise you good money but there are a few things you should be aware of. A basic raffle run as part of an event does not need a licence as long as the draw takes place during the event. You can't give a cash prize; all prizes must be donated and all proceeds must go to the charity (except for ticket printing costs). Raffles involving sale to the general public have a host of rules and regulations attached to them and we do not recommend that you go down this route.

Licensing will be required for some events where alcohol, food and music will be available. You can get advice from your local authority or call us to check on what you might need.

Insurance If you are using a third party venue then be sure to check their Public Liability Insurance documents. Action Medical Research cannot accept liability for events and activities that you run. If you have any concerns please contact us.

Remember:

- sponsorship forms – always carry one, you never know when the opportunity might arise to grab that extra little donation
- decide who, from your family and friends, might be able to help you out. It's always useful to have several pairs of hands and you will have great fun working as a team
- contact us if you want to discuss any aspect of your fundraising; we're here to help.

After the event

If your activity requires you to gather funds, then get this done as soon as you can – the longer you leave it, the less likely it is that people will pay up. Send a polite reminder with a final appeal to help you beat your target and don't forget to always thank people who sponsor you or help you raise money.





Once all the money has been safely collected, make sure it is banked promptly. You may well be doing one of our larger participation events which give you the ability to bank directly into our account. Otherwise please send your funds as directed on your specific event information.

Remember all cheques given to you or sent to us should only be made payable to **Action Medical Research**.

Thank you

If you have benefitted from exceptional support locally and would like us to thank your supporters directly then do let us know as we would be more than happy to formally acknowledge their contribution with a letter.

“A fantastic day with memories to remember forever made even better by being linked to Action Medical Research. Thanks to all concerned for helping make this day great.”

Sue Durrant – Flora London Marathon



Hall of fame

If photographs of your event turn out well then send them to us – we would love to see them and we are always in need of new images for our website and printed publications.

Send a short press release to your local paper with photos. Most papers prefer to receive information and pictures via email these days – just find the number and email address for their news-desk on their website and tell them all about it.

“Can I just say thank you to all the volunteers, marshals, caterers and everyone involved at the weekend. It was a fantastic event and superbly well organised throughout. So that's the London Marathon ticked off, three peaks challenge completed... what mad Action Medical Research challenge should we go for next?!”

Pete Ryan, Three Peaks participant

“I can honestly say it was the most challenging thing I have ever done, but it was the most rewarding and beautiful experience, one I will cherish for the rest of my life. It is even more wonderful knowing that it was for such a great cause as ‘Touching Tiny Lives’. It was worth all the pain to know that the little bit I did will bring some well-needed funds into gaining further breakthroughs in combating illness and complications for babies in the UK.”

Melanie French, Trek Machu Picchu





“Seeing the research being carried out by the medical team was so inspiring. I am proud to be able to support Action Medical Research.”

Nicole Cooke, Olympic and World Champion cyclist



“If you're going to achieve anything important in life, you have to put in the effort you think it's worth. Doggedness and determination have motivated Action Medical Research to back some extraordinary medical breakthroughs throughout its 60-year history. It's a spirit I admire... and to raise money that will change children's lives at the same time is something everyone can be proud of.”

Ben Ainslie, triple Olympic gold and silver medallist, ISAF World Sailor of the Year 2008, YJA British Yachtsman of the year 2008 and BBC South Sports Awards: Sports Personality of the year 2008

Contact us

Action Medical Research
Vincent House, Horsham
West Sussex RH12 2DP

T 01403 210406

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