



Fundraising Pack

Full of useful hints and tips to get you going!

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Registered in England and Wales No. 263064

About the BRT

Established in 1971, The Brain Research Trust has been funding research into brain conditions and diseases for over 35 years. As the fundraising arm of world-renowned neurological research centre, the Institute of Neurology, Queen Square, London, it has funded research there totalling more than £30 million.

Why should people sponsor me?

Neurological diseases and conditions affect more than 2 million people in the UK. There are over 250 disorders, such as:

Alzheimer's disease – Most common form of dementia affecting almost 500,000 in the UK.

Parkinson's disease – 27 people are diagnosed with Parkinson's each day

Multiple Sclerosis – 85,000 people in the UK have MS

Motor Neurone Disease – Every day 3 people die of MND

Brain tumours – About 3,500 people are diagnosed with one each year in England and Wales.

Stroke – In any one year 100,000 people will have their first stroke

Migraine – A migraine attack can last between 4 hours and 3 days

Serious head injury – The most common cause of death amongst young people

Epilepsy – At least 300,000 people in the UK have epilepsy (40 million worldwide)

The money that you raise will go towards finding better medicines, treatments and surgical procedures for these diseases and conditions, perhaps, even cures.

Keep in touch - we are here to help you

I'm here to support and help you through your fundraising efforts, so please keep in touch, whether it's to help you get that last little bit, or just to let me know how you're getting on.

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Fundraising opportunities at your fingertips

It is very important that you plan your fundraising to make the best of your opportunities. The majority of people you approach will only support you **once**, so it is very important to make the most effective contact. So let's have a look at the different ways you can fundraise.

Family and Friends

You are pretty well guaranteed support from your family - but you can not expect them to come up with your entire target. So why not see if they have contacts in companies or social groups they might be able to put you in touch with or even better, contact on your behalf. They may also be the source of good fundraising ideas.

Organising an event with a team of friends always raises more as you have more people asking for money! And it's more fun.

Your work place

Again, your colleagues will support you but you cannot expect too much from them. Do you have email or an intranet at work? Can you get to all the staff at your company with a well-prepared email?

Have you heard of Matched Giving??? This is an easy way to make up a good proportion of your sponsorship. It may be that the company you are working for has a Matched Giving policy. This means that any money you raise, the company will match it up to a certain value. Go along to your company secretary and find out!!!

Other companies

If you do not have a contact with a local company to act as an introduction, phone them up and ask who would be the right person to speak to about sponsorship. Then write to them (you can use the enclosed template letter as a reference). If you have not heard anything back within one week phone them. Always be polite and enthusiastic - enthusiasm is contagious.

Gift Aid

Don't forget, any donation that you receive from a UK tax payer is eligible for Gift Aid, which means that we can claim 25p in every pound. So make sure that your sponsor forms are filled in correctly and the box is ticked if your donor is a UK tax payer.

Sports & Social Clubs

If you are a member of a sports club see if you can organise a sponsored event. If you have a local football, rugby, cricket club etc. see if they will hold a crowd collection or a charity challenge match against a team of you and your friends!

Pubs can be good venues for events, especially if the landlord and clientele know you. If you need a venue for your event try and get it free or at least at a reduced rate. **Always confirm any arrangements in writing.**

Fundraise Online

Justgiving is a great way of collecting donations on line, and it's easy for you as you don't have to collect the money. Go to www.justgiving.com and set up your own page. You can write a little bit about yourself, put photos on it and tell potential sponsors what it is you're doing. Supporters can then sponsor you online using their credit or debit cards, and the best thing is, any Gift Aid is calculated automatically. Justgiving then send the money to The Brain Research Trust under your name.

Justgiving Tips for participants (<http://www.justgiving.com/process/raisemoney/>)

1. Personalise your page

Make your page as compelling as possible by adding your own photograph and text. Make sure your page communicates the reason you have chosen to raise money, and why you believe your chosen charity deserves support. Be creative!

2. Email your family and close friends first

Before sending an email to your entire address book, asking your closest friends and family to donate first. An empty page can be a little intimidating, so do make sure to capture a couple of donations before contacting your entire list of potential sponsors.

People tend to match the amounts already listed on the page, so do target your most generous supporters first!

3. Tell everyone you know

Email your family, friends and colleagues with a link to your page, but don't forget other groups of potential supporters: former colleagues, old school and college friends, fellow members of a church, club or PTA — you may be surprised how many would like to sponsor you.

Encourage them all to pass on the message to anyone else who might support your chosen charity. Also think of those people living in different parts of the UK or abroad. The Internet is global — so make the most of it!

4. Contact your local media

Publicity in the local media can be an invaluable fundraising tool. A few lines in the local paper, or an appeal for sponsorship on your local radio station, can yield amazing results.

With Justgiving, attracting sponsorship couldn't be easier — readers and listeners can simply visit your page and sponsor you direct. The best way to get some publicity is by sending out a press release.

5. Keep your page updated and email your friends — again

Be persistent. It takes more than one round of emails to reach one's target. Encourage people to re-visit your page by regularly updating it.

Change your picture, post updates on your progress and, if you are taking part in a sporting event, keep a training diary. Let supporters know how much you've raised so far. An email update is interesting for those who've already supported you and a nudge for those who haven't.

You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request.

6. Use your own email as well as the facility on the page

Because you are already familiar with your own email system, you can set up groups and you'll be able to send more emails at once than you can via your sponsorship page.

Some of your potential supporters may feel more comfortable opening an email that comes from you personally through an email address they recognise.

7. Change your email signature at work and/or at home

After your name and title etc, add a line at the bottom including the address of your web page. This will raise awareness of your event and ensure every email you send has the potential to prompt a donation.

8. Communicate what a donation will buy

Let your supporters know what their donation will buy for your chosen charity. It is more compelling to tell someone £10 will buy a school desk, or £20 will restore someone's sight, than to ask people to support a generic cause.

You will find this information on many charity websites. If not, ring your charity and ask.

9. Put a notice up in your gym, church, college, children's school, etc.

Don't just rely on email. A simple poster asking people to visit your fundraising page can reach people whose email address you don't have. You might also consider printing some flyers to hand out to people when you see them.

10. Ask to be on your company's website

See if your company would be prepared to add your web address to its public website or private intranet. Many companies like to promote the charitable and public-spirited efforts of their staff and you could get a lot of extra donations from this.

Some companies may even offer a "matched giving" scheme where they offer to match any amounts you have raised, so this action could help you reach your target even faster.

11. Personalise your thank-you email

When you create your page, you have the opportunity to personalise the thank-you message each donor automatically receives. In addition to expressing your thanks, use this opportunity to ask supporters to pass on your web address to anyone else who might be interested in sponsoring you.

If you have already created your page, you can log in to your account to personalise the thank-you message at any time.

12. Keep fundraising after your event

Some 20 per cent of all donations through Justgiving come in after people have completed their fundraising event. So don't stop fundraising once you've crossed the finish line. Update your page and email your supporters with news of your success.

Remind those who haven't yet donated to do so, and ask others to donate again in recognition of your achievement.

Fundraising events

Organising a fundraising event can raise a great deal of money, but it also requires more planning and preparation. Use of the enclosed cost and income form will help you see if the event will be able to make enough money to justify it. You should be looking to make at least a 75% profit.

Remember that whatever event you organise, people are happy to pay for something if they feel that they are getting something back in return.

When planning an event think about what resources are available to you and your friends and contacts. Try and devise events that are worked around what you like to do - your hobbies and interests. If you are a keen walker why not organise a three peaks challenge, if a squash player how about a squash marathon. **It is always much easier to raise money doing the things you and your friends like.** Talk about your fundraising ideas with your friends, you will be surprised by who can help.

If your event is going to attract the general public be sure to advertise it well. Some good locations are:

- Shops
- Libraries
- Work notice boards
- Sports & leisure clubs
- Newspapers
- Local radio

Raffles

To run a raffle you may need to obtain a licence from your local council, which might put you in touch with the gaming board. To be exempt from needing a licence, your raffle must fall into one of the following categories:

- The sale of tickets is confined to an event like a ball, fête, disco, sporting event limited to one day. Prizes must not cost more than £250 and no money prizes are given.
- The sale of tickets is confined to members of one society or organisation and any other person/s in the same location at the same time. Prizes must not cost more than £250 and no money prizes are given.

If you do require a licence then you will need to include the following information on each ticket:

- Name & address of promoter (you).
- Licence number
- Price of ticket
- Prizes
- The Brain Research Trust, Registered Charity No. 263064
- Date of the draw
- Ticket number, also on counterfoil
- That all payments, counterfoils and unsold tickets be returned by a certain date

Prizes

Try and get donations from local companies. They can be services (haircut, holiday, meal, car cleaning service) or an item (TV, camera, bike, or wine). Make sure you offer any supporting company some publicity in return for their support.

Your event - What is best for you?

The most important thing to remember is that the more ingenious you can be with your ideas the more funds will be raised.

- How about the two lawyers that stayed over night in Prison and raised £2000 each!
- Three Peaks Challenge - Climb Ben Nevis, Snowdon and Scarfell Pike in one weekend. You will need to arrange transport. You should be able to raise £150/250 per person that takes part.
- Get friends to organise a parachute jump for you.
- Organise a village mini-marathon.
- Do you know any famous people-could they lend their support for an evening?
- Ask your local theatre/football club/bingo hall etc if you can do a collection one day.
- How about cleaning cars for the weekend with friends
- Write to a local supermarket to see if you and friends could pack bags on a Saturday morning.
- Speak to your local restaurants and ask if they will support you by preparing the food at an event at cost price only. Remember that they get great publicity through local papers!
- If you do have a private event, ask a local brewery if they will sponsor or subsidise a barrel of beer. £1.50/£2 a pint should raise a lot of money.
- Organise a really exciting event like a sponsored cycle ride/walk across Britain.
- Bed pushing from pub to pub in fancy dress

People and equipment

Think about your audience and what they would be happy to get involved with. What sort of equipment will you need? It could be that the event will cost too much to set up or that local companies will rent you the equipment for free.

Scheduling for a fundraising event

Make sure that you think about where and when the event will be set up. Make sure that you have thought about the possible problems before they arrive. Remember that if you do get involved with other events that are taking place anyway; make sure that you have been given permission and that you make the most out of all possibilities.

Keep track of the money you collect

As soon as you have started raising money it will be a good idea to collect all the cheques and send them in to us. We will then register all the sums under your name and keep an accurate tally of what has been raised. Any time that you would like to have an update on what you have raised, call us and we'll let you know.

Keep it legal

Everything that you do to raise money must be within the limits of the law. The Charity will not support you if you have broken the law and we will inform the police if we think that you have been acting unlawfully.

The rules to collecting in public

Rules on collecting in public vary from council to council. To get a permit, you will need to apply to the local administration or licensing department of the district council covering the area in which the collection is to be held at least one month before the event. Familiarise yourself with the requirements of your district council. After the collection you will be asked to complete a form giving the council information including the total amount collected, who counted it and a list of all the collectors.

General advice

Make sure that you let everyone know your fundraising event is to raise money for The Brain Research Trust. Try to get coverage in your company newsletter. If your company or colleagues are supporting you, try and get coverage in the local press, radio or even TV. This will be great for your fundraising and good for your company.

Please see the section on publicity for information on contacting newspapers.

ALL publicity MUST carry the charity number and address.

Ideas from Past Participants:

Halloween Party, Casino Night, Cabaret Night, Talks to Rotary/Roundtable, Sponsorship from clients/suppliers, Brat Awards Night

Some additional great fundraising ideas are available at

- <http://www.doitforcharity.com/fundraising-advice.aspx>
- <http://www.thefundraisingdirectory.co.uk/>

Publicity

Publicity is important – it will help you to raise funds and promote the work of the charity

A newspaper will be interested in hearing about your story if it is something that is exciting and different. A newspaper job's is to let their readers know about interesting local news. So you are in a position to help them achieve this goal.

Please send us copies of any press coverage you obtain.

Sample press release

(NAME) is organising (name of event) on (date) to raise funds for the Brain Research Trust. (Details of event, whether an evening of entertainment or a school fete).

Short paragraph on motivation behind the event

(NAME) is currently hard at work organising (event) and looking forward to raising funds for this good cause.

(NAME) says "I have been training for this event for ____ months. I have a strict training schedule which includes ____ miles /hours of walking/cycling per week.

Or

(Name) says "In order to organise this event....."

I am committed to raising £xxxo support The Brain Research Trust's work. So far, my friends and family have been incredibly generous in supporting me in what is a unique challenge."

The Brain Research Trust is one of the principal providers of funds for the world-renowned research centre into neurological conditions, the Institute of Neurology, Queen Square, London.

The Trust was founded in 1971 as an independent medical charity - not part of the NHS - with the aim of supporting research at the Institute into diseases of the brain and nervous system: diseases such as Alzheimer's, Parkinson's, Huntington's, multiple sclerosis and motor neurone and disabling neurological conditions such as epilepsy, stroke, migraine and brain tumours.

The Brain Research Trust hopes to raise £35,000 from this event. If you wish to support (Name) in this tough and challenging bike ride, require details of how to support the BRT, or more information about the Trust's activities, please contact 020 7404 9982 or e-mail nick@brt.org.uk.

Please use this sample press release as an example only, entering the additional personal information where required. You may also wish to include a method of donation directly to you e.g. a number or justgiving site that you have set up.

Sample Thank You Letter

Dear

Thank you very much for your generous donation of £..... toward my Challenge on behalf of The Brain Research Trust. I intend to raise a minimum of £???? and your contribution is greatly appreciated.

I still need to raise a further £..... If you have any ideas that will help me raise this extra money please do give me a call.

On behalf of the people that The Brain Research Trust helps, let me once again thank you for your support.

Yours sincerely

Sample Sponsorship Letter

Dear

On (Date) I will be cycling/walking/running/sailing up to ??km a day for ? days in (details of event). I will be doing this to raise funds for The Brain Research Trust.

For me this cycle/walk/run will be real test of determination and stamina. But it is not only an opportunity to push myself physically; I aim to raise £???? for The Brain Research Trust. I have already donated £200 myself but I need your help to reach my target.

(Paragraph on what support you are asking for).

The Brain Research Trust funds much needed research into some of the 250 brain and neurological diseases and conditions that affect over 2 million people in the UK. The research is carried out at the world renowned neurological research centre, the Institute of Neurology, Queen Square, London. Some of the diseases and conditions that are researched there are:

Alzheimer's disease – Most common form of dementia affecting around 500,000 in the UK.

Parkinson's disease – 27 people are diagnosed with Parkinson's each day.

Multiple Sclerosis – 85,000 people in the UK have MS

Motor Neurone Disease – Every day 3 people die of MND.

Brain Tumours – About 3,500 people are diagnosed with one each year in England and Wales.

Stroke – In any one year 100,000 people will have their first stroke.

Migraine – a migraine attack can last between 4 hours and 3 days.

Serious Head Injury – The most common cause of death amongst young people.

Epilepsy – At least 300,000 people in the UK have epilepsy (40 million worldwide).

Since 1971, The Brain Research Trust has funded research totalling over £30 million, but more is needed to work towards finding better medicine treatments and cures for these diseases that affect so many of us.

If you need any further information, please do contact me directly. Your support will go towards improving the lives of people affected by these diseases and conditions throughout the UK – please help if you can.

Yours sincerely