

GET **T** INSPIRED  
GET ORGANISED  
GET **S**TARTED

**YOUR ESSENTIAL  
GUIDE TO FUNDRAISING**



~~ANTHONY  
NOLAN~~

BE A MATCH, SAVE A LIFE

# HELLO FUNDRAISER

We know that, whether you're new to fundraising or an old-hand, the idea of raising money can seem like a real challenge.

That's why we've put together this essential guide. It's packed full of the expert advice and tips we give to fundraisers just like you, every week. We've divided the guide into three easy sections and included suggestions and ideas from some of our top fundraisers.

Using this guide you'll have the confidence not just to reach your target - but to smash through it! Stuck for ideas? Don't worry, you'll find 25 different and exciting fundraising suggestions on the following pages.

And don't forget - you're not alone.

The Events Team are on hand, ready to send you any materials you need and to offer you advice. We love talking to fundraisers so make sure you get in touch on **0303 303 3000** or at **events@anthohnolan.org**



## A MASSIVE THANK YOU!

Right now in the UK 1,400 adults and children are waiting for a lifesaving stem cell transplant. So, whether you are taking part in one of our events or organising your own, a huge thank you. You are raising vital funds and helping us to save lives.

We look forward to hearing from you soon.  
Good luck!

Anthony Nolan Events Team

### WHAT'S IN THIS GUIDE

Find out where your  
money goes

Read about Sorrel

25 great ideas for  
raising money

How to raise  
sponsorship online

Ordering materials

Your 'Fundraising  
To Do List'

**'MY FATHER DIED FROM LEUKAEMIA, HE WASN'T DIAGNOSED EARLY ENOUGH FOR A STEM CELL TRANSPLANT TO BE AN OPTION FOR HIM. IF BY RAISING MONEY FOR ANTHONY NOLAN A TRANSPLANT BECOMES AN OPTION FOR OTHERS, THEN THAT IN MY MIND IS A GOOD THING.'**  
Emma, Flora London Marathon 2009 runner

# HOW YOUR MONEY HELPS

**£10** is the average cost of a saliva sample kit. Saliva samples tell us whether a potential donor is a match.

**£20** could help towards the cost of storing a potentially lifesaving cord blood sample.

**£50** could help towards the cost of recruiting a new potential donor to our register and testing their tissue to find out if they are a match.

**TIP!** Use the 'how your money helps' list to suggest how much people donate at your fundraising event.

## WHY WE NEED YOU

Sorrel Mason is five years old. When she was only 2 ½ years old she was diagnosed with a very rare strain of AML (Acute Myeloid Leukaemia). Sorrel's mum Samantha said that most people die within months if their condition is not discovered and treated.

Sorrel had wires attached to her chest, yet she refused to give in to hospital life, and she would run up and down the corridors – still attached to machines - her father pushing them behind her.

Doctors searched for a match. There was nothing in Europe or America but Anthony Nolan's international search located a partial match from stem cells harvested from the umbilical cord of a mother in Tokyo.

The next stop was three months in the Bristol Royal Hospital for Children and a successful transplant in February 2007.

Samantha concluded: "I feel humbled, and very lucky – and blessed that we found a donor. Sorrel is only the second person in Britain to have received cord blood stem cells from Japan.

I'm very pleased she's doing so well now. She's running about as wildly as ever."



Sorrel, Cord Blood recipient

# STEP ONE GET INSPIRED!

Fundraising is a personal thing, some people hold cake sales, some host fancy-dress parties while others shave off their beards!

Our most successful fundraisers tell us that the trick is to do something that is individual to you and that those around you will love. So, if you and your friends like going to festivals, why not hold a mini-festival in your back garden? If you and your colleagues love music then why not hold a music quiz in the canteen? The possibilities are endless!

## HERE ARE 23 IDEAS AND TIPS TO GET YOU THINKING!

### WITH FRIENDS AND FAMILY

**Just for a laugh** – Comedy nights are always a hit. If you can arrange the venue and audience, many up-and-coming comedians are happy to showcase their material for free or why not grab a joke book and give it a go yourself?

**Party animal** – Christmas, birthdays, dinner, fancy-dress, anniversary or World Cup...whatever the reason, get friends together and raise money throughout the evening.

**Quiz master** – Music, TV, sport...bring out the competitive spirit in your friends and colleagues by hosting a quiz. Check out the internet for quiz questions.

**Back to basics** – Street collections are a great way to raise money, but if you want to do something more interesting why not wear fancy-dress to draw attention? It works even better if there's a group of you so make sure you take your friends along.

### WITH COLLEAGUES OR CLASS-MATES

**Top of the class** – Swat up on your favourite subject and teach a lesson over your lunch hour. Anything from yoga to cookery – or maybe something a little different like the art of gift wrapping!

**Match giving** – Find out if your company offers a 'match giving' scheme – many employers will match the money raised by staff holding fundraising events.

**Sweet tooth** – Nobody can resist chocolate cake or homemade biscuits. Bake a batch and take them to your office to sell. Earn extra pennies by offering to make the tea as well!



**Dressing up day** – You don't see enough ball gowns in the office! Ask your colleagues to donate a pound each to dress up for the day.

**Say cheese!** – 'Guess the baby photographs' or 'funniest caption' competitions are always winners.

**Feeling lucky?** – Sweepstakes are brilliant fun. Whether it's for the Grand National, the Eurovision Song Contest...or even how long it will take for your boss to offer to make a round of tea!

**TIP!** Need to hire equipment or a venue? Make sure you tell people what it's for. We're always hearing about businesses giving big charity discounts or freebies.



**'BE PERSISTENT. PEOPLE DON'T MIND AND OFTEN NEED REMINDING. KEEP THE MESSAGE FRESH AND DON'T BORE PEOPLE WITH THE SAME EMAIL AGAIN AND AGAIN - UPDATE THEM IN AN AMUSING WAY.'**

Chris, Flora London Marathon 2009 runner, raised £2,000

**TIP! Don't forget to do your sums - how much money do you think you can raise with your activity? Sometimes it's easier to do a few smaller activities than hold one enormous extravaganza.**

## AT HOME

**TV dinners** - 'Come Dine With Me' has been a ratings winner on TV. Why not host your own version with friends and family?

**In your living room** - Take on your friends with a Wii Fit challenge - driving, tennis, football, even yoga!

**Nights in** - The X Factor, Britain's Got Talent, Strictly Come Dancing...whatever the must see show is for you, invite your friends over and take bets on who will go through to the next round.

**Loose change** - Decorate an old jam jar, put it by the front door and get your family to empty out their loose change each week. You can even get visitors to do the same. (Try it on door-to-door salesmen!)



## ON YOUR OWN

**No more traffic** - Ditch the car or bus for a week and walk everywhere. Your saved travel costs will soon add up and you can get fit at the same time.

**Hit the gym** - Fancy swimming the English Channel or cycling the length of Britain? Using the equipment at your local gym, get sponsored to do it!

**Chocoholics** - Forget running a marathon, if you're a chocoholic why not get people to sponsor you to give up the choc for a whole month? Just think how good it will taste when you've finished!



## GETTING THE WORD OUT

**Go digital** - Use Facebook, MySpace, Twitter, Bebo or any other social networking site to shout about your fundraising. This works brilliantly if you've set up an online fundraising page.

### Hitting the headlines

- Fancy being on the radio or in the paper? Local press love stories about people doing crazy things for charity. Visit

[www.anthonynolan.org/pressrelease](http://www.anthonynolan.org/pressrelease) to download a press release that you can personalise and send in.

**Out on display** - Turn your desk space at work into the biggest, brightest display people have ever seen! Don't forget, you can order free materials from our Events Team.

**Newsletters** - Does your company, club or college have a newsletter? Ask the editor if you can put in a regular article to update people on your progress (and remind them to sponsor you!)

**WE ORGANISE HUNDREDS OF EVENTS EVERY YEAR, EVERYTHING FROM RUNNING THE MARATHON TO CLIMBING TO THE TOP OF ETHIOPIA'S SIMIEN MOUNTAINS. GO TO [www.anthonynolan.org/events](http://www.anthonynolan.org/events)**

# STEP TWO

# GET ORGANISED!

How are you going to collect the sponsorship money? What materials will you need? Are there any laws you need to be aware of? Once you've decided how you're going to raise money, the next step is getting prepared.

## SETTING UP YOUR FUNDRAISING WEBPAGE

A great way to collect sponsorship money is through your own personal online sponsorship page. Creating a webpage means you don't need to spend hours counting cash or collecting cheques. There are a number of fundraising websites where you can do this. We recommend using [www.virginmoneygiving.com](http://www.virginmoneygiving.com) or [www.justgiving.com](http://www.justgiving.com)

## MAKING THINGS PERSONAL

When setting up your page, make it as personal as possible. Upload a photo, explain what you're doing and why you're doing it and encourage sponsors to leave messages. Once you've set up your page, forward its unique web address to everyone you know. Pop it at the bottom of all your emails and on your Facebook, Twitter, Bebo or MySpace page to keep reminding people what you're doing.

## SPONSORSHIP FORMS

Of course, not everybody has access to the internet. Make sure you have a stock of sponsorship forms too. You can download a form from [www.anthonynolan.org/sponsorshipform](http://www.anthonynolan.org/sponsorshipform).

## GIFT AID

Please ask your sponsors to Gift Aid their donation. Gift Aid is great because it means we can claim 28p back from the government on every £1 of sponsorship. Online sponsorship websites enable your supporters to automatically Gift Aid their donation. Alternatively people can tick the Gift Aid box on your sponsorship form.

## PROMOTING YOUR EVENT

Whether you're holding a coffee morning or throwing a party, make sure you have lots of our branded materials around to get people excited and encourage them to find out more. We can provide you with balloons, collection tins, cheering sticks, wet weather ponchos and pens.

## CREATING YOUR OWN

If you are feeling creative and want to design your own materials, please remember to include the words: "in aid of The Anthony Nolan Trust. Registered charity number 803716/SC038827." We'd love to see your designs so please do send your pictures to [events@anthonynolan.org](mailto:events@anthonynolan.org)

## USEFUL INFORMATION

EVENTS TEAM  
0303 303 3000 or  
[events@anthonynolan.org](mailto:events@anthonynolan.org)

SPONSORSHIP FORMS  
[www.anthonynolan.org/sponsorshipforms](http://www.anthonynolan.org/sponsorshipforms)

TEMPLATE PRESS RELEASES  
[www.anthonynolan.org/pressrelease](http://www.anthonynolan.org/pressrelease)

**TIP! Involve those around you in everything from brainstorming through to organising – people love getting involved and can invite their own contacts to take part.**

**'LET EVERYONE KNOW WHAT YOU  
ARE DOING AND WHO YOU ARE DOING  
IT FOR! YOU'LL BE SURPRISED HOW  
GENEROUS PEOPLE WILL BE'**

Sarah, Flora London Marathon 2009 runner, raised £2,500



# BE 'IN THE KNOW'

There are lots of laws and regulations around charity fundraising and running events. This page covers most of them but if you have any questions please contact the Events Team on 0303 303 3000 or [events@anthohnolan.org](mailto:events@anthohnolan.org)

## RAFFLES AND LOTTERIES

There are lots of rules and legal requirements around the prizes, organisation and costs of running a raffle or lottery. For small raffles that are part of a bigger event, you do not need a licence as long as you sell tickets at the event and have the prizes drawn at the event. However, you are not allowed to give cash prizes in this way. The same applies to private raffles where you are only selling tickets to members of a club. For larger raffles and lotteries, or those where you wish to sell tickets to members of the public, you must apply to the local registration authority (local council) beforehand for a licence permit. All licences must be applied for in your name and not in the name of Anthony Nolan. Tickets must not be sold by anyone under the age of 16. Please get in touch with your local authority before holding your own event and before spending any money. For more information, take a look at the Fundraising Codes of Practice on [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

## HEALTH AND SAFETY

You are responsible for the Health and Safety of yourself and those attending your event or taking part in an activity. Please follow any professional advice at venues or about any equipment you are using. You need to check the terms and conditions very carefully. At a venue, always make sure you carry out a risk assessment so that you know what the health and safety requirements are. Health and Safety information can be found at [www.hse.gov.uk](http://www.hse.gov.uk). Make sure the event venue is adequately insured. If you are using a contractor to organise the activity for you, make sure that they are appropriately qualified. You are undertaking this fundraising activity at your own risk and Anthony Nolan cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event. Make sure that anyone under 18 is accompanied by an adult.

## STREET COLLECTIONS

To collect money on the street you need a licence from your local authority at least two months before your planned collection date. If you plan to hold a collection on private property, such as in a pub or shopping centre, you need to gain permission from the owner or manager. Please don't collect money door-to-door; this is illegal without a licence. The minimum legal age for collecting money is 18 years old in London and 16 years old everywhere else. You must use an Anthony Nolan sealed collecting tin and carry an ID card. Contact the Events Team on 0303 303 3000 or at [events@anthohnolan.org](mailto:events@anthohnolan.org) for both.

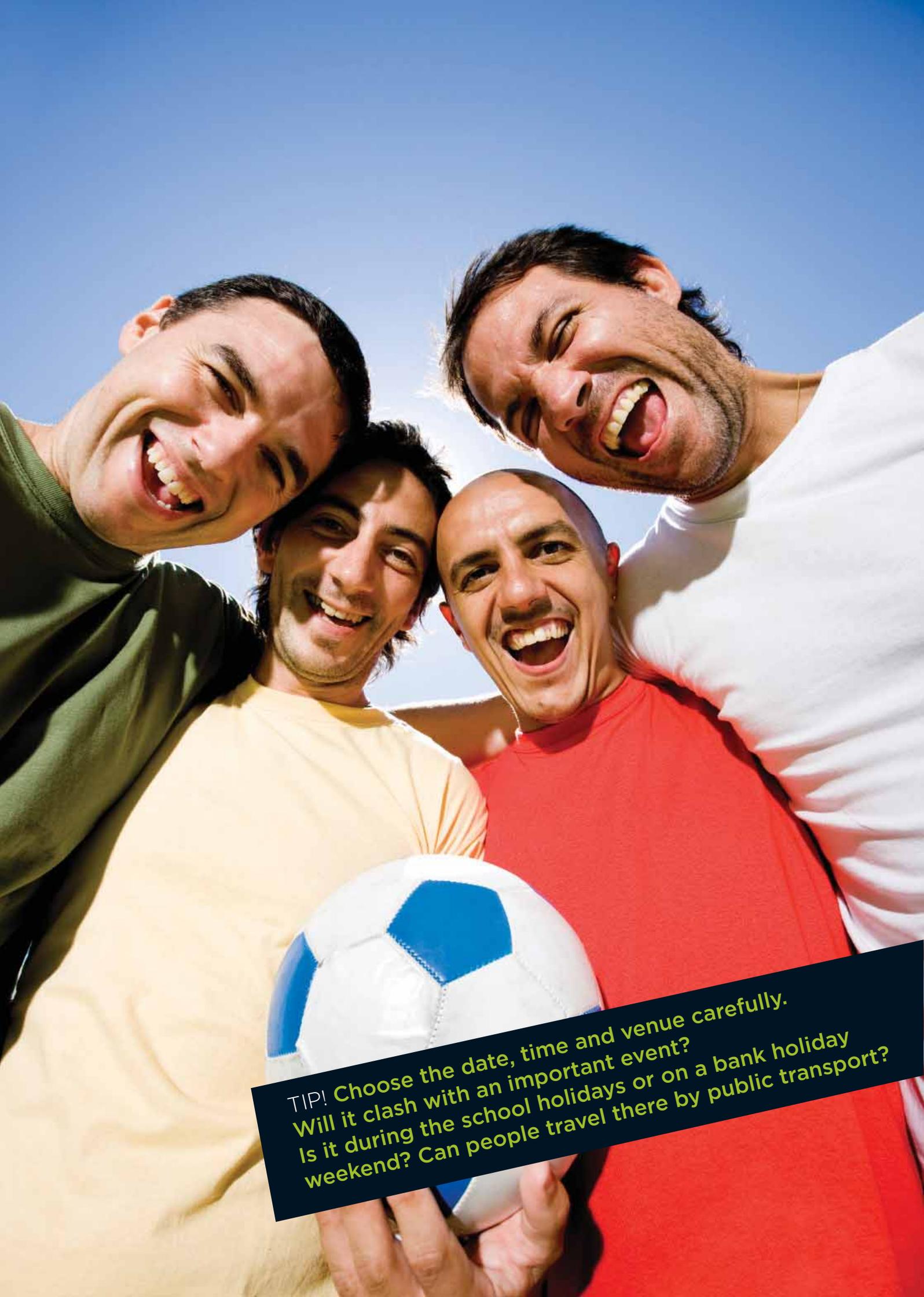
## ALCOHOL AND ENTERTAINMENT

If you're serving or selling alcohol at your event, the venue must have a licence. Entertainment such as singing, music or dancing at your event also requires a licence. So if your venue doesn't have a Public Entertainment Licence, you need to get one from your local authority.

## FOOD

Take care when preparing, storing, displaying and cooking food. At a one-off event, you don't need a licence to sell food, but you should follow Food Hygiene Regulations - these can be found at [www.food.gov.uk](http://www.food.gov.uk). For longer events that run over a number of days, and at which you will be selling food each day, you need to register with your local authority.

**TIP!** For more ideas and to download materials, visit [www.anthonolan.org/fundraisingtoolkit](http://www.anthonolan.org/fundraisingtoolkit)



**TIP!** Choose the date, time and venue carefully.  
Will it clash with an important event?  
Is it during the school holidays or on a bank holiday  
weekend? Can people travel there by public transport?

# STEP THREE

## GET STARTED

So you know what you're going to do and you've got all the information about it – what's next? When we ask our top fundraisers how they do so well, they always talk about starting early and planning. They treat their fundraising like a project in its own right. To help you do the same, here's our 'Fundraising 'To Do' List' to get you started and keep you on track.

TO DO	NOTES/IDEAS	DONE
1. Choose a great fundraising idea that's personal to you and which those around you will love.		<input type="checkbox"/>
2. Make a list of all the people you think can help you. Who is good at organising? Who has experience of fundraising? Get people involved early.		<input type="checkbox"/>
3. Understand the laws and regulations that relate to your event.		<input type="checkbox"/>
4. Create a timetable to make sure you give yourself enough time to do everything. Break your goal down into small, manageable steps.		<input type="checkbox"/>
5. Visit <a href="http://www.anthonynolan.org">www.anthonynolan.org</a> or contact us on 0303 303 3000 or email <a href="mailto:events@anthonynolan.org">events@anthonynolan.org</a> for expert advice and to order any materials you need.		<input type="checkbox"/>
6. Create your online giving page at <a href="http://www.virginmoneygiving.com">www.virginmoneygiving.com</a> or <a href="http://www.justgiving.com">www.justgiving.com</a> (don't forget the Gift Aid)		<input type="checkbox"/>
7. Tell everyone! Send your press release to the local paper and radio, stick up posters around your desk and email all your friends.		<input type="checkbox"/>

**TIP!** Once you've created your to do list, check in on it once a week to keep you on schedule. Keep people up-to-date via email to make them feel more involved.



Photo: Nick David

TIP! Do you have a tip or suggestion that we've not included?  
Please send your fundraising tips to [events@anthohnolan.org](mailto:events@anthohnolan.org)

# A HUGE THANK YOU

We rely on the energy and commitment of wonderful fundraisers like you. By raising money for us you are helping save more lives from leukaemia. Do please tell us what you are planning, send in any pictures and let us know how we can support you by contacting us on **0303 303 3000** or **[events@anthohnolan.org](mailto:events@anthohnolan.org)**

THANK YOU!  
The Anthony Nolan Events Team

'I KNOW **TH**AT  
THE MONEY I'VE  
RAISED WILL  
**H**ELP SAVE LIVES'

Colin, Stem cell donor and fundraiser

**ANTHONY  
NOLAN**  
BE A MATCH, SAVE A LIFE

FREEPOST  
Help Anthony Nolan

**0303 303 3000**  
[www.anthonynolan.org](http://www.anthonynolan.org)



Registered charity no 803716/SC038827  
FR-TIPS01