

Fundraising Guide

Your guide to fundraising for the HNCF

Within this guide you'll find...

- Great fundraising ideas
- Hints and tips on how to maximise your fundraising
- Information on press and awareness-raising
- Information on how to be safe and legal at all times



Thank you

Thank you for taking the first steps towards doing something amazing for the Head and Neck Cancer Foundation.

We are a charity devoted to driving awareness for, and the adoption of, ground-breaking new technology for the treatment of head and neck cancer.

Twenty-five men and 10 women are diagnosed with head and neck cancers per 100,000 people every year in the UK. On average, 31 people are diagnosed every single day, which means nearly 11,500 cases each year.

Many cases can be caught early if people know what symptoms or signs to look for. For early cases of mouth cancer we want to make people aware that they can request the Sentinel Node Biopsy technique, which can save over 70% of patients from enduring major neck surgery.

Your support will really help us to increase knowledge in treating head and neck cancers, and will fund the training of Sentinel Node Biopsy experts so that more and more patients can benefit from this life-changing diagnostic tool.

You might have signed up to an event and want to get creative with your fundraising, or you may know you want to do something fantastic, but don't quite know what it is yet.

This guide provides you with the advice and tips you need to be successful in your fundraising.

Without fantastic people like you raising money for HNCF our work would simply not be possible.



Where to start?

We know that fundraising is always a challenge, but if you get the planning right, it can also be good fun and very rewarding. So before you start, we suggest you think about...

How much can you raise?

Always set yourself a realistic target. Your supporters will really appreciate your determination and will be more likely to reward your efforts.

Who will sponsor you?

Think about all the people you know and split them into different groups. For example:

- Family – immediate and wider, their friends
- Friends – from school, university, clubs, other organisations, online social networks
- Work – current and former colleagues, customers, suppliers
- Community – pub, church, local shops

Then think about how likely all these people are to sponsor you, and how much they might donate - you'll soon see if your sponsorship target is achievable.

You could also...

Ask your friends to help fundraise on your behalf.

For example, a friend who plays in a band could organise a gig, or your local pub could organise a quiz for you.

Fundraising Online

Online fundraising is fast, easy, and safe. It lets you promote your challenge, contact all your supporters in one go (wherever they live), and raise funds securely.

If you fundraise online, the money comes straight to us so you won't have to handle it yourself. Sponsors are also more likely to Gift Aid their donations, and online donors are likely to give more!

Setting up a page with JustGiving is simple; they send us what you have raised and claim Gift Aid on your behalf automatically.

Why don't you...

Put the link for your page in the signature of your e-mails, telling everybody what you are up to?

Organise a fundraising event

So, you want to boost your fundraising totals?

Hosting an event is a great way to publicise your challenge as people will have fun whilst supporting you.

Here are a few simple steps to a successful event:

Decide what type of event you want to organise

- Choose where to do it and when (and remember to book the venue and any equipment you need)
- Ask family, friends and colleagues to help you
- Invite everyone you know to attend

TEXT TO DONATE
'HNCF12 £5' TO 700070

Why don't you...

Find out if your employer has a matched giving scheme and ask them to match all or part of what you have raised?

Fundraising activities

To get your creative juices flowing, these are a few of our favourite ideas.

Choose one, combine several or do your own thing.

Run

Are you looking for a running challenge? How about a marathon, half marathon or muddy challenge?

Walk and Trek

Put your best foot forward and do a local trek, or how about something further afield, like the Great Wall of China?

Cycle

Take on a cycling challenge for HNCf! For example how about the Prudential RideLondon 100? Or the London to Paris Cycle Ride? Or you could even cycle from Land's End to John O'Groats!

Adrenaline Rush

For the adrenaline junkie, how about a sponsored Zip Line or Wing Walk, or maybe even a Bungee Jump or Tandem Skydive?

Other activities

Fundraising is vital for us. We receive no statutory funding so rely on people like you.

- Host a Tea Party – throw a tea party for HNCf... it's a piece of cake!
- Fundraise at work – there are lots of ways you and your colleagues can fundraise for us at work!
- Gifts in Memory of a Loved One – a valuable and positive way to celebrate the life of a loved one.

Keep it safe and legal

It is important that you ensure that any activity you run to fundraise in aid of HNCf is legal and safe for you and for the public taking part. Here is some basic advice, but please check your local authority website if you need any more information.

Raffles and Lotteries – small raffles held as part of a larger event are acceptable as long as ticket sales and the announcing of results take place during the event and there are no cash prizes.

Licences – to collect in any public place you will need a licence from your local authority for any of the following activities: sale of alcohol, extended hours, provision of food and drink, copyright and royalties for drama or film shows, collecting money or selling goods in a public place. We can provide a letter of authority if required.

And remember:

- Get parental permission if children are helping at your event
- If your event is on private property, get permission from the owner/manager
- Do not collect money from door to door – this is illegal without a licence from your local authority
- People collecting on your behalf must be aged 16 or over

This is basic advice, but please get in touch if you need Any more information.



Promoting

Promoting your challenge is key to maximising your fundraising efforts.

First you need to decide who you want to tell, what you want to tell them, and how. Remember a few easy rules:

- Be short, compelling and to the point
- Say what you are doing, how much you want to raise and how they can help
- Tell them why you're supporting HNCF and where their money will go
- No two audiences are the same – think about how best to talk to them

Remember... if you are planning to use the media, it's a good idea to contact us for help. Any fundraising materials you use should say: 'In aid of HNCF. Registered Charity No. 1160602'

Online

News travels faster on the net! Now you have set up an online fundraising page, you can reach as many people as you like. To talk about your challenge you can:

- Put the link to your fundraising page at the bottom of your personal and work e-mails (check with your employer if this is okay)
- If you have a page on a social networking site (Facebook, Twitter etc), add your link there and ask your friends to support you
- Make use of other websites, such as your work intranet, your friends' or your clubs' pages. Ask them to write about you and promote your fundraising page. If you have your own website or blog, update people about your training and fundraising efforts. You could even film yourself training and put it on YouTube.

Press release

- If you want to contact your local newspaper to tell them your story, get in touch: we can help you with a press release
- Decide what media might be interested in your story – your local newspaper, radio station or maybe TV channel
- Keep the information short for those busy journalists – keep it to one A4 side, if you have any pre-event photos send them in
- Don't forget to mention your fundraising events
- Follow up with a phone call a few days later, and offer to provide event pictures and additional information if they need it

Collecting money

Here are a few tips for collecting your sponsorship money:

- Use your online fundraising page – money paid via this route will come straight to us, so you won't have to chase anybody for their donation.
- Start your sponsorship forms with your highest donations – those sponsoring you later on may look at the form for a guide as to how much to give you.

Gift Aid

Thanks to Gift Aid, we can claim back the tax on some donations, at no extra cost to the donor!

Here's how:

- Ensure that all sponsors who are UK taxpayers tick the Gift Aid columns next to their name on the sponsorship form (or when they donate online)
- Make sure they write down their full name and full home address (including post code)
- When you collect the money, fill in the 'amount given' and 'date given' boxes to confirm the amount you have actually received
- Send the sponsorship forms to us and we will claim the Gift Aid

Any questions please email us at
info@hncf.org.uk

If your sponsors are donating online, they just need to tick the appropriate box if their donation is eligible for Gift Aid, and everything else will be done for them!

PLEASE NOTE: Gift Aid cannot be included in your fundraising pledge or minimum sponsorship target.

When can Gift Aid not be claimed?

- On payments for which the donor receives something in return – i.e. goods from a stall, raffle tickets, entrance tickets to an event
- On deposits and registration fees
- On donations made by the participant themselves or in certain circumstances donations made by people connected to the participant
- On company donations

What to do after the event

At this point you may be tired but happy, having completed your challenge. There are just a few more things to do:

- Pay in your 'offline' sponsorship – through our bank account (within 90 days of your receiving the money) or by sending a cheque made payable to HNCF
- Send in your sponsorship forms – so we can claim Gift Aid
- Thank your donors and let them know how you got on

Take photos and send them to us

We love to see photographs of your amazing fundraising events so that we can let everyone know on social media and in our magazine what you have been doing.



DONATE