

# YOUR LITTLE GUIDE TO FUNDRAISING

Open up for advice and inspiration!



# HELLO

# LIFESAVER

In this guide, you can find all the information and advice you need to make your fundraising fly. The three sections of this guide contain all the vital information to help you on the way to the fundraising big leagues!

GET INSPIRED

GET NOTICED

KEEP SAFE

For someone with blood cancer, a stem cell transplant could be their last chance of survival. Your support could help give that person, their family and their friends a second chance of life.

Anthony Nolan is the charity that makes lifesaving connections between people with blood cancer and incredible strangers ready to donate their stem cells. With the support we receive, we're saving lives right now. Three lives a day, in fact.

By growing the stem cell register, carrying out ground-breaking research and providing the best post-transplant care, we're giving families a future.

But we can't do it without you.  
**Without you, there is no cure.**

Got any questions? Then we'd love to answer them. Get in touch with your Anthony Nolan contact, which you can find in your email.

ANTHONY  
NOLAN

saving the lives  
of people with  
blood cancer





# GET INSPIRED

Ideas and tips to really boost your fundraising

## WHAT'S THE BIG IDEA?!

Whether you've got a morning or a month of free time, we have some money-making ideas for you.

### BEG, BORROW AND BUDGET

Try and think of clever ways to use your budget as wisely as possible! Could the prizes be donated? Could you borrow materials?

### MAKE SOME NOISE

Making use of social media is the best, as it's free. Contact your local press too to whip up a buzz.

### BOSS THE ADMIN

Ensure your risk assessment, insurance, licences and first aid cover are all sorted. And don't forget your online fundraising page!

### DRESS IT UP

We've got plenty on offer, including collection boxes, t-shirts, posters and banner roll. Just get in touch to stock up on the things you need!

### ALL HANDS ON DECK

Many hands make light work so get lots of volunteers on board to organise and help run your fundraising events.

## GIVE ME A MINUTE

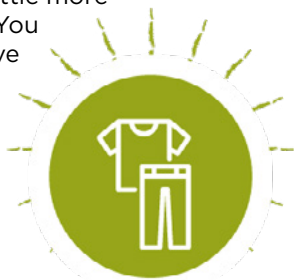
### Birthday presents

Tell your friends and family not to give you another pair of socks or a note-stuffed birthday card but to donate to people with blood cancer instead. Set up a **'birthday fundraiser'** on Facebook to make it easy!



### Dress-down day

Swap the power suit for something a little more comfortable. You could even give it a theme – Thermal Thursdays, anyone?



### Spring clean

Are your cupboards crammed, your closet creaking? Unclutter your life with a spring clean and sell your unwanted online.



### Sweepstakes

From the World Cup to Bake Off and everything in between, we have a sweepstake for all occasions! Get in touch to get the competition going.



### Carwash

Your conscience (and the cars) will be squeaky clean so grab a bucket and sponge, and get scrubbing!



### Leg wax

Wax on...and swiftly off again! Bare those lovely legs and help cure blood cancer, strip by strip.



## GIVE ME A MORNING

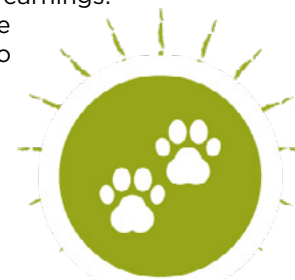
### Bag pack

An oldie but a goodie. Pop down your local supermarket and give shoppers a hand with their haul.



### Pet sitting

Take care of your pal's pets and donate your earnings. Definitely the cutest way to cure blood cancer.



### Bake sale

Get your mitts out and start cooking. How about a lifesaving lemon drizzle or cancer-curing cheesecake?



### Auction of promises

Ask friends to donate favours – a lift to the airport, a few hours of babysitting – and sell to the highest bidder. Time really is money!



### Bucket collection

Tried, tested and trusted. Simply set up shop in your local store or supermarket, with their permission of course!



### Coffee morning

Get everyone together for that crucial mid-morning brew and spread awareness while you collect donations.





## GIVE ME A BIT MORE

### Movie night

Dim the lights for a night of movies! Ask guests to donate what it would have cost at the cinema and pile up the popcorn for an additional donation.



### Come dine with me

Fancy yourself a Delia or Heston? Organise a dinner party marathon and request donations. Yum.



### Take a walk

Get your nearest and dearest to sponsor you to stretch those legs. Land's End to Lancashire, anyone?



### Raffle

Rally your community's local businesses to donate exclusive prizes and raffle them off for big bucks.



### Virtual challenges

Cycle to Paris without leaving the gym, or swim the Channel at your local lido. Simply choose your challenge and go the distance.



### Treasure hunt

For the great adventurers out there. Plan a route that leads to the loot – and ask for a few pieces of eight to take part.



## GIVE ME ALL YOU GOT

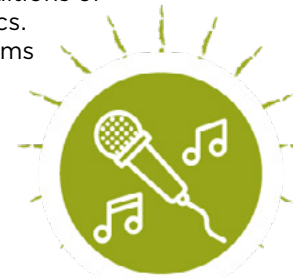
### Take on a challenge

Running, cycling, jumping out of planes – we've got it all. Join **#TeamAN**, just visit [anthonymolan.org/events](https://anthonymolan.org/events)



### Karaoke night

Invite your friends along for 'unique' renditions of all the classics. Your ear drums won't thank you, but we will.



### Golf day

Gather your putting pals for a round with a difference. Charge a fee to enter, or simply get sponsored per hole.



### Football tournament

Get your workplace or community into teams and play ball, with every teammate chucking a couple of quid into the kitty.



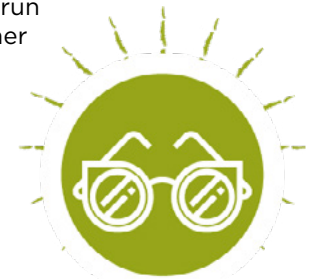
### Speed dating

Play matchmaker with single folk in your area and watch cupid's arrow fly as you raise funds.



### Fashion show

Give Naomi a run (or strut) for her money with a catwalk show. Invite fellow fashionistas and sell tickets for a fabulous evening.



# BOOST YOUR FUNDRAISING

Here are some top tips for making sure you get the most out of your fundraising.

## SET UP A FUNDRAISING PAGE ONLINE

An online page is a great way to let friends, family and colleagues know what you're up to, and makes it quick and easy for them to donate. If you're organising your own event, setting up an online page means people can still support your fundraising efforts, even if they are unable to attend, or don't have cash on them.

And the good news is setting one up is a piece of cake. Just visit [virginmoneygiving.com/charities/anthonymolan](http://virginmoneygiving.com/charities/anthonymolan) or [justgiving.com/anthonymolan](http://justgiving.com/anthonymolan) and follow the simple steps.

## MATCHED GIVING

A lot of companies match what their staff raise, pound for pound. So make sure you ask your employer to do just that!

## GET PERSONAL

Tell everyone why you're fundraising in aid of Anthony Nolan and what they can do to help you. Your enthusiasm will be sure to rub off on them and help create a buzz.

## KEEP IT SAFE AND LEGAL!

We'd hate for you to get into a spot of bother while you're raising money in aid of Anthony Nolan. So make sure you follow the guidelines available from page 21, to keep everything above board.

## MAKE SOME NOISE

Tweet, blog and inspire your followers – and don't forget to include a link to your online fundraising page.

Creating short videos and uploading them to your Facebook and Twitter is a great way to encourage your friends and followers to donate. Don't forget to tag us [@anthonymolan](https://twitter.com/anthonymolan) and [facebook.com/anthonymolan](https://facebook.com/anthonymolan)

## SAY THANK YOU

People love to know they're making a difference. So be sure to thank them, and keep them posted on how the fundraising numbers are stacking up!

## DON'T BE A STRANGER

Keep in touch with your Anthony Nolan contact – you can find their details in your email. That way, they can give you all the support you need, whether that's some more handy tips, insider info or help with the nitty gritty logistics of your fundraising!

# SOME HANDY GIFT AID TIPS & TRICKS

Gift Aid is a scheme which enables registered charities like Anthony Nolan to reclaim tax on donations made by UK taxpayers. This increases the amount of the donation at no extra cost to you or your donors. For every £1 donation made with Gift Aid, Anthony Nolan receives an extra 25p from HM Revenue & Customs, totally free!

*giftaid it*

## Gift Aid your events

Whether you're holding a pamper evening full of face masks or a games night full of poker faces, get your guests to make a suggested donation so you can claim Gift Aid.



## Online fundraising pages

Pop a line on your page encouraging people to Gift Aid their donations to you. Make it clear it's not only SUPER easy to do but won't cost them a penny.



## Push the envelope

Hand out Anthony Nolan Gift Aid donation envelopes at your fundraising events to make things as simple and straightforward as possible.



## Going.... Going... Gone!

If you're planning a charity auction, you can claim Gift Aid on anything above the retail value of the item that is being bid for. It's crucial to make clear to your bidders what the retail price is!

So if you auctioned off a weekend for two in the Bahamas (aim high right?) with a retail price of £500 and it sells for £750, you can claim Gift Aid on the extra £250, raising another £50.



By claiming Gift Aid, you can make even more of a lifesaving difference. **Without you, there is no cure.**

# SO, WHAT'S NEXT?

Thank you very much for raising all that lifesaving loot! Now what happens next?

## SENDING IN YOUR MONEY

### Online

You can cash in the lifesaving funds you've raised at [anthonymolan.org/give](https://anthonymolan.org/give). Or, if you've raised money through an online fundraising page – it comes directly to Anthony Nolan and will be added to your total. So you can just kick back with a well-deserved cuppa.

### By post

Please make cheques and CAF vouchers payable to 'Anthony Nolan' and send them to us along with a note that states your name and contact details to **Anthony Nolan Events and Community Team, 2 Heathgate Place, 75-87 Agincourt Road, London, NW3 2NU**.

### Cash

Please don't send cash in the post. If you've got cash donations, please either send a cheque for the equivalent amount or make a card payment. Which you can do...

### Over the phone

We accept all major credit and debit cards. Please give us a bell on **0303 303 3000** to make a card payment over the phone.

## PLANNING FOR THE FUTURE

Now you've saved some lives, fancy saving some more? There are loads of ways to keep curing blood cancer.

- If you're aged 16-30 and in good health, become a lifesaver yourself by joining our stem cell register
- Inspire others to sign up and become potential lifesavers
- Set up a regular donation and save lives all year round
- Get your blood pumping with a physical challenge
- See if your workplace, school or community group will fundraise for us

Want to have a chat about what else you can do? We'd love to hear from you and put our heads together about your ideas! Get in touch with us at [events@anthonymolan.org](mailto:events@anthonymolan.org).

We take the privacy of our supporters seriously, you can download our full privacy policy at [anthonymolan.org/privacy](https://anthonymolan.org/privacy).

'I HAD FUN DECORATING CHANGE JARS WHILE WATCHING TERRIBLE TV! THAT'S IMPORTANT – DO SOMETHING YOU ENJOY. WE MADE ABOUT 50 AND RAISED UP TO £30 IN EACH JAR. SUCH AN EASY WIN!'

**Raeann**, Anthony Nolan fundraiser



# GET NOTICED

Using press and the media to spread the word

ANTHONY  
NOLAN

saving the lives  
of people with  
blood cancer

## READ ALL ABOUT IT!

You're doing something amazing, so make sure you shout about it! Here's how:

### WHY GO TO THE MEDIA?

Regional media are always on the hunt for tales of local people doing incredible things. And publicity around your money-making mission will encourage more people to get involved and donate some of those precious funds. Talk about good publicity!

### WHAT MAKES A GREAT STORY?

Is what you're doing a bit quirky? Do you know someone whose life has been changed by our work? Are you celebrating a special occasion or anniversary? For journalists, these all make great story angles!

### HOW TO APPROACH THE MEDIA

#### Identify your media

Make a list of your local newspapers and radio stations. You can visit their own websites or go to [mediauk.com](http://mediauk.com) to find their contact details.

Don't forget to include your company newsletter, local community magazine or local club or society's newsletter in your list.

#### When to get in touch

Try to get your activities covered in the editions as close to your event (before or after) as possible. Give media outlets plenty of notice so they can plan to include your story.





## Write your press release

You can adapt one of our template press releases to fit your story – click on the links below:

### Taking on a challenge

### Organising your own event

## Be sure to include the following information:

- Your reason for organising/taking part in the event or activity
- The time, date and location for the big day
- Your contact details, so journalists can reach you
- The web address of your sponsorship page
- Contact information for Anthony Nolan
- The 'notes to editors' section at the end of the template press release
- Photos from a past event

## CONTACTING THE MEDIA

Now you're ready to email the press release to your list of media contacts.

### Top tips

- Use your headline as the subject for the email
- Copy and paste the press release into the body of the email (instead of an attachment)
- Email each journalist individually, or use the 'BCC' function, so they can't see each other's email addresses
- It's a great idea to ring the news desks as well as email, to explain what you're doing and ask if they'd be interested in covering your story

## TIMING IS EVERYTHING

### On the day

- Text your local radio stations and ask them to wish you luck on-air
- Take high-quality photos to use with your press release. Try to include some Anthony Nolan branding in the photos too, like a t-shirt or running vest

### After your event

- Write a post-event press release and send to media outlets with your photos
- Follow up with your media contacts – let them know how your event went and ask them to cover it
- Tweet or post the links to your coverage when it goes online, so your friends can see you making headlines!

## MONITORING COVERAGE

It would be great if you could record all the media coverage you get, and let us know all about it (send clippings, links – that sort of thing) so we can keep an accurate record for future reference.

It's great for us to hear your stories – and sometimes we might even ask if you'd like to share them with us so we can include it in communications to other supporters.

So get in touch by calling **020 7424 6588** or emailing **[press@anthohnolan.org](mailto:press@anthohnolan.org)**

# THE FACTS OF LIFESAVING

Have these key facts to hand when speaking to journalists or writing press releases to make sure you're on-message!

## MISSION

Anthony Nolan is the charity that makes lifesaving connections between people with blood cancer and incredible strangers ready to donate their stem cells. We're saving lives right now. Three lives a day, in fact.

By growing the stem cell register, carrying out groundbreaking research and providing the best post-transplant care, we're giving families a future.

But we can't do it without you. Without you, there is no cure.

## MONEY

- It costs £40 to add each new person to our register
- We rely on generous financial donations to help grow our register and fund vital research to give more patients the best possible chance of survival

## RECRUITMENT

Every day, five people start searching for a stranger to save their life.

Our research shows that younger donors provide the best possible outcome for patients. That's why we focus our donor recruitment on people aged 16-30.

We are working urgently to diversify the stem cell register to give patients from Black, Asian and minority ethnic (BAME) backgrounds the best possible chance of finding a matching donor.

## DONATION

- A stem cell transplant from a matching donor can cure blood cancer
- 90% of people donate by peripheral blood stem cell (PBSC) donation – a straightforward procedure where stem cells are collected from the donors bloodstream over 4-5 hours

'THE CAMPAIGN WAS NEVER JUST ABOUT FINDING A MATCH FOR GAURAV. IT'S ABOUT ENSURING THERE WILL BE DONORS FOR YEARS TO COME.'

**Sunny**, father of transplant recipient Gaurav

# KEEP SAFE

Health, safety, and legal advice  
for super safe fundraising



## HOW TO FUNDRAISE SAFELY & LEGALLY

We're so thankful to you for fundraising in aid of Anthony Nolan and your safety and wellbeing is our priority.

With this in mind, please follow these simple guidelines and ensure you adhere to them when organising and holding any fundraising activities. This isn't to take the fun out of your fundraising (perish the thought!), but to make sure your fundraising goes without a hitch! So here's a quick safety guide.

### FUNDRAISING MATERIALS AND PUBLICITY

Make it clear throughout that you are fundraising 'in aid' of Anthony Nolan, but are not an official representative of the charity.

You can get a special 'in aid of' logo from us if you need it – just get in touch!

For example: '[Name of your fundraising activity] raising funds in aid of Anthony Nolan'.

Please ensure that you have permission to use any images or text.

### COLLECTING FUNDS

You need a licence from your local authority to collect funds on the street in a public place or by going from house to house.

It is illegal to collect funds in this way without a licence.

### RAFFLES & LOTTERIES

Small raffles can be held as part of a larger event and is a great way to maximise the amount of money you can raise.

There are lots of rules about holding your own raffle or lottery. In some cases, you may need to secure a licence from your local authority.

If you are thinking of doing a raffle, call the Anthony Nolan team so we can chat about this further.

Full guidelines on raffles and lotteries are available from your local authority or the Gambling Commission.

Visit [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk) to learn more.





## EVENTS

Please ensure that your event is organised efficiently and safely as Anthony Nolan isn't able to accept any responsibility for your event nor for anyone who participates in it. You should conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information ([hse.gov.uk](https://www.hse.gov.uk)).

Clue up your volunteers! Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected.

Check with your local authority whether you need any special licence; e.g. a public entertainment licence or licence to sell alcohol.

## SUPERVISION

Ensure that your event is properly and adequately supervised. Where children are involved, this includes:

- Providing proper adult supervision
- Checking that the child's parents/guardians have given their permission for their child to take part
- Carrying out appropriate background checks if adults are to have unsupervised access to children
- Consider what insurance cover you need for your event.

## SAFEGUARDING

Anthony Nolan has a responsibility to safeguard the welfare of all children and vulnerable adults who are involved in, or affected by, our work. Our full safeguarding policy and procedures can be downloaded from our website at [anthonynolan.org/policies-and-procedures](https://www.anthonynolan.org/policies-and-procedures).

If you have any concerns about someone's welfare or have any questions about safeguarding, please email [safeguarding@anthonynolan.org](mailto:safeguarding@anthonynolan.org) or call **0303 303 0303** (9–5pm, Monday–Friday) to speak to a member of our Safeguarding Team. Outside our office hours, if there is a child or adult at immediate risk, please refer immediately to the police by calling 999, or the NSPCC on **0800 800 5000**.

## EXPENSES

We understand that some events require a little bit of expenditure.

Make sure that you are aiming to raise at least three times as much as you need to spend.

For example, if you spend £100 you should aim to raise a minimum of £300. It is important to note that we are unable to offer refunds to people fundraising in aid of Anthony Nolan to cover expenditure.

If you think your event expenditure will fall outside of these guidelines, please review your expenses or get in touch

with your Anthony Nolan contact who will be happy to give you advice – you can find their contact details in the in the email they sent with this pack!

## TRANSFER OF FUNDS

All funds should be sent to the charity within one month of collection.

For further help and advice please do not hesitate to contact us.

## KEY FACTS

### FOLLOW THE GUIDELINES

They are there to make sure you and others stay safe and throw a successful event.

### PLANNING IS KEY

Use our guides to make sure you have carefully planned your event so there are no surprises on the day.

### MONEY MATTERS

Don't sit on the money you've raised – the faster you send in your funds, the sooner they can be put to work saving lives!

### STAY IN TOUCH

If you're unsure about anything along the way, then we're here to help – get in touch at [events@anthonynolan.org](mailto:events@anthonynolan.org) or call **0303 303 3000**.

'WE CAN SAVE MORE LIVES  
WHEN WE'RE SAFE AND  
WELL, THAT'S WHY IT'S  
SO IMPORTANT WE TAKE  
CARE OF EACH OTHER.'

**Hazel**, Anthony Nolan's Health and Safety Manager



Find out more at **anthonymolan.org**

**events@anthonymolan.org**

**0303 303 3000**

Anthony Nolan is a registered charity  
No 803716/SC038827  
2041FR/1219



Registered with  
**FUNDRAISING  
REGULATOR**



**saving the lives  
of people with  
blood cancer**