



THE HAEMOPHILIA SOCIETY

Your Fundraising guide

Everything you need to know to get your fundraising off to a flying start.



For everyone affected by a genetic bleeding disorder

To find out more, visit haemophilia.org.uk or contact us on 020 7939 0780 or at info@haemophilia.org.uk

Charity no. 288260 (England & Wales) SC039732 (Scotland) UK company 1763614



Hello!

Thank you so much deciding to fundraise for The Haemophilia Society. We are delighted to have you.

This pack has been designed to support you every step of the way along your fundraising journey.

We have filled it to the brim with ideas to inspire your next fundraiser, suggestions for how to plan and a healthy dose of health & safety so we can keep you on the side of the law!

Whether it's at work, school or among friends and family, this pack provides everything you need to organise a fantastic event.

You can contact the Fundraising Team at The Society to ask for any further advice or information - we are here to help you!

Call: 020 7939 0780

Email: fundraising@haemophilia.org.uk

***Membership of
The Haemophilia
Society is free and
open to all***

Why we need your help

We are the only UK-wide charity for all those affected by a genetic bleeding disorder; a community of individuals and families, healthcare professionals and supporters.

For almost 70 years we have campaigned for better treatment, been a source of information and support, and raised the awareness of bleeding disorders.

More than 30,000 men, women and children in the UK have a diagnosed bleeding disorder, and the number rises every year. Access to our membership and services is free and open to all. We could not deliver this level of support without the generosity from our local community – people just like you!

Through your fundraising you will be providing over 5000 members with the services they deserve and need to live the best life they can.

The money you raise will make a difference.



How to plan your event

We've created a handy little questionnaire that should get your creative juices flowing:

What will your event be?

What type of event do you want to run? Can you cash in your skills? e.g. are you a gym freak or a star baker? Theme your event along lines that suit your personality. Have you run an event before that was a success? Do you fancy the challenge of doing something new altogether?

Where will your event be?

Do you need a venue for your event or could you run it at home? Do you need a space at all? Will it be inside or outside? If you require a venue is it licensed to host the number of people you plan to invite? Can you bag a free venue from your connections? Do you need to comply with any laws or hire any equipment?

When will you hold your event?

If your event is outdoors, remember British weather and plan for the worst. If there are events going on in your area consider becoming part of one e.g. requesting a stall rather than starting from scratch. Many council websites list their community events publicly. If you are inviting friends and family, try to work around birthdays, holidays and school commitments. Avoid clashing with any wider events such as cup finals, particularly if you want your event to have wider appeal to the general public.

Who will join your team?

Organising an event can be a lot of work, so we don't advise to do it alone. Who do you know who might like to join your team? Who would you like to invite and where can you approach them to tell them all about your fundraiser? Are you keeping it to friends and family or the public too? Can family, friends and local businesses join forces with you to sponsor you or provide freebies like food, drink and raffle prizes? Could you reach out to a journalist in your local paper to photograph and write up your event?

How will you make it all happen?

Planning can be fun, we promise! Use your calendar to work out how long you have before your event and allocate tasks and deadlines for all the things that need to be done. Be realistic in setting expectations. How will you cover the cost of your event and still turn a profit? Think of other ways to fundraise that combine well – for example you could run a raffle during the break at a pub quiz. How can you promote your event using social media, local press and radio, and posters in local shops & services? Try to wangle as much free or discounted stuff as possible!

Make the most of your fundraising

Here are some tips to make sure that you are making the most of your fundraising

Set a target

This will help to give your fundraising a focus.

Make it unique

People enjoy taking part in something new and interesting – try to think of ways to make your event different.

Online fundraising

Set up a fundraising page at www.justgiving.co.uk – remember to add photos, your target and why you are doing it.

Social Media

Share what you are doing with friends and family via Facebook, Twitter and Instagram – you can share your JustGiving page this way to make sponsoring you easy. Follow us on Twitter @HaemoSocUK and tweet your event using the hashtag #TeamRed

Advertise

We have poster templates that you can download, add information about your event and print to make sure people know what is happening.

Fundraising materials

We have lots of materials that can help you with your event, including:

- Balloons
- Banners
- Leaflets
- Collection tins and buckets
- T-shirts
- Wristbands

*It costs us around
£600,000 per year
to run all of
our services*

A-Z of Fundraising Ideas

It's no mean feat coming up with ideas to raise money. That's why we have our handy A-Z of fundraising ideas. If you have a great idea that isn't on the list then let us know!

Afternoon Tea

More tea vicar? Put the kettle on and whip up a storm in the kitchen. Have an open house or find a local venue that can host you. Spice things up by incorporating a bake-off competition! You can charge entry and auction off the winning cake!

Book Sale

Collect old books from everyone you know and set up a stall to sell them on. You can even wrap them in brown paper with just the genre on the outside for a literature lucky dip! Local booksellers may even buy leftover stock at a discount.

Carwash

All you need are some buckets, soapy water and sponges for your own DIY carwash. Set up shop at your local shopping centre or car park, or alternatively, offer to wash parents' cars outside the school gates.

Dinner & Dancing

Whether its barn dancing, disco or salsa that gets your feet tapping, everyone wants an excuse to get moving, so hire a local hall or your school gym and paint the town #teamRED. If possible, make more money by setting up a bar.

eBay

Need an excuse to declutter? Raid your house and sell your stuff on eBay. As they say, 'one man's trash is another man's treasure.'

Fancy dress & face paint

Dressing up isn't just for Halloween! Hold a fancy dress contest at work or school, perhaps with a dash of #wearRED with red lipstick or red trainers, or even a red wig! You could even hold a vote and hand out prizes for most recycled, most original and most fancy!

Give up something

Here's an incentive to kick the habit – whether it's chocolate, cigarettes or alcohol that's your vice, give it up and donate the money you would have spent to us! Or if going silent for the day or forgoing your mobile phone/social media sounds like your worst nightmare, get friends to sponsor you to do the impossible!

Headshave

Sick of those bad hair days? Get buzzed for charity! And if you already have a short back and sides, perhaps a chest/leg wax is in order.

Indoor market

Hire a local hall and rent out stalls to local traders. What about a vintage suitcase flea market where the suitcases themselves are the stalls?

Jumble Sale

Another way to cash in your old stuff, or get all your mates to bring unwanted books, toys and household items to sell. An event like this can also raise more with a bouncy castle, cake sale or raffle on the side.

Karaoke

Why not arrange your very own X-factor? Love it or hate it, all you need is a karaoke machine, a well-stocked snack table and a well-insulated room so as not to put off the neighbours.

Loose change collection

Stash all your coppers in a jar for a month and you'll be surprised how it adds up. Add foreign coins too!

Murder Mystery night

Fancy yourself as something of a detective? Host a murder mystery evening and bring out the super sleuth in everyone. You can even buy ready-made kits cheaply online and charge a ticket price for participation.

Name the... baby/teddy/teacher

Whatever it is you choose, tap into people's competitive nature with a simple guessing game. What about your teachers when they were kids?

Odd jobs

Offer lawn-mowing, DIY, bag-packing, dog-walking services in your neighbourhood - no job too small. You could don a superhero costume as self-promotion.

People auction

Ask friends and local business to donate their services such as graphic design, personal training, manicures, and cooking lessons and hold an event to auction them off.

Quiz night

A pub makes an ideal venue, but don't let that limit you – your local college, hall or church or even your back garden would all make suitable venues. Guests pay to play, and you could even have a round on bleeding disorder facts and figures!

Raffle

An old classic, ask local firms to donate prizes and sell tickets. If you can, source unusual prizes like experience days (a driving lesson, a spa day? A takeaway?) alongside the traditional champers.

Swapshop

Match your unwanted items to new homes. Charge swappers for participation or per item. Don't just limit to clothes, include DVDS and music too.

Treasure Hunt

Hide chocolate treats and lay out clues for a tasty hide and seek. Parents will pay handsomely for you to babysit their children for the afternoon. You may be able to get companies to sponsor chocolate eggs at Easter, and you could finish with a BBQ or picnic.

Uniform free day

Why mess with an old classic? Charge participants to come to work/school in their own clothes. Everyone loves a dress down day! Only avoid if a you're a police officer!

Variety show

Plunder your friends' talents calling on all comedians, magicians, singers, dancers! Get a venue, sell tickets and you could even roll out the red carpet and go black tie.

Wine and cheese evening

Ask supermarkets to donate the wine and cheese. Sell tickets, and make produce to take away. Of course when it comes to wine, #goRED.

X-pletives

Someone in your office got a foul mouth? Make a swear box, and charge for every time they drop a rude word! Low budget, all you need is a jar, some blasphemous workmates and you'll raise a ****load!

Yes day

NO is not an option, quite literally! Sign up to a day of saying YES and have people pay money for their requests (within reason!) you're bound to be in demand.

Zzzzz

Hold a sponsored sleepover at school. To make this event even bigger you could join up with other local schools and hold one giant sleepover.

Keep it legal

Make sure you stay above board when it comes to rules and regulations.

Health and safety

Take precautions to hold a safe event. If you are organising a large scale or physical event you will need to make sure that you have first aid cover. Organisations such as St John's Ambulance (www.sja.org.uk) or the British Red Cross (www.redcross.org.uk/first-aid/get-first-aid-cover-for-an-event) can help you to decide the type of cover you'll need.

Food hygiene

Take care when handling food to follow basic food preparation rules. If you're supplying food, think about what ingredients are used. Some people may have allergies to certain foodstuffs so you'll need to be able to let them know if they need to avoid certain foods.

Promotion

When promoting our event please make sure that you use the poster which includes our logo and registered charity numbers.

Raffles, tombolas & collections

If you are collecting money in a public place local to you, check first with your local council as you may need a licence. Collections on private property won't require a licence but you will need permission from the owner, for example, asking the store manager of your local supermarket, if you would like to collect in their store or car park.



The Haemophilia Society cannot accept any responsibility for your event or anyone who participates in it.

How to pay in the money you raise

Thank you for fundraising for the Haemophilia Society. There are several easy ways to pay in the money you raise.

Online

Go to haemophilia.org.uk/donate or phone 020 7980 0870. You can also make a BACS transfer by contacting fundraising@haemophilia.org.uk

By post

Send a cheque made payable to 'The Haemophilia Society' along with your paying in slip to:

The Haemophilia Society
Willcox House
140 – 148 Borough High Street,
London
SE1 1LB

Please do not send cash!

Other ways you can support us

Thank you so much for your interest in fundraising with us. It's a fantastic way to support us but it's not the only way. It's also possible to:

- Give a one off donation online or through the post
- Set up a regular gift – arrange a monthly donation through our website
- Take part in one of our challenge events – we have places at lots of running, walking and cycling events
- Remember us in your will and leave a legacy



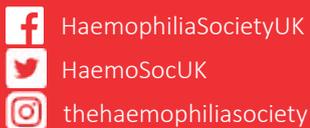


THE
HAEMOPHILIA
SOCIETY



Your Society: getting in touch

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HaemophiliaSocietyUK

HaemoSocUK

thehaemophiliasociety

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President: Baroness Meacher

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