

Lymphoma action

Inform | Support | Connect

SETTING UP A FUNDRAISING GROUP



WHY SET UP A GROUP?

53 people every day are diagnosed with lymphoma, that's one person every 27 minutes! It's the fifth most common cancer in the UK and the most common cancer in 15 - 24 year olds. But not a lot of people have heard of it.

- A fundraising group is a flexible way to promote awareness of lymphoma and a fun way to raise money to support those affected by it
- By setting up a group you can be involved in events throughout the year at times to suit you; we only ask that you commit to four activities per year
- You'll be part of something that ensures no one has to face their lymphoma alone
- Setting up a Fundraising Group is a great way to meet new people and makes an excellent addition to your CV

Your group doesn't have to be huge. Every person involved, every penny raised and every hour given makes a massive difference and helps ensure that no one has to face their lymphoma alone.



HOW WE CAN SUPPORT YOU

Here at Lymphoma Action we're keen to support all our volunteers, and we'll give you as much help and advice as you need to set up and run your group. We can:

- Come along to your first meeting to provide support and reassurance
- Produce posters to promote your meetings and events
- Provide balloons, banners, collecting tins and more
- Apply for licences for street collections
- Provide letters for local businesses re raffle prizes/bag packs, etc.
- Share your events and successes on social media and in local media
- Signpost other fundraisers in your area towards your group



GETTING STARTED

How you volunteer your time to start your group very much depends on you, but it definitely helps to set a date and a venue for your first meeting.

You might choose to meet in a local pub or in a local community centre if you have one nearby. Wherever you meet it's good to have a rough agenda which might include the following:

- Introductions including your background and what you think your strengths are/what you can bring to the group
- What type of events you would like to put on as a group/what events would work well in your local area
- How you're going to split the events over the year (timetable even if events not yet set in stone)
- What target do you want to set for the year
- Date of next meeting and who needs to do what before then



There may well be much more than this to discuss at your first meeting but after talking about all the above you'll have a much better idea of what you want to do as a group. If we're not there at the meeting with you now's the time to get in touch and let us know your plans and ideas. That way we can support you with your events and help make them as fun and successful as possible!

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FUNDRAISING IDEAS

The fact that you've expressed an interest in setting up a Fundraising Group probably means you've got plenty of ideas of your own already. But don't worry if you haven't, we've put a few ideas together here to get you started. Feel free to tweak and adapt them to suit you best and don't forget to keep the FUN in Fundraising!



Cake Sale
Quiz Night
Car Boot Sale
Charity Ball
Murder Mystery Night
Purple Themed Event
Bucket Collection
Karaoke Night
Restaurant Evening
Sponsored Event
Talent Show
Race Night
Car Wash
Bag Pack
Golf Day
Raffle
BBQ

SIMPLE STEPS TO SUCCESS

You might find the following list useful when planning your event - tick things off as you go and be confident that you've got everything covered.

- Decide on your event and make sure you know who's doing what
- Decide on a date and make sure your chosen venue (if using one) is available
- Agree a budget and a target - you don't want to put all your efforts into raising £100 if your event is going to cost £80 to put on
- Decide how you will market your event - family, friends, colleagues, posters in local shops/pubs/community centres, social media, local media online and in print
- If it's a ticketed event have a clear plan as to how to sell the tickets
- Look at where your money will come from - will it be ticket sales, donations etc
- Always look to maximise your profits - if you're putting on a Quiz Night why not sell raffle tickets or play a game of stand-up bingo during the evening
- See if you can persuade local businesses to donate prizes or sponsor your event - we can help you out with request letters etc
- Make sure you have all necessary permissions in place eg licence for street collections etc
- Make sure your audience feel like they're getting something from your fundraiser, whether that be a great night out or a cup of tea and a chat; that way they're much more likely to be generous!
- **Keep us informed – we can provide balloons and banners to make your event look great and branded merchandise for you to sell on the day**

SUCCESS STORIES

It might feel a little daunting starting up a new group, but this guide is based on the experience of other volunteers who began just like you, and who have since gone on to achieve much more than they could ever have imagined.

The Norfolk Lymphoma Group, originally set up in 2001, reached the incredible milestone of £175,000 in 2018. They achieved this by consistently holding events that were fun and appealing to their community.

From bike rides, barn dances and golf days, to quizzes, concerts and head shaves, they've reaped the rewards of their amazing commitment, helping to ensure that no one has to face their lymphoma alone.

They've raised huge amounts of awareness in Norwich and the surrounding areas and have been a big part of Lymphoma Action's growth.

Still going strong today, their success started from a simple idea: keep it local, keep it fun and make it as easy as possible for people to join in.



Don't forget to
keep the FUN in
Fundraising!



Fundraising Team contact details

Phone 01296 619418

Email: fundraising@lymphoma-action.org.uk

Lymphoma Action is the UK's only charity dedicated to lymphoma. We've been providing in-depth, expert information and wide-ranging support for over 30 years, helping thousands of people affected by lymphoma, the UK's fifth most common cancer. Our work drives improvements in the diagnosis, treatment, and aftercare of lymphoma.