

Fundraising Guide

Hints and Tips before you start Fundraising:

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Acknowledging and thanking your supporters

You can never underestimate how much it means to be thanked, and especially thanked individually. Any sponsors will be automatically thanked if they sponsor you online through **bmycharity**. But we also have **free e-cards** (specially designed for us courtesy of www.Jimpix.co.uk) for you to email to thank individual sponsors. You can find these in the 'Shop' section of our website www.myotubulartrust.org. If you would like us to acknowledge larger sponsors, your colleagues or employers, for example, please do ask and we will be pleased to write to them or acknowledge their help on our website.

Sponsorship Fundraising

Devise your own challenge, join an organized sporting event, perhaps do something daring and out of the ordinary, in return for individual or company sponsorship. See our **fundraising toolkit** in the Fundraising section of our website www.myotubulartrust.org for all the forms and information you will need to get started.

Make it easy for people to sponsor you

- Download and print off a **sponsorship form**
- Easier still, set up a bespoke online fundraising page at www.bmycharity.co.uk. For full details and examples of other pages, see **bmycharity: a set up guide**
- Please ask individuals who are UK taxpayers to tick the gift aid box and provide us with their full name, home address and postcode so that we can claim an extra 28p for every £1 donated at no extra cost to them (fuller details can be found on the **sponsorship form**).

We can support you

- Ask us for a Myotubular Trust t-shirt*, or print your own - see the Shop section of our website www.myotubulartrust.org for full details.
- Ask us for Myotubular Trust posters and stickers.
- Ask us to advertise the event on our website, sending a photo if possible. We always flag up new events as 'news' on the front page of our website and link into the fuller story on our website fundraising page.

* T-Shirt stock is limited because they are provided by generous sponsorship

Event Fundraising

These types of events give people something for their money. For people who have already supported a sponsored event, it gives them a chance to contribute in a different manner. For examples of other successful Myotubular Trust events, see the list below, but our top tips are:

- Allow plenty of time to organize an event
- We strongly advise you to create a clear budget; as your event needs to make a profit to save you outlaying lots of time, money and effort for a small return. Note: the Charity is unable to finance events.
- Be innovative and make it fun – this may help attract local media interest too.
- Perhaps combine more than 2 ideas where possible, eg you could offer a Wine and Chilli night, combined with a Paperback Exchange.
- Where possible, try to delegate to make it easier on yourself. Never underestimate the value of friends and volunteers who will have another set of contacts, different skills and enthusiasm to help your event be a success.

Some examples of previous Myotubular Trust events



Art Sale: nursery or school children each paint a picture, which is framed, exhibited and then offered for sale.

Car Boot Sale: turn old junk into some good cash, look in the local paper for your nearest car boot sale. In our experience, people will not buy chipped or broken goods.



Cake Sale: bake and sell cakes or home-made bread at work or to friends or neighbours – this certainly raises the dough in our experience!

Cake Divide: bake or buy, then divide a cake and sell to work colleagues. In six months you could have raised a lot, and won the undying love of your workmates!

Christmas Cards: make or sell beautiful handmade cards. Or look at our own selection nearer the festive season (see 'Shop' on our website www.myotubulartrust.org).

Coffee Mornings: simple but effective. Set aside an open morning and invite everyone you know to join you for drinks, cakes and biscuits charging £2 or more each. If you do this once a fortnight for 2 months, for 25 people you will raise £200 for the Myotubular Trust!

Collection Tins: keep them in your office reception or on your desk for holding collections at fundraising/corporate events. Email us at contact@myotubulartrust.org for a tin.

Demure Day: you undertake not to swear, use vulgarity, innuendo or indulge in raucous cackling for one whole day! Set a day and publicise it well in advance. Appoint an independent arbiter to monitor your performance. If you lapse – no cash!

Dress Down Day: this can be at school or work and everyone has to pay for the privilege!

Ebay Sale: an easy way to auction your unwanted items online while donating any percentage of the profits to benefit Myotubular Trust! See the Shop section of our website www.myotubulartrust.org for full details.



Garage Sale: advertise locally with posters and sell your unwanted items and junk! A good way to have a spring clear out and raise some money for charity.

Home Grown Goodies: take surplus home-grown produce such as vegetables, fruit even flowers to work to sell.

Jail Breakout: workmates are challenged to get as far away from work as possible within a day or weekend. They are sponsored for every mile – provided they stay within the law and don't spend any money!



Quiz Nite: ask your local pub or restaurant if they will help you organize one – it's a good way for them to attract new customers, it will give you a warm welcoming venue and if it's successful they may wish to make it a regular fixture. Don't forget to charge for team entry and arrange a prize (such as a trophy) for the winning table, out of the profits.

Meat and Wine Draw: meat and wine are popular and perfect to win for the weekend. Towards the end of the week sell raffle tickets; the first ticket drawn gets the most expensive prize, and so on until the prizes are gone. In a big office, different departments may wish to run the draw on a rota basis.

Office Tuck Shop: buy cheap tuck and sell it for a profit.

Paperback Exchange: ask friends or work colleagues to bring in old paperbacks. Sell them for £2 or more each. Great to organize just before the holiday season!



Sponsored Event: swim, run, silence, diet, shave, leg wax, shark dives, car rallies: the list goes on, a bit old fashioned but still guaranteed to work! Or perhaps join one of our annual organized sponsored events if you can't find one of your own. See the 'Fundraising' section on our website www.myotubulartrust.org

Spot the Baby: get every adult at work to bring in a baby photo and charge to guess the identity.



Stay-Awake: ask for sponsorship to stay awake for as long as you can! A proven favourite amongst teenage children!

Supermarket Packing: write to your local supermarket and set up a team to help pack groceries for a donation. Supermarkets can also give you their consent to collect money on their premises.

Sweepstake: for Wimbledon, Grand National, Grand Prix, Football, Rugby or any other high profile event. Organise a sweepstake at work – betting on individual matches, riders and players.

Sushi-Off: order a sushi at work, and ask colleagues to back their favoured contestant with sponsorship to eat the maximum number of pieces!!



Themed Evening: Chilli Night, Chinese Night, Indian Night, Pimms & Puddings Night **Murder Mystery:** invite all your friends for a themed night of fun and charge them £5 or £10 for the privilege.



Tombola: collect items from local shops or friends, buy a pack of raffle tickets, sticking the tickets ending in a 5 or 0 on the winning items. Fold up the matching and remaining raffle tickets and put them in a box. Easy to link in with another event.

£5 Draw each person writes their name on a £5 note. Hold a raffle or competition. The winner gets 25% of the total and the runner-up gets their £5 back. With 40 participants, that's £50 to the winner and £145 to Myotubular Trust!

Ideas on who else to approach

These are only ideas on who to approach and entirely optional! Many events are hugely successful simply with the support of generous family, friends and colleagues!

Service/Rotary Clubs

Service clubs such as Lions or Rotary Clubs are sometimes good places to approach for sponsorship and they will often invite you to talk about your event. Expect to talk for about 10 – 15 minutes and where possible use visual aids to illustrate your points and tell them about the Myotubular Trust. We can help you by providing a Powerpoint presentation to suit your individual needs. Contact details for Service/Rotary Clubs are available in yellow pages, individual Service/Rotary website pages or from the local authority

Local Press and Businesses

Consider contacting your local newspaper, radio station and us with details of your event/s. If you need help issuing a press release, let us know, but this would normally include your contact details, event, sponsorship target and any other relevant details. Or you may just prefer to use your staff newsletter, company magazine, notice boards, door-to-door leaflets to local residents and businesses to help you promote your event.

Your Employer

If you intend approaching your employer, you may be required to submit a more professional request and include information on:

- The event/challenge
- Information on Myotubular Trust and why you have chosen to support us
- How the company will benefit, ie any press coverage, enhanced corporate social responsibility, feel good factor for your colleagues
- Your publicity and fundraising plan
- Ask us to help with anything you need.

For more help, ideas or advice about fundraising, please contact Melanie Spring

melaniespring@myotubulartrust.org

Please note that any public or door-to-door collections, public lotteries and formal raffles will need prior consent and arrangements made through us.

Please send cheques and completed sponsorship forms to:

**James Rosling, Treasurer,
Myotubular Trust
c/o Chalkdell Management Accountants,
15a Barnard Road,
London SW11 1QT**