

The ANTHONY  
NOLAN Trust  *Taking back lives from leukaemia*

Charity No. 803716



Official Charity of the Year 2006 Flora London Marathon



# Rising to your fundraising challenge for the Flora London Marathon.



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## Be organised...!

The most successful fundraisers treat their target as a project in its own right. There are many different ways to raise funds and it is often a case of choosing the ones that will work for you. Begin by making a plan of action, decide exactly what you want to achieve, and how you are going to achieve it.

Remember to approach everyone you know, not only for money but for help and ideas too. Gaining help from friends or family, and combining fundraising with your normal social events, will make it all the more enjoyable and probably more successful!

Remember the earlier you begin - the less stress you will experience before the final challenge! Ask people to give as they pledge it, as donating in this immediate way will save you an awful lot of work after the event.

Here is just one example of how you could meet your fundraising goal :

Ten letters to local businesses/three letters to close clients	£250
Sponsorship money from family & friends	£250
Themed party in local bar (ticket sales)	£250
Three collections outside your local supermarket	£300
Two car boot sales	£200
Dress down day at work	£100
Fancy dress pub collection	£150
Auction of promises	£150
Five-a-side football tournament teams	£150
Ten sponsor forms in various outlets	£200
<b>Total</b>	<b>£2,000</b>

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## If you don't ask, you won't get...!

Just about everyone will give something to charity but very few will give without being asked. The Anthony Nolan Trust is an independent charity and continually relies on financial contributions from individuals and organisations, so don't feel guilty about asking for sponsorship. The money you raise will help take back lives from leukaemia.

Point out that you are taking on a real challenge; if they're not convinced, take them along for a training session!

But the most important rule of all is once you have asked - SAY THANK YOU! If a major donation has been made, write your sponsor a letter after the event thanking them and telling them all about your experiences.

## Go contact crazy!

We will provide you with loads of sponsorship forms. Carry them with you at all times! ALWAYS REMEMBER - get a generous mate to be your first sponsor, as people tend to follow the amount put down by others.

## Organisations

Whether you work for a large or small organisation, this can often be the best place to start your fundraising. They can help you reach your fundraising target in several different ways - from making a donation in sponsorship, to supporting your events with publicity among employees, offering raffle prizes or matching the funds you raise.

You can also try asking local groups like the Chamber of Commerce, Rotary, Round Table or Lions Club to let you come and chat about your Flora London Marathon challenge to their members as a way of generating contacts. Approaching companies 'cold' can be an unpredictable and time-consuming way of raising funds - you may get little or no response. Be bold and set your sights high - they can always make you a lower offer.

## Colleagues

Make full use of all internal promotional avenues that are open to you, eg. company magazines, email, intranet or notice boards, asking for donations or publicising events you are holding. Give as much information as possible, including the Charity's role (ie. our achievements, why we need the money etc.), your email address and/or extension number. Some people have even set up website pages to publicise their fundraising challenge! You can also use these PR opportunities to promote your main sponsors.

Many people will be willing to support you as they admire what you are doing and would never do it themselves! Stand in busy areas (the canteen at lunchtime) with a collecting tin, maybe wearing your running gear so no one can walk past without noticing you!

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If people are aware of your activities before you approach them, you are more likely to gain a positive approach. And don't forget about staff at the company's other offices or sites - contacts like these can be invaluable.

It would also be a good idea to include our name and telephone number in any material so that people can clarify any questions or take part themselves!

### **Business contacts**

Depending on the type of company you work for, you will have suppliers of some sort and they should provide a good source of support. Your company could be spending substantial amounts with many suppliers and with a bit of persuasion in the right quarter you should have some success.

Your company may have many specialist suppliers whom you can target but don't forget the obvious: stationers, printers, computer and photocopier companies, caterers, company car fleet suppliers, etc.

If you are unsure how to go about making an approach, enlist the help of a colleague who may be in direct contact with them. If possible, use the personal approach.

### **Employers**

If you are in employment, your own company is usually the best place to start. Find out whether the company operates a matched giving scheme where it matches any funds raised by its employees (sometimes it is only up to a certain limit). This could double the amount you raise, so it is well worth suggesting. Ask about matching before you start your fundraising, as this will obviously affect your plans!

### **Local companies**

The Anthony Nolan Trust already approaches the UK's leading national companies for support, so it may be more effective for you to target local businesses or organisations. However, please contact us first as some local businesses may already have an ongoing relationship with the Charity or have been contacted recently for support.

You are most likely to be successful if someone in the company knows you personally, and especially if you or your company bring them a lot of business. Also, don't forget to explore the contacts of friends and relatives, eg. a company where a friend works, who can push your request forward or follow it up directly. Tell them what you are doing and ask if they can help.

Avoid attempting cold mailings to a large number of companies as the response is likely to be disappointing. Remember that companies get many requests for support and you will often receive no more than a standard rejection if they do not know you.

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### Local companies (continued)

Target your companies carefully and aim to approach a small number of companies with a tailored request. Writing standard letters will not work, so call the organisation first and find out who is the most appropriate person to deal with your appeal. Make sure you have the correct spelling of their name and their full job title for your letter. Find out a little about the kind of charitable causes they have previously supported - for example, if it is company policy not to support medical charities or if they already have a company charity for the year, your time will be better spent approaching other companies.

Be sure to point out the benefits they'll get in return, e.g for a significant donation you could offer coverage in the company's magazine or perhaps coverage in the local paper. However, be careful not to make promises that you cannot keep.

Don't expect too much income from this source and certainly do not pin all your hopes upon it. You have to be both lucky and often well connected to get a good response from companies, especially if you are not known to them.

Write your own letter explaining your reasons for taking up the challenge. You can include information about Anthony Nolan as well as any press coverage of your Flora London Marathon challenge. Then phone after a few days to check that they have received the letter and ask if they would like any more information.

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## Personal

### Family and friends

This is obviously one of the best places to start. Don't forget to think of everyone you know! Make a list and include friends, family, neighbours - anyone you have even a vague contact with. Remember to make your first sponsor a generous one and take your Anthony Nolan sponsorship forms with you everywhere you go! Keep reminding yourself that every penny counts!

The value of friends and family is far greater than the sponsorship they provide. Your aunt may not want to take part in a pub crawl, but she may want to clear out her attic to give you the opportunity to run a car boot sale. Your dad, uncle or brother could shave off his beard for sponsorship. Get as many people as you know involved, taking sponsorship forms around - but remember that they are responsible for collecting that money.

Keep track of what forms you have given out and when they are due back. You could even make it a competition with a prize (donated of course) for the most money raised!

### Community support

Take time to research what is going on in your own community as there will be many activities and opportunities that you may be able to piggy back. Meeting your fundraising target will be far easier if you have other people doing some of the hard work for you! Useful fundraising activities to look out for include the local pubs who may hold a regular quiz night or darts marathon. Or ask the landlord if you can stand on a chair in your local pub and tell everyone about your challenge before going round with a collecting tin.

### Events, events, events!

Events are a great way to have fun and raise major amounts of your target. Rather than asking people to give you something for nothing, you are offering them something in return. It also shows people how much effort you are putting in and how seriously you are taking your challenge.

The key is to be innovative and ensure that it is something that people will want to do. Ideally, set up an event around the involvement of your workplace, local rugby club or pub to ensure that you have a captive audience. Above all keep it simple and don't spend too much money. Let us know how you get on so that we can pass on your good ideas to other fundraisers.

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## I did it my way!

There are many different types of event - from car boot sales, pub crawls or quiz nights, tug-of-war, concerts, 70s disco nights, football tournaments and line-dancing, to holding a collection at your nearest garden centre. Here are some of the more unusual methods that other people with no fundraising experience have used to achieve, and in many cases exceed, their target.

### Salsa dance class

Salsa is very popular at the moment - so how about contacting a salsa dance teacher and asking them to come and teach a load of your mates for an hour or two. If they do charge it should be minimal, but explain why you are doing it and they may not as it will be an opportunity for lots of new business! Charge a fee for the party, including the dance lessons, get some copies of salsa music to play afterwards, and watch everyone dance merrily until dawn!

### Saving money

A policeman arranged with his bosses to cycle in to work each day, and transferred the money they saved on his parking space and petrol allowance to his fundraising target. He raised almost £1,000 in three months - and he got fit at the same time.

### Auction of promises

A runner invited friends, family and colleagues to support his fundraising efforts by making promises, which were then auctioned. The promises included: mowing the lawn and doing DIY jobs for a month, cooking a four-course meal for six people at home, chauffeuring two people in a Bentley for an evening out and knitting a sweater!

### Dinner party

Invite six friends to dinner, lunch or barbecue and charge them in the region of £10 per head. Ask them to hold a similar party themselves within a month, under the same terms, and get them to extend the same invitation. This is a pyramid effect that needs only work as far as you want to, but even if only some take up the suggestion, there's a few hundred pounds on their way to you!

### Win free shopping

A local supermarket agreed to let a supporter put up a display over a weekend asking shoppers to hand in their receipt with their name and address on the back, together with a donation of £1, as they left the shop. The receipts were put into a hat and the first one drawn out won the cost of their shopping. The shopping bill was paid for with supermarket vouchers from the proceeds of the donations, but the runner still raised over £600 because of the number of shoppers. NB Be sure to give vouchers as this type of event is deemed a small lottery and it is illegal to give cash prizes without a lottery licence.

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## Other fundraising ideas

### Collecting tins

You can site individual collection tins in almost anywhere with a passing audience, anywhere the owner/manager gives you permission, such as bars, offices and clubs. Don't expect more than £20 - £30 over 3 months from these unless they are particularly well sited, but it all adds up.

### Swear boxes

Place a swear box on your desk - and on the desk of everyone else in the building. Rates should be 20p to £1 according to the severity of language.

### A to Z of event ideas

Assault Course

Aerobathon

American Day

Auction

Adoption

Abseil

Athletics

Art Exhibition

Antique Fair

At Home Evening

Austerity Luncheon

Baby Sitting

Baby Show

Bazaar

Beauty Demo

Balloon Race

Ball

Beer Festival

Beer Race

Bike Ride

Blind Date

Book Sale

Barbecue

Burns Night

Badge Sales

Bridge Swing

Billiards

Ballroom Dancing

Bowling

Boating

Bridge

Bungee Jump

Birthday Party

Barn Dance

Beard Shave

Bed Push

Bingo

Bring & Buy

Car Cleaning

Carnival

Cook Book

Cabaret

Cake Stall

Car Boot Sale

Car Rally



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## A to Z of event ideas (continued)

- |                   |                     |                    |
|-------------------|---------------------|--------------------|
| Competition       | Fair                | Hat Show           |
| Concert           | Fancy Dress         | House to House     |
| Craft Fair        | Festival            | Hobbies Show       |
| Cricket Match     | Fête                | It's a Knockout    |
| Carol Singing     | Film Show           | Indie Evening      |
| Celebrity Dinner  | Film Premiere       | Italian Evening    |
| Clairvoyant       | Fireworks           | Jumble Sale        |
| Children's Party  | Flower Show         | Jazz Evening       |
| Clay Pigeon Shoot | Fun Run             | Jogging            |
| Coins in Fountain | Football Match      | Jam Making         |
| Coffee Morning    | Fashion Show        | Judo Display       |
| Dance             | Fishing Competition | Kipper Evening     |
| Darts Tournament  | Fortune Telling     | Kissing            |
| Dragon Boat Race  | Golf Day            | Lilo Races         |
| Derby Day Draw    | Games Evening       | Lottery            |
| Dog Show          | Garden Party        | Lunch              |
| Disco             | Guy Fawkes Night    | Market Stall       |
| Dog Walk          | Guess the Weight    | Musical Evening    |
| Donkey Race       | Gardening           | Medieval Banquet   |
| Demonstration     | Gladiators          | Masked Ball        |
| Easter Ball       | Gymkhana            | Nougat Eating      |
| Egg Hunt          | Gift Shop/Stall     | Novelties          |
| Exhibitions       | Greyhound Races     | Nature Walk        |
| Expeditions       | Hang Gliding        | Netball Tournament |
| Flying            | Hallowe'en Party    | Orienteering       |



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## A to Z of event ideas continued

Odd Jobs

Outdoor Pursuits

Pantomime

Party

Photo Competition

Pub Quiz

Plant Sale

Paper Plane Competition

Quiz Sheets

Rally Drive

Rollercoaster Rides

Raffles - [but please note that any money raised from the sale of official Anthony Nolan raffle tickets cannot be used towards your sponsorship total]

Races

Raves

Rocky Horror Party

Raft Race

Skiing

Superhero Party

Summer Fun Day

Strong Man Show

Scavenger Hunt

Swimming Gala

Sponsored Events

Silent Auction

Softball

Soft Toy Raffle

Toner Donor

Tartan Party

Treasure Hunt

Talent Contest

Triathlon

Tennis Tournament

Underwear Party

Ukulele Concert

Variety Concert

Vegetable Shows

Walking

Xmas Ball

Xmas Fair

Xmas Card Scheme

Xylophone Recital

Yachting

Yoga

Zoo Trip

Ziggy Stardust Party



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## Event planning

Below are some guidelines to help you make the most of your event.

1. Choose the date, time and venue for your event carefully. Make sure that the date and time will be convenient for the type of people who'll be attending - will it clash with the FA Cup Final? Should it coincide with school holidays? Will it be too late for people to get home on public transport?
2. If you are planning a big event like a dinner dance or charity golf tournament, make a plan including a list of the help and resources you will need and details of the income you expect to generate from the event. You should also make a timetable, scheduling when each task needs to be done in the run up to the event.
3. List your income, which could come from a number of sources e.g. tickets or entry fees, individual or team sponsorship, donations and collections on the day, raffles or auctions, stall hire or advertising in programmes, proceeds from the sale of food or drinks. Then allow for your costs. Try to get as many things as possible provided for free.
4. You should inform your local police and council of the date, time, route and purpose of any event that will be held in a public place. Please see page 12 for more details on the necessary licences for fundraising collections and raffles.

### And remember...

There are several other issues that you may need to think about, depending on the type of event you are holding:

- direction signs, route markers and marshals
- a safe place to keep the money you receive at the event
- parking and access (including disabled access)
- loos, kitchen and cloakroom
- shelter and wet weather contingency plans
- first aid - St John Ambulance or British Red Cross will usually be able to help (and St Andrew's in Scotland)
- publicity - posters and press releases to local papers or radio (see page 13)



Have fun!

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## Charity law

There are a number of regulations governing how people can collect or fundraise for charity. These laws are designed to protect the public from fraud and nuisance. When fundraising on behalf of The Anthony Nolan Trust, you are acting as ambassadors of the charity, so we have outlined below some points to bear in mind which will help you avoid any problems.

## Charity statement

On all the printed materials you use, including letters, tickets, posters etc, you must state 'The Anthony Nolan Trust is a registered charity number 803716'. This is a legal requirement under the Charities Act 1992 and it is a criminal offence not to include it

## Collections on private property - you must check this.

A public place is any location where the public has unrestricted access at all times. Train stations and shopping centres are private property, not public places because they are closed at night. To collect sponsorship or donations on private property, such as in a supermarket, a single pub or a train station, you only need the permission of the owner or store/station manager.

These can be a very simple and lucrative way of raising money. At a busy supermarket, collectors can raise as much as £300 in a day. Ask friends to help and wear fancy dress. You ought to have some publicity materials to show that you are raising money in sponsorship for a trip. We will be happy to provide you with a letter of authority to help with your fundraising.

## House to house collections - you must check this.

Collecting from one place to the next (this includes business premises like pubs as well as houses) needs a House to House Collection Licence. These can be obtained from your local authority. We do not encourage our supporters to do residential door to door collections, but these licences are needed for pub crawls. All collectors must be over 16 years of age, must wear official Anthony Nolan photo ID badges and use sealed collecting tins. You must keep accurate records of your collecting team and all the proceeds.

## Street collections

Our Student Liaison Officer (SLO) is responsible for organising all street collections. A street collection requires a permit from the local council which the SLO can apply for on your behalf. However, as permits are applied on an ongoing basis and with some local councils issuing only one permit a year, it is important to contact the SLO in advance via 020 7284 8284. The Student Liaison Officer's decision is final on permit applications.

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### Street collections (continued)

If you are successful in obtaining a licence, you need to be able to call on mass support to make the collection worthwhile, and to really make it worthwhile you need to stand in the street all day. Minimum age of collectors is 16. Tins and buckets must be sealed and you are not allowed to shake them. Permit applications require at least a month's notice to the council and Saturday collections are usually difficult to obtain, and can require a year's notice. Weekday permits are often easy to obtain. Accurate income records must be kept, and you must send all income to The Anthony Nolan Trust within one month.

### Alcohol - you must check this.

If you want to sell alcoholic drinks at your event and the venue is not already licensed, you will need an Occasional Permission from the local police. However, it is legal to sell tickets which can then be exchanged for drinks. If you have alcoholic prizes for a raffle, you will also need to apply for an Occasional Permission.

### Lotteries and raffles - you must check this.

Raffles can be held in your work place, club or pub without any problem. If you can get hold of a good prize, use cloakroom tickets, and sell them, you should do well.

Raffles that involve selling tickets to the general public are governed by strict legal requirements. To hold a lottery or raffle you will need a Lotteries Licence from your local council. As the Promoter of the Lottery you will be personally liable for its organisation.

The exception to this rule is for raffles held at a one-off event like a dinner or dance. This is known as a Small Lottery. Tickets for Small Lotteries can only be sold during the event and you must not have money prizes (although store vouchers are fine) or spend more than £250 on prizes (donated prizes do not count). The result of the raffle must be drawn at the event.

Please note that you cannot use any money raised by the sale of official Anthony Nolan raffle tickets to go towards your sponsorship fundraising, as this does not comply with conditions for the regulation of raffles and lotteries in this country. However, of course, we are always grateful for the additional income gained by the sale of our official Anthony Nolan raffle tickets.

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## Publicity

### Local papers

Your local paper may be keen to hear of someone from their area (i.e your home town) who is taking part. Perhaps you would like to write an article yourself? Your participation in these events is a great 'human interest' story for the paper, particularly if you have a special reason for taking part.

Local papers will often follow your progress as you go through training and fundraising with a series of articles, and then do a big final article after you have completed the event. Ask the paper to support your fundraising and make sure the article mentions how people can help you reach your target.

Contact the editorial section of the paper by phone and ask if you can send them some information. Then follow it up with a call to check they have received it and to ask if they will use it. If you are planning a particular fundraising event, ask the paper to send a photographer. We'd love to see any coverage you get in the papers, so please send us copies!

### Local radio

Local radio stations can be approached in the same way as the papers, with a call and a press release. They may just make a mention of your plans, or they may want you to do a brief interview. Ask what kind of questions they plan to ask you and prepare some answers. Good luck with the local press, and remember, we are also planning a regional and national campaign so we would really appreciate it if you would give us a call before you make contact with any regional or national press.

### Posters and flyers

Making posters and flyers can be a cheap and extremely effective way of letting people know about your events. We would be happy to provide you with some posters, please contact us, or you could try getting a local printer to do them for free by agreeing to acknowledge their help on the posters.

### Networking

Word of mouth is still one of the most effective ways of letting people know about an event. Offer to speak to local groups such as the Rotary, Lions Club, Women's Institute, Chamber of Commerce, Round Table and churches and other places of worship. Please contact us to make sure that we haven't already approached them, as from time to time we have national agreement with some of these organisations.

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## Gift Aid

We can reclaim the tax on donations through the Gift Aid scheme, receiving a further 28p for every £1 donated from the Inland Revenue, **at no extra cost to yourself or your sponsors.**

In order for us to be able to claim the tax, the following conditions must be met:

- The Gift Aid donor must be an individual. Gift Aid cannot apply to corporate donations.
- The sponsor must be a UK taxpayer. To qualify for Gift Aid, what the sponsor pays in income tax or capital gains tax must at least be equal to the amount we will claim in the tax year
- The sponsor must complete their full name and home address on your Anthony Nolan sponsorship form
- The sponsor must sign/tick and date the Gift Aid column on your sponsorship form

It's as easy as that! Please encourage all your sponsors to Gift Aid their donation and to complete their details correctly. We will only use their details to process our Gift Aid claims.

**Please note that Gift-Aided donations are not included in your minimum sponsorship requirements for events and cannot be seen as additional income.**

## Paying in your money

All cheques should be made payable to: **The Anthony Nolan Trust**

You should forward the cheques to us as soon as you receive them. We can also take postal orders, MasterCard, Visa, AmEx, Switch, Delta, Solo and CAF vouchers. Our offices can accept cash.

If there are a number of cheques, or a cheque for a large amount, you may want to send them by registered post. It is not safe to send cash, even notes, in the normal post. If sponsors give you cash or make cheques payable to you, pay the money into your own account and send us a cheque for the equivalent amount.

**Please do not open a bank account using The Anthony Nolan Trust's name in order to pay in cheques made payable to us, even when you intend to send us one big cheque for the total at the end of your fundraising. It is illegal.** Cheques made payable to The Anthony Nolan Trust should be sent to us by post immediately.

Please send monies as you raise them - don't wait until you've got a large amount to send to us - your sponsorship could be saving lives NOW. We can record and track all the money that you raise for us, so we can identify and acknowledge the total amount you have raised after everything has been paid in.

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And finally...

Please remember that we are always here to answer your questions.  
So do contact us.

Get in touch for fundraising advice or any other questions you may have that  
you cannot find elsewhere on our website.

**[www.realrunner.com/runforanthynolan](http://www.realrunner.com/runforanthynolan)**

or phone

**020 7284 8284**

or email us at

**[floralondonmarathon@anthynolan.org.uk](mailto:floralondonmarathon@anthynolan.org.uk)**

**THANK YOU FOR YOUR SUPPORT.**

**Good luck**