

## Your fundraising 'how to' guide

We want your fundraising experience to be as fun and simple as possible. If you have never done any fundraising before, the idea can seem daunting and confusing at first, but we're here to help guide you. You may have many questions such as 'how does it work?' 'What should I do?' 'What will people say?' 'Why would they say yes to me?' 'How do I ask someone for money?'

Below are some simple pointers that will help you.

The first thing to do is decide **WHAT** your fundraising activity will be. Ask yourself if you will enjoy it or if it's something that you believe many people would be drawn together to enjoy collectively.

Once you have decided on the activity you then need to consider the resources you already have to hand. **WHO** can help you bring things together? **WHERE** could you hold the activity?

Next is to set **WHEN** your activity is going to be. Do think ahead and consider all the big national events that might be going on at the same time as your planned activity or event.

**Using a fundraising site is a great way to raise funds. Just Giving and Virgin Money Giving are two of the main fundraising sites we use but you are free to use a site of your choice.**

### ❖ **Tell your story**

When people know you're fundraising, they're likely to support you. Use the phone, write letters, send emails to let people know about your chosen charity and what Lymphoma Action means to you.

### ❖ **Use social media**

Promoting your fundraising page on Facebook, Twitter, Instagram and other social media platforms will make a big difference to the funds you raise. Ask your friends to share when they've donated and spread the news.

### ❖ **Remember Gift Aid**

Gift Aid allows charities to claim tax back on donations, so make sure you remind those supporting you to gift aid their donations if they're eligible.

### ❖ **Enjoy the process**

Don't feel daunted by the pressure to raise a big amount. The more you enjoy and show your enthusiasm about your fund raising activity and what it means to you the more others will support your cause.

### ❖ **Don't be afraid to ask**

Ask close friends and family to support you first as that will give you confidence to ask others who may match their generosity. Remember that people are more likely to be supportive after payday. Don't forget sponsorship forms for friends who are not online and how about a collecting box on your desk to put any spare cash in.

### ❖ **Get help**

Get friends and family to spread the word about your fundraising activities– they will be keen to help your efforts. Mention your fundraising activity/event in your answerphone messages, email signatures, notice boards and anywhere you can! Ask your company if they offer a matched giving scheme.

## Fundraising Ideas

Here are some fundraising ideas to get your imagination flowing. Firstly, if you work within an organisation ask colleagues to donate to your cause and a collecting box on your desk is a great way to encourage people to put any spare cash in. Ask your company if they could match the funds you raise; this is known as a 'match giving scheme'.

- **'Back to your youth' day**-come to work dressed in what you wore when you were 16. Everyone will be getting out those platforms, tank tops, shoulder pads and leg warmers to have a laugh at those youth fashion fads.
- **Dress up in a silly outfit for the day**



- **Pancake day**, every day! Get creative with flavours and fillings. Promote by email and ask your local supermarket to donate the ingredients
- **Games of childhood**-compete to be the fastest Rubik's Cuber, the best Swingball player or the fastest on a Space Hopper. Charge an entry fee to take part and offer a prize to the winner
- **Guess the weight of the cake** - Bake a cake and charge colleagues to guess the weight. Winner gets the cake
- **Charity car wash at your place of work** - charge colleagues to wash their car at lunchtime
- **Hold a cycling or rowing relay**- how quickly can you and your colleague's cycle or row the distance from Lands' End to John O'Groats? How fast can you row the Thames? Get your colleagues who don't want to get sweaty to sponsor you. Or draw lots, getting people to guess how long it will take.
- **Jailbreak**- Lock the boss in a meeting room with  just his/her mobile phone. Offer to release them when they have raised a set amount from all of their contacts

- **Kissing wall**- Stick a large piece of card up on the wall and ask all your colleagues to put on some red lippy, pucker up and plant the biggest, boldest kiss they can (on the wall, not each other). Hold a 'Guess the lips' competition. People make a donation per guess and put names to the kisses: the highest number of correct guesses wins a prize. You can get them to vote on the best smacker too, with a 'Perfect Pout' award.
- **Lazy lift**- Fine colleagues £1 for using the lift rather than the stairs and get those legs working!

- **Lunch and learn-** Ask colleagues to give a talk on their favourite hobby and charge colleagues to hear you talk about it. Why not hire a meeting room for the event and offer refreshments for a fee?
- **Purple Party-** throw a party in our charity colours, your event can be as big or as small as you like e.g. a Pamper Party or a Purple Party
- **Quiz time-** See if the boss will be the quizmaster. Include a round on company knowledge to make it more personalised
- **Skill-sell-** Use your talents and those of your fellow colleagues to raise money. Employees from all levels offer their expertise, from an hour's coaching with a work situation to cooking someone a meal or teaching them to play the guitar
- **Skip the snacks-** Are you a sweet-toothed bunch? Why not ditch the doughnuts for the day? Donate what you would have spent
- **Stop using jargon at work for a day-** Fine yourselves if you slip up
- **Swap jobs for a day-** put the boss on reception and the receptionist in the boardroom
- **Silent disco-** get your groove on! Bring in your iPods or Smartphone and hold a 'silent disco' in one of the meeting rooms.
- **Sweepstake-** Following sport is always more fun when there's a chance of winning something. Put the names of all the teams in a hat and charge employees to pick teams. Split the takings 50/50 between the winner and the charity
- **Wear Purple to work day -** ask your colleagues for a donation to take part
- **Wine tasting-** Taste ten wines during an evening which is set to test your senses. Ask your local wine retailer to come and give three plausible explanations of grape variety and region for each wine. Teams compete to guess the correct explanation for each wine
- **Who was the cute baby-** collect baby photos at 50p a go and pin them on a board to guess which is the boss

We have a number of different resources to help your fundraising activities along, so get in touch with the fundraising team today!

**Your efforts really will make a difference to those affected by lymphoma and we thank you!**