



**Hopefully you have now decided to raise funds for Core and we are delighted that you will be supporting us! At Core we know how hard it can be to train for the challenge, lead a busy life and reach your fundraising target. We hope that the ideas in this pack will help and inspire you to get those £££s rolling in.**

As you will see from this guide, there are so many different ways of raising money, from asking directly for sponsorship to organising your own fundraising events. The trick is to choose a method most suited to you and your lifestyle and your fundraising target and remember to enjoy it, you will be more successful if you do!

Fundraising is fun, but sometimes some people can find it hard work reaching their fundraising target. If you are finding it difficult and would like to chat through an idea that you have had or would like us to provide you with some good ideas or you simply need some motivation, please do get in touch!



## WHY SUPPORT CORE



You or your family may have had personal experience of a digestive disease and/or Core but whether you've had first-hand experience of Core's services or not, potential sponsors may well ask you to tell them about the charity before they decide to donate their money. Enclosed with your pack is a copy of our biennial report giving more detailed information about the charity and the research we have funded and we will also be sending more information in our newsletters over the coming months. But to start you off here are a few general facts about digestive health in the UK to remind you what it is all for:

- Last year 8.5 million bed days were lost to digestive conditions and illnesses, yet a shocking 63% of women surveyed said they would not seek help from a GP when suffering from a gut related problem.
- The research highlights that despite increasing awareness, gut-related problems are still a taboo subject and many people fail to seek appropriate help and information.
- Embarrassment appears to be the main cause with 48% of women (compared to 32% of men) embarrassed to talk about their symptoms.
- Over 3.7 million operations were carried out on sections of the digestive system in the UK in 2005/06.
- One third of the population regularly suffers from digestive illnesses such as irritable bowel syndrome, constipation, diarrhoea, stomach-aches, nausea and sickness.
- 42% of people suffering from digestive problems turn to sources other than their GP for help.
- 1.7 million people present chronic (longstanding) digestive sickness in Great Britain.
- GPs prescribed over £562 million worth of drugs for the gastrointestinal system last year in England.
- Over 14% of deaths in the UK are linked to the digestive tract. In 2005, there were over 75,000 digestive-related deaths in England and Wales.



## FUNDRAISING TIPS

By signing up for a charity challenge you are on the road to a remarkable experience, but one which will require a great deal of hard work and dedication on your part. It can sometimes seem daunting, but with careful planning and organisation it can be done. Here are a few hints and ideas that could increase the amount you raise and also make your fundraising lots of fun for everyone involved.

### INTRODUCTION

#### Golden rules:

- Do not let the total put you off; break it down into manageable chunks.
- Make it easy for people to sponsor you, remove all the barriers
- Enclose a SAE when writing to potential donors
- If you don't ask for sponsorship no one will give it to you
- Offer to take the cash or cheque there and then
- Always make yourself available and always return calls from people whom you contacted.

Whatever your method and it is likely it will be a mixture of the approaches outlined below the most important rule is to always follow up.

- Call
- Call again
- Stop by and see your potential donors personally
- Ask if they need any further information
- Always thank sponsors with a postcard, slide show or photograph
- Let all your sponsors know how the event went and how much it raised.

#### Timing

Allow yourself enough time to raise sponsorship, make a plan so then you don't leave it all until the last minute and you will risk missing your deadline. So pace yourself and give yourself time for sponsorship it is less stressful!

#### Friends and family

Always get your friends and family to write their sponsorship amount on the sponsorship form first – they tend to be the most generous and they set the standard for everyone who sees the form after them. Ask family and friends to collect sponsorship on your behalf. Give them a copy of the sponsorship form and these fundraising tips. Ask each family member to sacrifice 3 luxury items from their weekly household shop and instead donate the money they save. You could also ask your family and friends to empty their pockets of loose change every evening for a week and donate the contents to your fundraising target.

## **Approaching your employer**

If you decide to approach your employer you should make sure you present your case in an organised and professional manner detailing:

- The challenge
- Information on the charity or the cause you are supporting and why
- Your publicity/fundraising plan
- List the benefits there are to the company in question
- Ask to be included on the company's website and newsletter

## **Getting publicity**

Try contacting the local press to get publicity. Write a great press release. Get right to the point in the first sentence. The first paragraph should tell them all the W's: what, why, where, who and when. Also try contacting local businesses - incorporate their company name and logo in any t-shirts, raffle tickets, press releases and flyers that you might send out. The more organised the plan the more likely they are to want to support you.

## **Service/Rotary Clubs**

Service clubs such as the Lion's Club, Round Table or Women's Institute or Rotary clubs are often good places to ask for sponsorship as they already do a lot of fundraising for charities. They will most likely invite you to talk about your challenge and what the charity does for about 15-20 minutes. It will be a good idea to use visual aids where appropriate to illustrate the cause they are supporting.

## **The Internet**

Set up a fundraising page at [www.justgiving.com](http://www.justgiving.com) so that sponsors can use a credit or debit card to make a donation and we will be able to reclaim flat rate tax under the '**Gift Aid**' scheme from the Inland Revenue. It is very easy to set up just follow the step by step instructions.

## **Face to face**

Ask for a specific amount rather than letting the donor decide- remember that it is easier to trade down than up; "will you sponsor me £100 for the ..... challenge" "no, sorry I can not afford that", "how about £50" "lovely, thank you"

*rather than*

"will you sponsor me £50?" "OK", "what about £100" "no!" Ask your employer if they 'match-fund, for example, if you are able to raise £1,000 your employer may match this and sponsor you for £1,000. Some employers will turn you down flat but you will be surprised how many companies will support you in this way.

## **By letter**

Companies get lots of requests; make yours unique. Be short and concise - be clear about the challenge that you have set yourself, who the beneficiaries are and any potential benefits to the person you are writing to, keep it short and simple (KISS). Tailor your approach to your donor. Try and address each letter individually either to the Managing Director or the Community Affairs Director if the company has one. Do not expect a high rate of return from such a blanket mailing unless you have personal contact or they are based locally. However it is always worth asking and by following some of the advice here you

might well improve your chances of success. If you are writing to friends or colleagues then you might like to think along the following lines;

”I'll forgive that loan if you sponsor me for my charity challenge...” ”Will you please sponsor me...”

”Remember the time that I ... will you return the favour and sponsor my charity challenge?”

### **Suggested letter layout**

- Your personal goal
- Why you are supporting the particular challenge
- If you have a personal connection discuss how the condition or issue has affected your life and the lives of those around you.
- What the money raised will go towards
- Include website address or a copy of the challenge brochure
- How and where they can send their donations- or when you will call them

Mail it to friends, family, companies, work contacts, local businesses and schools. As you get closer to your deadline email or write to all the people you contacted originally and let them know if you are short of your fundraising target and that you still need 'x' amount. Ask if they will sponsor you in order to take you to the target.

If you are able to change your email auto-signature at work and/or home, add a line about your challenge to raise awareness of what you are doing. If you have set up a web page for the challenge then create a link in the signature.



### **Remember to thank thank thank**

Keep a detailed record of everybody that has supported you so that they can all be thanked when you return. Always thank them with a postcard, slide show or photograph to show them that they are valued. Let them know how the challenge went and how much it raised in total.



## **A SAMPLE FUNDRAISING PLAN** (Amount to be raised £3000)

### **Week 1-2**

Sponsor yourself £50 (£2950)

Send out at least 25 letters to friends and family asking for £25 = £625 (£2325)

### **Week 2-3**

Follow up on sponsorship letters

Ask four family members to sponsor you £25 = £100 (£2225)

Ask four neighbours to sponsor you £25 = £100 (£2125)

Ask eight work colleagues to sponsor you £25 = £200 (£1925)

Check with your company's human resource department to see if they would be prepared to 'match-fund'.

### **Week 3**

Plan a fundraising party with at least 40 people at local pub, host a quiz night with a raffle, and charge £10 per head £400 (£1525)

Get three of your company's suppliers to sponsor you £50 = £150 (£1375)

### **Week 4**

Organise a barbeque/ cheese and wine evening and charge £25 per head for 30 people taking out £5 per head costs = £600 (£775)

### **Week 5**

Organise another pub quiz based on the destination you are travelling to and charge £10 per person for 40 people = £400 (£375)

### **Week 6**

Car boot sale = £100 (£275)

### **Week 7**

Sponsored silence = £50 (£225)

### **Week 8**

Final follow up on letters written earlier and sponsorship from work place £200 (£25)  
Finish fundraising efforts by putting in final £25 yourself (£0000)

*NB: Adapted from [www.just-walk.co.uk](http://www.just-walk.co.uk)*



	<p><b>Car washing</b></p> <p><b>Charity dinner</b></p> <p><b>Coffee mornings</b></p>	<p>Bigger public displays may require a licence.</p> <p>Wash cars at shopping centres or office car parks.</p> <p>Charge for tickets, but boost your earnings with raffles and games.</p> <p>Choose your venue, invite your guests, put the kettle on. Make extra with raffles, bring and buy sales and cake stalls.</p>
<b>D</b>	<p><b>Disco</b></p> <p><b>Dog walks</b></p> <p><b>Drawing competition</b></p>	<p>Always good fun!</p> <p>Get sponsored to walk people's dogs. Why not put a leaflet through everybody's door in your neighbourhood.</p> <p>Get local businesses to donate prizes.</p>
<b>E</b>	<p><b>Egg and spoon race</b></p> <p><b>Easter egg hunt</b></p> <p><b>Eating marathon</b></p>	<p>Edible hide and seek. Charge entry fee and ask confectioners.</p> <p>Get sponsored to stuff your face with as many baked beans/grapes/pies etc as possible.</p>
<b>F</b>	<p><b>Face painting</b></p> <p><b>Fancy dress</b></p> <p><b>Fast</b></p> <p><b>Fetes</b></p> <p><b>Football tournaments</b></p>	<p>Get creative with face paints at fetes, fairs and children's parties.</p> <p>Jazz up your event with a fancy dress contest. Charge entrance fee.</p> <p>Get sponsored to fast for an hour, a morning or a day. Consult your doctor first.</p> <p>Reach the whole community by holding a fete, or team up with organizers of an annual event.</p> <p>Schedule fixtures and charge teams to enter. Ask local businesses for prizes.</p>
<b>G</b>	<p><b>Game show</b></p> <p><b>Garage sale</b></p> <p><b>Garden party</b></p>	<p>Host mock version of Who Wants To Be A Millionaire or The Weakest Link. Otherwise adapt board games for big audiences, and get prizes donated.</p> <p>Sell off all your unwanted belongings.</p> <p>Sell tickets or invite guests to make a donation.</p>

	<b>Guess the what competition</b>	Competitors how many sweets in the jar, a cake's weight, guess the baby photo etc. The closest answer wins.
<b>H</b>	<b>Halloween party</b>  <b>Head shave</b>  <b>Hair braiding</b>	Another excuse to dress up and party. Charge entrance fees and raise money trick or treating.  Sick of bad hair days? Go bald for charity!  Always popular.
<b>I</b>	<b>Ice cream eating</b>  <b>Ironing</b>	Get sponsored to eat as many different flavours in as short a time as possible.  Offer your ironing services- at a cost
<b>J</b>	<b>Jewellery making</b>  <b>Jumble sales</b>  <b>Junk mail</b>  <b>Juggling marathon</b>	Buy your own beads and get threading. Sell your products at markets and craft fairs.  Have a stall at a local community centre, church hall etc  Collect all your junk mail and sell it to a recycling company
<b>K</b>	<b>Karaoke</b>  <b>Knitting or crochet</b>	Arrange your own Pop Idol contest. All you need is a machine, a room and a well-stocked up bar.  Sell the things you make at craft fairs and markets
<b>L</b>	<b>Limbo dancing</b>  <b>Line dancing</b>  <b>Loud tie day at work</b>	Have great fun doing it!  It's all the rage. Just make sure you have a caller and plenty of drink!  Get sponsored to wear the loudest tie for a day at work.
<b>M</b>	<b>Marathons</b>  <b>Murder mystery evening</b>	Get sponsored to run a traditional 26-mile race.
<b>N</b>	<b>Nature trail</b>  <b>New year resolutions</b>	Offer guided walks to natural beauty spots.  Get sponsored to stick to your new year's resolutions.
<b>O</b>	<b>Odd clothes day</b>  <b>Odd jobs</b>  <b>Opera night</b>	Get sponsored to wear odd clothes for the day or get people to do it with you  Get paid to do odd jobs for people  Stage an opera evening in your area, or

		arrange a trip to see a big London production.
<b>P</b>	<b>Paintballing</b>  <b>Pancake race</b>  <b>Parachute jump</b>  <b>Parties</b>  <b>Plant sale</b>	Organizing paintballing challenges at locally run centres. Players pay to enter.  Get flipping on Shrove Tuesday. Charge teams to enter, and spectators to eat.  See our adrenaline challenges in our events section of our website for more info!  Pick a venue, a date, a theme...and party on. Sell tickets and charge for extras like food.  Sell donated plants or rent out pitches to traders.
<b>Q</b>	<b>Quizzes</b>	If your local doesn't run a pub quiz, set one up. Test the regulars on pop, trivia or sport.
<b>R</b>	<b>Raffles</b>  <b>Recycling</b>  <b>Rounders tournament</b>	Raffles are always good at raising funds and don't cost you a penny if you ask people to donate prizes - or use those unwanted Christmas pressies.  Collect paper, aluminium, glass, etc, and sell on to recycling companies.  Charge people for entry and get local businesses to donate prizes.
<b>S</b>	<b>Sleep out</b>  <b>Skydiving</b>  <b>Swear box</b>  <b>Swimathon</b>	Requires permission and safety awareness.  Free fall your way back to work- for sponsorship.  Spend £1 for every \$@*£\$ uttered. Put a box at home, at work and at the pub.  Get sponsored per length, mile, minute, hour...
<b>T</b>	<b>Tea party</b>  <b>Tiddlywinks tournament</b>  <b>Tombola</b>  <b>Treasure hunt</b>	Get some friends together, stick the kettle on, easy!  Pick a raffle ticket out of a barrel and match it with a ticketed prize. Fair and fete favourite.  Sniffing out the clues, teams compete against each other to discover the "hidden

		treasure”
<b>U</b>	<b>Ugly faces</b>  <b>Underwear party</b>	Entrants pay an entry fee to pull their ugliest faces to be judged by a panel. The ugliest face gets a prize.  One for the adults! Charge guests to come wearing it, or take commission for selling it.
<b>V</b>	<b>Variety show</b>  <b>Vehicle rally</b>  <b>Videathon</b>  <b>Visits</b>	Comedians, magicians, singers, dancers and musicians all under one roof.  Well-organised car and bike shows are great crowd pullers and fantastic fundraisers.  Get sponsored to watch as many films as possible during 24 hours.  Organising visits to local places or tourist destinations.
<b>W</b>	<b>Walks</b>  <b>Waxing</b>  <b>Wine and cheese</b>  <b>Wine tasting</b>	Why not take part in Just walk a sponsored walk in the South Downs on 9 <sup>th</sup> May 2009. Or organize your own walk to historical spots and places of interest.  A hair-raising experience for the boys. Get sponsored to wax your legs or chest or why not wax your entire body!  Ask supermarkets to donate the wine and cheese. Sell tickets, and produce to take away.  Hold tasting sessions for wine companies. Charge commission on wine sold. Arrange a raffle.
<b>X</b>	<b>Xmas/New Year party</b>  <b>Xmas hampers</b>	Stock up on crackers, pudding and mince pies. Or break the tradition by holding it in July!  Make up and sell your own Xmas hampers. Include food, drink, toys and gifts.
<b>Y</b>	<b>Yo-yo challenge</b>  <b>Yard of ale</b>	Challenge yourself and others to a lengthy drinking contest. Charge entry fee.
<b>Z</b>	<b>Zany/bad taste fancy dress</b>  <b>Zodiac evening</b>	Invite people to dress in their worse clothes and get sponsored for it!  Invite a guest astrologer for a star-studded fundraiser. Charge for entry and horoscopes.

If there's any element of fundraising that you're not sure about, please call me first so that I can give you all the advice you need to make your fundraising successful, legal and fun.

If you need any help or advice on any of these areas of fundraising, please don't hesitate to call me.

Everyday hundreds of people are diagnosed with a digestive disease/condition. Your support will be making a tremendous difference to the lives of millions of people suffering from digestive diseases.

## **Happy fundraising!**

*Adapted from [www.messybeast.com/moggycat/fundraise](http://www.messybeast.com/moggycat/fundraise)*

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