

**MUSCULAR
DYSTROPHY
UK** | OUR MUSCLES
MATTER

**Ready, steady,
fundraise**



Thank you for picking up this guide and choosing to support us. We couldn't do it without you, and that's a fact!

We're here with you every step of the way and although this guide may be full of tips and information, please do get in touch with us if you have any further questions.

events@muscular dystrophyuk.org
0300 012 0172 (Mon-Fri, 9am-5pm)

Josie Chubb was just 18 months old when she was diagnosed with Ullrich congenital muscular dystrophy. Her mum, Charlotte, received support and advice from our helpline team who also connected her with other families.

"It felt like MDUK really opened up the doors of support for us. They provided information on both housing adaptations and financial support, help in talking to Josie's school about her needs and they also introduced us to other parents of children with Josie's condition which was so important for us.

"If MDUK hadn't been there when we needed them, I think we'd still be in a world of disarray because we would have had no central core point of contact to go to."

The family have taken on numerous fundraising challenges including the UK Three Peaks Challenge, Oxford Town & Gown, the London Marathon, and Pedal Paddle Peak, raising over £30,000 for the charity.

How to fundraise

Get fundraising online

Fundraising online is super easy. It's secure and the quickest way to get your donations straight to us. We recommend using **JustGiving** as a platform to set up your page.

JustGiving[®]

Top tip: Writing a story and adding an image on your JustGiving page helps your supporters understand why you're fundraising. You could raise 65% more by doing this.



In memory fundraising

Celebrate the life of a loved one by hosting a fundraising activity in their memory and their legacy can live on through the work that we do. **Much Loved** is a specialist online platform that enables you to set up a personal tribute to your loved one while providing a simple and secure way of gathering donations.

much  **loved**

Cash donations

You may collect some cash donations for your fundraising, these will need to be stored securely and counted by two people. You can use your sponsorship form to record and collect Gift Aid or any such donations. See page 8 for more information on Gift Aid.



Sending in your donations

Get your hard-earned offline fundraising to us safely via:

BANK TRANSFER

Muscular Dystrophy UK, HSBC

Account number: **42287129**

Sort code: **40-06-21**

Please add your full name as the reference.

ONLINE

<https://donate.muscular dystrophyuk.org>

(please reference the event you're fundraising for in the comments section).

PHONE

Call our team on **0300 012 0172**

CHEQUE

Send a cheque made out to 'Muscular Dystrophy UK' to the address: 32 Ufford St, London SE1 8QD along with your filled out sponsor form.

Ideas



Go Bright/dress down day

Dress-up party, school mufti day or office style contest? Wear your boldest, brightest look and collect donations as you do so. Check out our website for more details.



Bake a Difference

Hold a coffee and cake event and 'bake' a difference! Star baker or shop-bought faker; it doesn't matter.



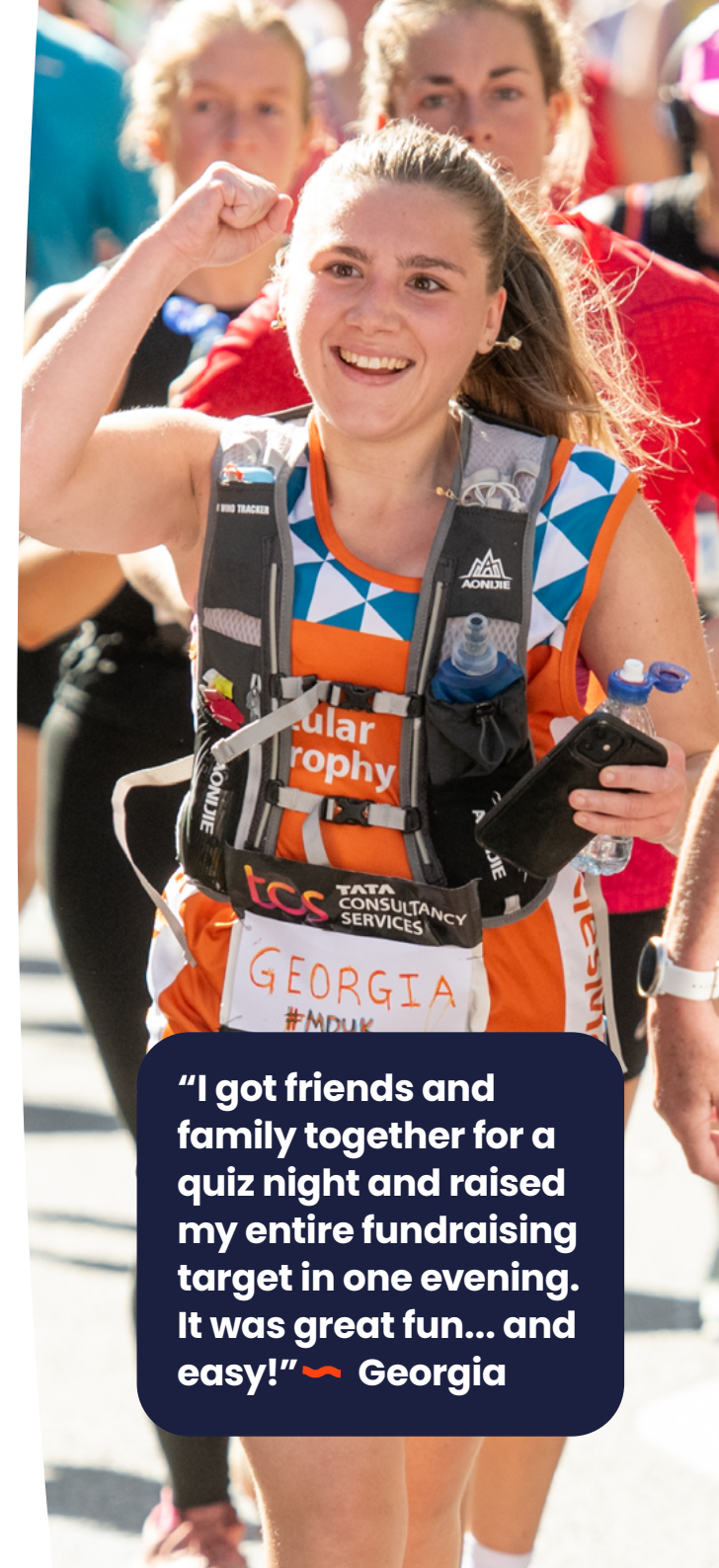
Host a fundraising event

From quizzes and race nights to open gardens, gigs and sports tournaments. What do you and your mates like to do for fun? Charge for entry and throw in a raffle and some games to help make your event raise the most it can.



Golf

Tee off a great fundraiser by hosting an event at your club, charging for mulligans. Having hole in one or closest to the pin competitions will help make the most of your day. Alternatively, take on a Marathon Day of Golf sponsored fundraiser and challenge your friends/colleagues to two or four rounds in a day!



"I got friends and family together for a quiz night and raised my entire fundraising target in one evening. It was great fun... and easy!" ~ Georgia

Ideas



Celebrate and donate

Birthdays, Christmas, Ramadan, a special anniversary, or any other special occasion you like to commemorate. Organising a fundraiser can make your day even more special.



Create a fundraising group

Fundraising as a group can be double the fun. Get a group of your friends, family, or colleagues together to fundraise for us.



Take on a personal challenge

Get sponsored to stretch your limits mentally or physically. Running, gaming, sponsored silence, knitting, the options are endless. Take your passions to the next level, or you could even shave off all your hair.



Workplace fundraising

Bring about some team bonding by fundraising together for a great cause. Get involved with one of our campaigns or get creative.



MUSCULAR DYSTROPHY UK

OUR MUSCLES MATTER


Orange odds!

Boost your fundraising with this fun sweepstake

How to play:

Pick one of the below as the secret object to win a prize!

1. Choose a square and pay your stake.
2. Make sure you mark your name clearly underneath your chosen object.
3. Once all the squares have been claimed and the money is in, the organiser will reveal the winner – may the odds be ever in your favour!

				1	2	3	4	5
				6	7	8	9	10
				11	12	13	14	15
				16	17	18	19	20
				21	22	23	24	25

events@muscular dystrophyuk.org

Registered Charity No. 205395 and Registered Scottish Charity No. SC039445



Registered with FUNDRAISING REGULATOR





Collections



There are lots of places where you can hold a collection: train stations, supermarkets, sports stadiums, or on your local high street. Wherever you choose to collect, you will need to ask for permission first. Get in touch with your local fundraising manager at events@musculardystrophyuk.org for help with this.

What makes a great collection?

- ★ **High foot traffic**
- ★ **Special days**
- ★ **Contactless donations**
- ★ **Stand out from the crowd**
- ★ **Smile!**

Some rules to follow

- All collectors should wear a MDUK ID badge.
- Keep your buckets sealed and numbered.
- Don't block the public footpath or cause any congestion where you are collecting.
- No one under the age of 16 should be solely holding a bucket or responsible for counting the money raised.



Boost your fundraising



Gift Aid *giftaid it*

The government allow charities to claim an extra 25p for every £1 donated by UK taxpayers. Get all your donors to fill in the Gift Aid declaration on JustGiving or your sponsorship form. Head to our website for more information on how to claim Gift Aid.

Matched funding

Could your employer double your money? Some workplaces offer charitable matched funding. Check with your manager or HR department and double the impact of your fundraising.

Contactless donations

Card payments are now everywhere, and with some people not carrying cash we don't want you to miss out on their donations. We can provide you with unique QR codes or contactless card machines.

Saying thank you

Making your donors feel appreciated goes a long way and a public thank you on social media can spark donations from others. However way you thank them, let them know the impact of their donation because we couldn't do our work without them.

Be financially savvy

Keep detailed records to make sure you raise more money than you spend. Your local MDUK fundraising manager can send you an event plan to help with this.

Any questions?

Get in touch with our friendly fundraising team on

events@muscular dystrophyuk.org



Spread the word



Social media

Your channels are a quick and easy way to tell people about your fundraising. Share your fundraising page, along with training updates and photos from your event to bring your friends and family on the journey with you. Tag us in your posts so we can see what you're up to:

 @MDUK_News

  @musculardystrophyuk

 @Muscular Dystrophy UK

#MusclesMatter

Offline

Don't forget the classic offline methods such as paper invites posted through a letter box, or flyers and posters in your local area. Paper copies can help reach people who you don't connect with online.

Personal message

Send your friends and family a direct link to your fundraiser or an invite to your event over WhatsApp, email, or text to make people feel personally invited.

Top tips:

Create a broadcast list or group in WhatsApp to easily keep people updated on your fundraising activities.



Add your fundraising page link to your email signature.

Press

Raise the profile of your event and cause by sending out a press release. Everyone loves to hear about feel-good news in their area, so share your story with local news outlets before and after your event. Your local fundraising manager can support you with a press release template.

Top tip:

Try to get the contact details of the person who deals with stories like yours at your local paper.



The legal bit



There are a lot of things to consider when you are fundraising. Here are a few tips and rules to make sure your fundraising goes smoothly.

Health and safety

It's all about common sense, so make sure you read instructions and follow advice carefully. If you're organising your own event, you will be in charge of the health and safety of everyone there. Please write a risk assessment to flag any areas of concern. If you're taking on a physical challenge, make sure you are fit enough to do so.

Data protection

Make sure any record (electronic or paper) about those involved in your fundraising event complies with the Data Protection Act. Don't share information or data about anyone without their permission. More information can be found online at the Information Commissioner's Office.

Food hygiene

If your event involves food or drink, please visit the Food Standards Agency for advice and details.

Insurance and licensing

You may need to apply for a licence from your local authority if you are collecting money in a public place, selling alcohol, or holding a raffle. Check what insurance you might also need.

Logos

By law, our charity registration number must appear on all posters, advertisements, and other fundraising materials. If you're creating your own, please display this as: Registered charity England and Wales 205395. Scotland SC039445.

Please contact us for permission, for you or a third party, to use the our name or In Aid of logo.

Fundraising commitment T&C's

By signing up to one of our events or organising your own, you are agreeing to make a fundraising commitment to Muscular Dystrophy UK. You must only use lawful means to fundraise and ensure that all monies raised are paid in promptly.

Need some help with any of this?



Get in touch with our friendly fundraising team on

events@muscular dystrophyuk.org



Get kitted out



We have loads of fab fundraising materials available to help you stand out and raise awareness. Check out our cool kit below and get in touch with our team for all your fundraising material needs.

- ★ Cotton t-shirts
- ★ Running vests
- ★ Cycle jerseys
- ★ Collection tins
- ★ Contactless machines
- ★ A2 banners
- ★ Clapper fans
- ★ Balloons
- ★ Collection bucket
- ★ Donation envelopes

You're amazing!

We'd like to say another huge thank you for your incredible fundraising. A considerable part of our income comes from volunteer fundraising so we really couldn't do what we do without you!

We believe in the power of community. That the whole is greater than the sum of its parts. Together we can make a greater impact for our community of people living with a muscle wasting or weakening condition and all those around them.

Get in touch

events@muscular dystrophyuk.org

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Muscular Dystrophy UK, 32 Ufford Street, London, SE1 8QD

www.muscular dystrophyuk.org

Registered charity in England and Wales (205395) and Scotland (SC039445)



Our social channels

 @muscular dystrophyuk

 @muscular dystrophyuk

 @MDUK_News

 @Muscular Dystrophy UK

