



**Let's work
together**

Welcome



If you are reading this guide, you've already done something amazing. You and your colleagues have chosen to raise funds to help people affected by lymphoma when they need it the most. So now, we're going to support you every step of the way!

You are now a part of **#TeamLymphoma**, and together we will do great things.

How do you get started?

It's easy. Take a few minutes to read through this pack.



Still have questions for us?

Get in touch with Amy:



a.billington@lymphoma-action.org.uk



01296 619435



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The difference your support will make

Whatever you do and however much you raise, your money will enable us to:



Create the highest quality information so that people can understand their lymphoma



Ensure that people affected by lymphoma can access the treatment and care that they need



Ensure that people feel supported with and beyond lymphoma by others who understand what they are going through



Be a voice for people affected by lymphoma in order to influence the decisions that affect them and raise awareness.

NONE OF THIS would be possible without you!

By choosing to support us you are ensuring that everyone affected by lymphoma can access the information and support they need.

Thank you!



“

Not only is volunteering or fundraising for a charity like ours immensely rewarding, it's also great for employees to feel that their company values that positive contribution to helping others - thank you for your support.

Ropinder Gill, Chief Executive

Let us inspire you!

Not sure where to start? Here are a few suggestions...

- **Charity of the year** - make us your charity of the year and we'll make it a year to remember, with unique opportunities to engage both customers and staff.
- **Team challenges** - if you are interested in putting a team together for a sponsored run, adrenalin fuelled skydive or three peak challenge, then talk to us today. Don't forget to order your branded t-shirts, to really look the part!
- **Employee fundraising** - are your colleagues keen to raise money without raising their heart rate? No problem! Why not take on the Big Hair Dare, walk the Bridges of London and Britain, host a quiz, or be Cake Crusaders and organise a bake off and cake sale?
- **Team building through volunteering** - could you send a team to help at an event or allow staff away from their desks to lend their expertise to Lymphoma Action?
- **Sponsorship** - we have opportunities throughout the year, from merchandise to magazines, events to support groups. There is so much you can do to help.
- **Corporates collect** - think of ways to encourage your colleagues to give, such as a "donate if you're late" scheme.
- **Match funding** - support the efforts of your staff by match funding the money they raise, projecting a positive corporate image and boosting staff engagement.
- **Payroll giving** - offer your staff a tax-free way to donate through their pay. It's a really simple way to make a real difference. Click [here](#) for more information.
- **Get kitted out** - we have Lymphoma Action merchandise to dress both your offices and your employees and make everyone a part of #TeamLymphoma.



You can [contact us](#) for more ideas.

Planning a fundraising event or sponsored challenge

Whether you're looking to organise a fundraising event or recruit a team to take on a particular challenge, your success is three short steps away...

1

Save the date - pick your event or challenge date, start planning and talk to us for support.



2

Spread the word - invite colleagues and customers to the event or onto your team. Let them know how much it would mean to have them on board.



3

Start fundraising - whether that's in the office, at the event or ahead of a particular challenge, set up an online fundraising page and ask guests, supporters, teammates and colleagues to donate.



Keep it simple and fundraise online

Setting up an online fundraising page is a great way to spread the word about what you are doing as a company and to keep track of the many activities your staff are taking on in support of Lymphoma Action. It also takes all the pain out of administration as the money raised comes straight to us.

- 1** Set up an online fundraising page via **JustGiving** or **Facebook**. Employees can set up their own page and 'join' your company's Team page, which is great for bringing lots of people and activities together.
- 2** Tell your story - does your company have a special reason for supporting Lymphoma Action? Has your company set itself a fundraising target? Share what this initiative means to you with your colleagues and customers.
- 3** Personalise your page - make it stand out. Include pictures or videos, and details of your training plan or your planned event to show everyone how much effort you're putting into your fundraising. You can create personalised URL links/QR codes to your page.
- 4** Share information about Lymphoma Action - people are more likely to participate if they understand the difference they can make.
- 5** Share your page with your networks - colleagues, customers and all their contacts, from friends, family and beyond. Post on social media, email your network and think about how you can spread the word.
- 6** Post updates – let people know how you are getting on.
- 7** Say thank you – recognise the support you receive from colleagues, clients and customers.



Don't forget, we are here to help, so please email Amy
a.billington@lymphoma-action.org.uk
if you have any questions.



At Prydis, our dedication to community engagement and social responsibility is at the heart of our operations. In this spirit, we have selected Lymphoma Action as our Charity of the Year, a decision rooted in a deeply personal experience.

One of our esteemed accounts team members tragically lost their father to lymphoma in June 2021. This loss resonated deeply within our team, highlighting the importance of fighting this disease.

In honour of our colleague's father and to support others facing similar battles, we are wholeheartedly supporting Lymphoma Action. This partnership reflects our aim to channel our shared grief into impactful action against lymphoma.

Nick Cross, Director



Social Media

Social media is your best friend when it comes to shouting about your fundraising. Share your story – what are you fundraising for and why? Pictures speak a thousand words and videos are also great at getting you noticed, so don't be shy, be proud of your support.

Keep colleagues, customers, friends and family up to date on your plans and activities and always include a link to your fundraising page.

Encourage your networks to share your updates to ensure the donations keep flowing.



#TeamLymphoma



Remember to tag us in your posts!



[@LymphomaAction](https://www.facebook.com/LymphomaAction)



[@lymphoma_action](https://www.instagram.com/lymphoma_action)



[@LymphomaAction](https://twitter.com/LymphomaAction)



[@lymphoma_action](https://www.tiktok.com/@lymphoma_action)



[@LymphomaAction](https://www.linkedin.com/company/LymphomaAction)



[@LymphomaAction](https://www.youtube.com/LymphomaAction)

Things to remember

Before you start fundraising, make sure you dot the i's and cross the t's so that you're safe, legal and good to go.

Branding - before printing or publishing any materials using the Lymphoma Action logo and brand, please get in touch so we can supply you with all that you need and ensure everything is OK. We will be able to advise on which logo and wording to use and how.



Licensing - if you are planning to have entertainment at your event, like a band or singer, you may need a license. Contact your local authority and speak to us if you need any guidance.

Health and safety - a risk assessment will keep everyone safe. You may also want to consider insurance and first aid depending on your event.

Food and drink - visit food.gov.uk for food hygiene regulations and speak to your local council to check if you require a temporary licence to sell alcohol.

Gift Aid - GiftAid allows us to claim an additional 25p for every £1 donated at no cost to you! GiftAid can only be made on personal donations given to support your activities. JustGiving claims GiftAid automatically, so you don't have to do a thing. If taking donations in person, ask people to fill in your sponsorship form and tick GiftAid if they are eligible.



Collections - are your employees planning to hold a collection in a public place? You must first obtain a licence from your local council. If you're collecting on private property such as your office space, always get permission from the landlord or manager. We do not permit door-to-door collections so please do not do this as part of your fundraising.

Raffles and lotteries - there are strict rules around prize draws, raffles and lotteries, please check the latest information and advice at www.gamblingcommission.gov.uk. If your raffle is taking place during a non-commercial event, and tickets are sold and drawn on the premises during the event, you do not need a license.

Contacting the press

How can I get press coverage?

1

Call the news desk of your local newspaper or radio station and tell your story.

2

Give them all the details of your event/activity – they need to know who, what, why, when and where!

3

They will probably want a press release so get the contact details of the person to send this to (name, email, telephone number) – we have a press release template you can use to make things easier!

4

Include a photo – make sure to send a high-quality JPEG image that is linked to your story

5

Don't forget to include your own contact details on the press release.

After you have completed your fundraising, follow up with pictures from your event as well as the total funds raised – this always goes down well!

DID YOU KNOW?

Getting press coverage in your local media can boost your fundraising as well as raising awareness of lymphoma!



If you would like to use our press release template, or if you would like help or advice, please contact our press and PR team on **01296 619432** or email communications@lymphoma-action.org.uk

Resources

We can send you a range of fundraising materials to help make your event a cracking success! Talk to us today about what you need.



Please don't order more resources than you need and remember to return any collection tins, buckets and other materials at the end of your event or partnership so they can be reused.



#TeamLymphoma



Your fundraising has impact...

£37

could allow someone to attend online support meetings, spending time with others affected by lymphoma



£55

could provide 17 people with vital information through our specialist lymphoma booklets



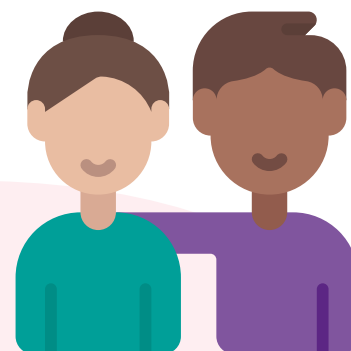
£178

could pay for one person to access essential self-management and support information through a Live Your Life course



£280

could allow one person to access support through our Buddy Service



“ *I cannot put into words my gratitude for you setting this up, and for what you do, not just for me, but everyone else who calls.*
Buddy Service user

Paying in your donations

Any money that you have raised online through a charity fundraising website will come directly to us, along with any Gift Aid that we can claim. If you collected your money in any other way and would like to send it to us, you can:

Donate securely online

Visit lymphoma-action.org.uk/donate – and don't forget to tell us how your money was raised.



Donate by post

Please send a cheque made payable to Lymphoma Action with your name and how you raised the money to:
Lymphoma Action, Unit 3 Bell Business Park, Smeaton Close, Aylesbury HP19 8JR. Please don't send any cash in the post.



Transfer via BACS

Email a.billington@lymphoma-action-org.uk to organise your bank transfer, so that we can identify your donation.



Thank you so much for your amazing support.

With your help, we can make sure no one faces lymphoma alone.



Checklist

We know all this information can be a lot to take in, so here's a handy checklist to help you keep track of your fundraising. Give yourself a cheer for every part you tick off – you are our heroes!

- ☐ Decide how you want to raise money and let us know
- ☐ Use our expertise to get you started and make a plan
- ☐ Get your colleagues involved
- ☐ Choose your fundraising target
- ☐ Set up an online fundraising page
- ☐ Spread the word – tell your colleagues, customers, friends and family, online and offline across your office
- ☐ Ask people to Gift Aid their donations – online fundraising pages do this for you!
- ☐ Update your colleagues with regular messages, photos and videos of your fundraising activities
- ☐ Share your story with your local press
- ☐ Collect in those last minute donations
- ☐ Pay in your money using one of the easy ways listed in this pack
- ☐ Display your thank you certificate with pride and shout about how well you've done
- ☐ Come back to us next year!

Inform | Support | Connect

