

Your Fundraising Guide

Thank You

Thank you for choosing to support Mental Health Research UK (MHRUK). MHRUK are the first UK charity dedicated to funding research into the causes of and cures for mental illness, without you we would not be able to support the necessary research.

We are here to help you, please get in touch with any questions to assist you in your fundraising.

Before you read on have a look at our six top tips when it comes to fundraising.

1. If you don't already have one, set a target. It is much easier to plan your fundraising when you know what you want to raise , plus much more motivating too.
2. Fundraise by doing something you enjoy or is fun to organise. Start with listing your hobbies and interests and think about how you can make money from them.
3. Hold events or activities you are confident people will get involved in. Don't forget to speak to family, friends and colleagues as they are usually more than happy to help.
4. Aim to do something that doesn't cost you anything or aim to get the costs covered. Your workplace or local business will often help, especially if you can give them some promotion.
5. Remember online fundraising pages are a great way to collect money and easy for us to claim Gift Aid. Simply visit www.justgiving.co.uk.
6. It's always worth asking your employer if they will match your fundraising total or sponsor you.

How to make the most out of your Fundraising

You might have put a lot of effort into organising an event, but do enough people know about it and when it's happening ?

The first fundraising lesson is probably **enjoy** and **inform**. Another is, **repeat**.

Here's a checklist of who and where you can promote your activities :

- Friends, family and their networks
- Work colleagues
- Social and sports clubs
- Local businesses
- Community centres
- Pubs and coffee shops

Spread the word

Make sure the email is checked by somebody else before being sent.

Try to avoid overkill, so put as part of the heading 'email 2 out of 4' '3 out of 4' etc so they know it won't be taking up their time for ever.

As for training, make sure you are able to complete the event or challenge. It would be disappointing to you and your supporters if you could not complete what you set out to do. There will be pain but it is worthwhile.

We can provide you with :

- Donation forms
- Sponsorship forms
- T-shirts

You can always make your own posters. Just let us know if you need our logo.

Use social media

Get on Facebook and Twitter to get your event noticed. Also think about sending out an email to all of your contacts.



Cycling from London to Paris, raising funds for MHRUK

Top Tip : Think about your audience for your activity and where they go and what they do. Remember not to waste too much time promoting your event at places where your audience won't visit.

How to write your fundraising story

The 'story' needs to be designed carefully each time. For each email, before starting the email itself decide on the headings such as:

The following are an adaptation of tips from Just Giving

Why have you decided to fundraise?

What motivated you to start fundraising? Have you set yourself a personal challenge, like running a marathon? Did a particular person inspire you? Maybe you have a connection to a certain charity and want to do something to pay them back for their support. Sharing your reasons might feel a little bit intimidating but the more you are able to tell people about why you're fundraising, the more chance you have of inspiring their empathy – and their generosity!

Why did you choose your charity?

What does MHRUK mean to you? What kind of work do they do, and why is it so important? Do you just wish an organisation like theirs had existed at some previous point in your life? Remember to include a link to their website so that your supporters can find out more about them too.

What are you doing to raise money?

This is the part where you get to show off your brilliant, selfless, physically demanding, or just plain crazy idea. Whether you're taking part in your first Ironman triathlon, hosting a cake sale or foregoing birthday presents in favour of donations, don't be afraid to shout about it. Tell everyone how much effort you're putting in, or exactly what you're sacrificing for your chosen cause.

How will the money you raise help the charity?

Encourage people to donate by telling them exactly how their money will help. You could get in touch with MHRUK directly and ask for a breakdown of what specific sums of money could mean to them. This is a great way of showing people what kind of impact their donation will have.

Here's an example:

- **£12,500** for a doctor to become a research scientist through an MD(Res)
- **£90,000** to train a postgraduate scientist through a PhD scholarship.

When people can see what they're 'buying' with their donation, they may feel more inclined to show their support or even increase the size of their donation.

What does people's support mean to you?

Use your fundraising page as an opportunity to thank your donors for getting involved. Let them know how encouraging their support is and how much it means to you that they are getting involved.

Need some more ideas?

These questions are just to get you thinking about how you might want to tell your story, but there are loads of ways to get your message across so be creative. Looking for some inspiration? Take a look at the original and unusual ways some of our fundraisers are already telling their stories...

It's all about the money, money, money

The easiest way to collect sponsorship is online through JustGiving.co.uk. But, of course, during your fundraising you're likely to receive cheques and cash.

Here's how best to get them to us:

Cheques: Ask people to make cheques payable to Mental Health Research UK or MHRUK, rather than you. Also, please try to send in cheques to us as soon as you get them. This is so we can start to put them to work.

Cash: It's not safe to send cash, particularly coins, in the post. If people give you cash, put it in your bank account and send us a cheque.

BACS: If you want to make a BACS payment, please contact us so we know it is coming and can put it towards your total.

Our bank details are as follows:

We love Gift Aid

Did you know that for every supporter who donates £1 to us, either by sponsoring you for an event or sending us a cheque, we can claim an extra 25p from H M Revenue and Customs, helping your donation and support go further?

All you have to do is remind your friends, family and colleagues to follow the simple instructions on your JustGiving fundraising page, or tick the Gift Aid box on your sponsorship form* and provide their full name and home address. And when you send in your sponsorship money, don't forget to include your completed sponsorship form, or we won't be able to claim the Gift Aid.

Just remember, if you are doing an event for us, like the London Marathon or an overseas trek where a fundraising target has been set, the Gift Aid income isn't included in your total, it's a bonus!

Please be aware, we cannot claim Gift Aid on ticket sales, raffles or anything you sell, only for sponsorship and donations.

* By signing this form you are confirming that you are a UK taxpayer. You must have paid an amount of income or capital gains tax (VAT and council tax do not qualify) at least equal to the tax that all charities and Community Amateur Sports Clubs (CASCs) that you donate to will reclaim on your donations in the appropriate tax year. You understand the charity will reclaim 25p of tax for every £1 that you give on or after 6 April 2009 .

Top Tip : ask people to give you their donation as soon as they sign your sponsorship form. It saves chasing them later.

Plan your activity

The key to becoming a successful fundraiser is being organised and beginning as early as possible.

Start to write down events and activities you would like to do, when and where you'd like to hold them and how much you'd expect to raise from them.

If you have a big target, break it down into smaller activities, you'll be able to make sure your fundraising never overwhelms you. Also, creating individual fundraising targets for your activities will make your overall total a lot more manageable.

Keep it safe, keep it legal

Always remember you need to make sure your activity is safe and legal. Here are some key areas to check you have covered:

- Have you done a risk assessment and checked all your health and safety needs?
- Do you need any permissions or licenses? (MHRUK has a small lottery licence)
- Have you got enough volunteers or helpers for your event?
- Does everyone on the day know where to come and what to do?
- Do you have a safe and suitable environment for your activity?

visit: how2fundraise.org for more advice

Big is best

With fundraising, sometimes it can pay dividends to think big and put a lot of effort into one amazing event that will raise a large chunk of your fundraising target.

Host a ball

Hosting a ball requires a lot of hard work and know-how but the rewards can be huge. You could also hold an auction or raffle on the evening and maximise your profit.

Organise an arts and crafts fair

Find out about regular fairs in your community and ask the organisers for help with yours or hire a table.

Hold a fancy dress party

Give the party a theme relating to your challenge, time of year, favourite decade or current trend.

Host an auction of services

Ask friends to donate their services or skills and sell off to the highest bidder.

Plan a golf competition for your club



Fundraising within your community

If you're linked to a school, college, pub, leisure or community group here are a few ideas for you.

End of term dress down day

Keep it simple at school. Theme up the last day of term and hold a dress-down day.

Host a community quiz night

Whether it's at school, in the local pub or village hall, get your community involved.

Hold a fashion show

Get local fashion shops involved and host a fashion show with stalls and raffles.

Do something hairy

Get a group together to do something hairy for you. Shave your heads, wear wigs for the day, grow beards, wax chests there is lots you can do.

Get collecting

Ask your local pub to have a collection tin for you for a month, along with an image and description of what you are doing . Get permission from your local supermarket to do a collection, dress up and get creative to draw more attention.

Fun at Home

Even from the comfort of your own home, there are loads of ways you can raise a few bob. Take these fantastic five for starters.

Organise a series of dinner parties

Host a dinner party and ask people to donate to attend. Ask friends to do the same and score each other's parties.

Invite people over for a summer barbecue

Tell local supermarkets and shops such as butchers what you're doing and ask if they can donate any spare food.

Host a pamper party for friends

Ask people to donate to attend a night of preening . Get everyone to bring one beauty product along to save cash.

Give up a treat for a month

You could stop going to the pub for a month and save what you would spend. Or think about how much you spend on your daily paper, weekly magazines or snacks. It would soon add up.

Get your work involved

Your work can be the perfect place to get people to support your fundraising. Be creative and make sure everyone knows why you're organising an event.

Play the predictor game for a sporting event

When will the first goal in the FA Cup final be scored? How many aces will be served at Wimbledon?

Ask if you can host a bad taste day

Dig out your dad's kipper ties and flares. Try to choose a day when most people are in the office for this one. They can pay to participate or get fined if they don't take part.

Satisfy sugar cravings with a cake sale

Encourage teams in your office to take part and hold sales on different weeks. Turn it into a fun competition.



Glorious cakes! raising funds for MHRUK

Organise a photo caption competition

Ask people to bring in a funny photo or baby picture. Photocopy the photos and create a sheet where people can add their captions or guess who's who for a donation.

Host a quiz night at your work's local pub

Ask the pub if they'll give you a room or an area for free. You may have to guarantee a number of people will come.

Celebrate annual events

Tying in a fundraising event with an annual occasion is a great way to bring in the money.

Our Annual Awareness day is Blooming Monday

This is the third Monday in January. The day is meant to be a bit of fun – when people go to work wearing brightly coloured clothes to ward off the ‘winter blues’ – with a serious purpose, to raise the profile of the burden of mental illness and the lack of research funding, and also to raise some funds for Mental Health Research UK.



OR

Try one of these for size.

Host an Easter egg hunt

Fun for all ages you could get your eggs donated and team up with an Easter bonnet competition and raffle.

Open the fizz and have a Eurovision Party

Try holding a sweepstake on who will win, and hold a karaoke party afterwards.

Organise a Bonfire Night barbecue or get spooky with Halloween

Always a scream and full of fundraising potential. Hold a fancy dress party with games and competitions to raise some extra cash.

Bring out the festive carols at Christmas.

Organise some friends to do some festive singing at your local supermarket or train station and go armed with a collection bucket. You'll be surprised how generous people can be. Just remember to ask permission first.

Please Sponsor Me

Your Name _____

Event _____

Please make cheques payable to MHRUK

To all UK taxpaying sponsors
 Increase your donation at no extra cost to you! Your donation could be worth an extra 25p for every £1 just by ticking the Gift Aid box below

If I have ticked the box headed 'Gift Aid? v', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Full Name (First Name and Surname)	Home Address (Not your work address. Home address essential for Gift Aid)	Post Code	Amount	Date Paid	Gift Aid
Total raised this page					