

# Fundraising Ideas Pack



**Tourettes Action  
2008**

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## *Dear Supporter*

Thank you for taking an interest in the work of the Tourettes Action.

### **Vision**

Our vision a world where people with Tourette Syndrome receive the practical support and social acceptance they need to help them live their lives to the full. We support people with TS throughout the various stages of their lives, facilitate their inclusion into society by raising accurate awareness of TS, and promote research to find better treatments.

### **We need your help to raise funds so that we can achieve our vision.**

- ✓ With a gift of £15, we can answer a Helpdesk enquiry – every year, hundreds of people contact us. They have no one else to turn to.
- ✓ A gift of £50 we can give a child a great Christmas party and the chance to meet others like them – maybe for the first time ever.
- ✓ A gift of £250 can fund a training pack for medical support staff, so that they can learn how best to help children and adults with TS.

### **How can you help?**

There are lots of ways for you to help us raise money. When you have decided on your fundraising event / activity, please contact us to let us know your plans. We can supply you with sponsorship cards, posters, t-shirts, collecting tins and stickers.

- Be creative – organise your own event for family and friends. You'll also find a few suggestions in this pack.
- Take part in a sponsored running, walking or cycling event in your local area. Check the website for events.
- Do a sponsored parachute jump. We work with Skyline ([www.skylineparachuting.co.uk](http://www.skylineparachuting.co.uk)) who have centres all over the country.
- If you have a birthday or special occasion coming up, you could ask for donations to Tourettes Action instead of gifts. We can send you donation cards.
- Leave us a gift in your Will. Once you have provided for family and friends, leaving us a gift in your Will is a wonderful way to provide hope and support for those with TS.

The items in this pack are not new but they are tried and tested and they do work. If you would like to discuss your ideas or activities, or would like some help or advice, please feel free to call us on 020 7793 2354 or email [Hillary@tourettes-action.org.uk](mailto:Hillary@tourettes-action.org.uk)

*Good Luck!*

*Hillary Box, Director of Development*



## TOP TIPS

### 1. Remember why you are considering fundraising

You or someone close to you has been diagnosed with TS. You want to make a difference by improving the quality of life for people with TS right now and funding research into better treatments.

### 2. Set a goal

You'll be surprised how much you can raise and how quickly you can do it when you put your mind to it. Part of what fundraising is about is doing something bold, something beyond the limits of everyday life. Think about what amount would be a big challenge for you. And once you reach that goal, set another one. As you talk to more and more people about TS, you are already accomplishing one important goal – educating people about what TS really is, and helping to dispel the myths.

### 3. List potential donors

Start simple. Write out a list of everyone you know: relatives, friends, neighbours, colleagues. Each contact you have during the day is a potential conversation about your fundraising. Don't be afraid to talk about it.

### 4. Ask for your first donation today

You may be reluctant to talk about TS. That is part of this journey: sharing your story. Through your fundraising, you are letting people know about the real TS. Wear a Tourettes Action t-shirt, cap or hoodie to start that conversation!

To jump-start your fundraising efforts, ask for your first donation today. In person, over the phone, in an email, however you can - just take the leap and ask. The sooner you get started, the easier the process will be. The rewards and support you get will help drive you to ask for the next donation or sponsorship.

**The golden rule of fundraising is: You raise money when you ask for it. If you ask for £50, you might get £50, or you could get less. But if you ask someone for £10, you might get £10, but you probably won't get any more than that. You don't lose anything if someone says "no" to your request, or gives less than you ask for.**

**But you are losing out on a potential donation if you don't ask in the first place, or don't ask for very much.**

### **5. Ask a friend or family member**

By forming a team with your friends and family, you will be creating an instant support group. You'll soon realize that by participating with them, fundraising becomes easier, and the experience of the event becomes even more meaningful.

### **6. Write a fundraising letter**

Compose a letter that describes what you are doing and why. Personalise it as much as you can. Address each donor by name, and start out conversationally. Talk about your event or request and your reasons for doing it. Don't make the letter too long, just long enough to inspire your donors.

### **7. Expand your circle**

Every time someone agrees to make a donation (or even if they tell you they cannot make a donation), ask them if they will take an extra donation form and pass it on to someone else. Or ask them to forward your email to a friend.

### **8. Explore matching-gift opportunities**

You can potentially double your donations with matching gifts. Many companies will match donations their employees either raise or give. Ask your employer and your donors if they or their companies participate in a matching-gift programme.

### **9. Follow up**

Remember the list of donors you created? Make sure that you follow up with anyone who has not donated. Sometimes, people might be intending to donate and just need a gentle reminder. Let them know that every pound matters and that there is still time to donate. Send them a note to keep them updated on your progress as you fundraise.

### **10. Thank your donors**

Once you have received a donation from someone, let them know that their contribution - whatever the amount - is important to you and that you appreciate it. Send them a thank you note or invite them to the next event. After the event, you may want to send out a newsletter or email with some photos and an additional "thank you" for your donors' support.

## QUICK START

- **Wash cars** in a supermarket car park or those of your colleagues during your lunch break in return for a donation.
- If you have children, nieces / nephews or young neighbours at a local school, try and get the school to organise a **non-uniform day** in aid of Tourettes Action.
- Arrange a **football / basketball / rounders match**. Charge everyone to play and maybe even run a sweepstake on the results. This is a good one for a large workplace.
- **Promise auction**: you will need the help of all your friends with special skills (eg hairdressing, cooking, gardening). Ask them to donate some of their time, then organise an auction.
- **Sponsored slim, beard shave, beard grow, chest wax** etc. Anything that would amuse your friends and colleagues usually works best.
- **Cycle or walk to work** and put the money you save in transport / parking costs towards your sponsorship total. This has the added benefit of helping you to get fit!
- A **birthday card amnesty**. Ask your friends and family to send you a donation instead of a card. Or if you are feeling really generous, you could even ask them to donate instead of giving presents.
- **Cake sale** at work. Ask a few people to bring in cakes which can be sold at tea time in return for a donation.
- Arrange a **£10 menu** at a local restaurant on one of their quiet nights and charge friends £20.
- **Car boot sales** – ask friends and neighbours to have a clear out in the name of charity. This can work well post-Christmas with the sale of unwanted gifts. Or alternatively...
- **Sell items on eBay**. Go to <http://pages.ebay.co.uk/community/charity/sellerinfo.html> for more information on how to get started.
- Hold a **dinner / barbeque / party** at home for friends who each pay £10. Ask supermarkets or local shops to donate the food.
- Hold a **book sale** where you sell old books collected from everyone you know. Left over items can be sold on eBay or to book dealers.
- **Bungee / parachute jump** – get sponsored to take the plunge.
- **Face painting** – get creative at fetes, fairs and children's parties.
- Hold a **pub quiz**. Include a raffle to boost the funds.
- Be creative – hold a **Christmas party in July** complete with Santa, mince pies and mulled wine.

Create a fundraising page with **justgiving**

Go to [www.justgiving.com/tourette/raisemoney](http://www.justgiving.com/tourette/raisemoney) to set up your own online fundraising page. This is an excellent way to keep track of your fundraising. You can also link to myspace and facebook pages from here, to tell your whole network at one click.

You can create different types of page:

Ask people to sponsor you at a **sporting event** (marathons, treks, cycling, skydiving, for example)

**In memory**; to honour someone by collecting money for Tourettes Action

To celebrate a **personal occasion**; birthday, anniversary, wedding etc – ask for donations in lieu of gifts

For **your own 'event'**; giving up smoking, losing weight, shaving your head – for example!

To help to raise the most money, Justgiving recommends:

- Personalise your page. Explain why you're raising money and why Tourettes Action deserves your support. Add a photograph and be creative!
- Tell your friends – email all your family, friends and colleagues a link to your page. Don't forget your friends abroad. The Internet is global.
- Encourage people to re-visit your page by continually updating it. Change your picture, post updates on progress, keep a training diary. An email update is interesting for those already supporting you, a nudge for those who haven't.
- Change your email signature at work and/or at home. Add a line to include the address of your webpage.
- Send out a press release. A few lines in the local paper, or an appeal for sponsorship on your local radio station, can yield amazing results.
- Put a notice up in your gym, church, college, children's school, etc. Don't just rely on email. A simple poster asking people to visit your fundraising page can reach people who'd like to support you, if you don't have their email. Consider printing some flyers to hand out to people.
- See if your company would be prepared to add your Justgiving webpage address to its public website or intranet. Many companies like to promote the charitable and public-spirited efforts of staff. You could get a lot of extra donations.
- When you create your page, personalise the thank you message each donor automatically receives. And use the opportunity to ask supporters to forward your web address to anyone else who might be interested in sponsoring you.
- Don't stop fundraising once you've crossed the finish line. Some 20 per cent of all Justgiving donations come in after the event. Update your page and email supporters with news of your success. Remind those who haven't yet donated to do so, and ask others to donate again in recognition of your achievement.

## ORGANISING A FUNDRAISING EVENT

Organising a fundraising event can raise a great deal of money, but it also requires planning and preparation. You should produce a careful budget to see if the event will be able to make enough money to justify it. You should be looking to make at least 75 per cent profit. Remember that whatever event you organise, people are happy to pay for something if they feel that they are getting something back in return.

### What kind of event?

Try and devise events that are based around what you like – your hobbies and interests. How about a squash marathon, an all-night football match or if you enjoy music, getting a choir, band or jazz group to do a charity concert.

### When's best?

Look for clashes with other local events, eg Cup finals, school holidays could reduce attendance. Make sure the start and finish times fit local transport.

### The Venue

How many people are you aiming to attract? How far are people willing to travel? Consider accessibility.

### Publicity

Publicity is important as it will help you to raise funds and also raise awareness of Tourettes Action. If your event is going to attract the general public, make sure to advertise it well. Some good locations are churches, pubs, shops, libraries, work notice boards, local newspapers and radio.

**All publicity must carry the registered charity number: 1003317. Explain you are raising money in aid of Tourettes Action.**

### Get Set!

- What do you need to book? For example, venue, rooms, tables, chairs, music, catering, drinks, transport, car parking, photographer etc.
- Who's available on the day and for how long? Will you need extra helpers – car park marshals, doorkeepers and bartenders?
- Do you need tickets printed or publicity materials?
- Advise the office and any local branch to gain wider support and for promotional literature. Please complete our fundraiser event form.
- Do you need any licences? What are the health and safety arrangements? What insurance do you need?

## **Health & Safety**

Always try to have someone present who is qualified to give first aid especially if your event involves physical challenges (eg. sponsored walk or swim). You could contact your local St John's Ambulance or the Red Cross.

You should inform the fire and ambulance services of events where there is an element of risk (eg marathons). Contact the police if there are likely to be issues of congestion or security.

## **Insurance**

Check that any liabilities to the public are insured by a public liability policy. If you are relying on a policy arranged by Tourettes Action, ensure that it includes not only the event that you're arranging but also indemnifies the organisers of the event. Consult your home contents insurance policy to see if you have access to free advice. If not, it is possible that Tourettes Action's insurers may provide advice.

If you hire or borrow additional equipment, check who is responsible for arranging insurance, and that the insurance cover will include the property whilst in your custody and under your control. Some insurance policies have restriction on the cover they provide for equipment kept in the open, in vehicles parked overnight or where proper security precautions have not been taken.

## **After the event**

Set a deadline for return of monies from your fellow fundraisers. Don't forget you can set up your own fundraising page – go to [www.justgiving.com/tourette/raisemoney](http://www.justgiving.com/tourette/raisemoney). Do remember to thank everyone for their efforts. Write to everyone involved telling them of the success of the event and the grand total they helped to raise.

## FUNDRAISING AT WORK

### Seeking funds from your employer

Before you ask for money, find out your company's policy on support for charities. Find out from the guidelines:

- Does it take on only one charity a year?
- Does it have a charity committee?
- Does it have a fixed amount that it gives to charities based on the merit of applications?
- Does it give preference to applications for funds that are either presented by or supported by staff?
- Does it have a preference for a particular type of charity? Does it match funds that staff raise in support of charity?
- Does it donate goods in kind instead of money?

Most employers, big or small, have a policy (even if informal). Find out what the policy is first. That will tell you what opportunities are available. If you think that there is an opportunity for Tourettes Action to raise funds by submitting an application directly, please contact us with the relevant information.

### Raising Money from your Workmates

Involve as many of your workmates as possible.

- Get baby / child photos of everyone and charge people to match the photos to the workers.
- Have a dress-down / denim / wear a hat day.
- Have a coffee morning, hold a raffle, start a swear box.
- Do a fundraising activity after work but target your workmates to attend, eg pub quiz, race night
- Sports activities are very popular.
- Are your work skills marketable outside of your workplace? Can you give your time or services free to others on the basis that they make a donation to Tourettes Action?

## RAFFLES & LOTTERIES

Raffles or lotteries are a great way to raise funds, particularly during an event. However, some raffles need to be registered with your local authority or the Gaming Board. The main types of raffle are as follows:

### Small Raffle – no need for registration

- Must be run as part of another event. The main purpose of the event must not be the raffle.
- No cash / money prizes are allowed and no tickets can be refunded.
- No more than £250 can be spent on prizes, but the value of donated prizes is unlimited (so go for that donated luxury yacht!).
- Tickets can be sold for any price. There is no limit on the number of tickets you can sell.
- There is also no age limit for buyers and sellers of tickets.
- The tickets must **only** be sold at the event, and the winner must be announced before the end of the event.
- The proceeds after expenses must be given to the charity (Tourettes Action).

### Private Raffle – no need for registration

- Tickets for this can be sold to people living or working in the same premises, or who are members of an organisation. This raffle can **only** be advertised on the tickets or in the premises.
- Tickets must be printed to include the charity registration number (1003317) and the date and location of the draw.

### Society Raffle or Lottery – Registration required

- A society raffle enables tickets to be sold over a period of time to the general public. It is run by a group of people and must be registered with your local authority or the gaming board (usually around £30) before the first tickets are printed.
- No person under the age of 16 can buy or sell a ticket.
- Tickets must not be sold for more than £2 each.
- More information can be found on [www.gbgb.org.uk](http://www.gbgb.org.uk)

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## **GIVE MORE USING GIFT AID**

### **What is Gift Aid?**

Using Gift Aid means that for every pound you give, Tourettes Action gets an extra 28 pence from the Inland Revenue - helping your donation go further. This means that £10 can be turned into £12.80. Imagine what a difference that could make and it doesn't cost you a thing.

### **How do I use Gift Aid?**

If you are donating money yourself, you just need to fill in a Gift Aid declaration form. There is one included with this pack.

### **Sponsored Events**

You can still claim Gift Aid on donations received, and increase your sponsorship money by almost a third, at no extra cost to you or your sponsor. Use one of our sponsorship forms – these have all the right words and boxes for people to Gift Aid their donation. Please ask us for some sponsorship forms.

When asking for sponsorship, tell people about the Gift Aid scheme. Check that they have given their **home** address and postcode, and have ticked the Gift Aid box. This information should be filled in using BLOCK CAPITALS.

### **Sending in the money**

If people have made cheques payable to you, or have given you cash, we can still claim Gift Aid. Just pay the money into your account, and send a cheque for the total Tourettes Action. As long as we have the sponsorship forms where people have ticked the Gift Aid box, we can claim Gift Aid on the money they donate.

**Make sure you send us all your sponsorship forms! We can't claim Gift Aid without them.**

### **When we can't claim Gift Aid**

- on money donated by businesses or organisations
- on cheques that come from a company bank account
- if we do not have the Gift Aided sponsorship forms
- on money donated by lots of other people if we only have a Gift Aid declaration from you. Because the money is from them, we need their **own** declarations – the ones on the sponsorship form.
- on donations made by CAF vouchers – these already have tax relief.

## DEPOSITING YOUR FUNDRAISING MONEY

If you are fundraising over a long period of time, please lodge your money with us as you raise it, rather than holding onto it.

### There are a couple of ways you can deposit your fundraising:

1. **Cheques / postal orders.** Make cheques or postal orders payable to Tourettes Action and send to Tourettes Action, Southbank House, Black Prince Road, London SE1 7SJ
2. **Debit / Credit card.** You may call the office on 020 7793 2356
3. **Online at [www.tsa.org.uk](http://www.tsa.org.uk)** through our secure server. Click on 'Donate' and follow the onscreen instructions. Please remember to include your name and the event so that we know where the donation came from.
4. **Directly into our bank account.** Contact the office and we will send you a deposit slip for the correct bank account.

*Thank you for your support.*

Southbank House, Black Prince Road, London SE1 7SJ [www.tourettes-action.org.uk](http://www.tourettes-action.org.uk)

Helpline: 0845 458 1252 • Administration: 020 7793 2356 • [enquiries@tourettes-action.org.uk](mailto:enquiries@tourettes-action.org.uk)



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## Are you a UK taxpayer?

If so, you can use Gift Aid to make your donations (and eligible membership fees) go further by completing this declaration. If you Gift Aid your donation, the charity will continue to receive an additional 28p. Charities can claim Gift Aid tax relief of 25p on every pound you give. HMRC will also be operating transitional provisions for Gift Aid donations made from 6 April 2008 until 5 April 2011, paying a Government supplement of 3p on every pound you give. Complete the form below and send it to Tourettes Action, together with your donation.

### Tourettes Action:

Amount £  Date        /        /

Tick all that apply.

I would like to Gift Aid this donation

I would like to Gift Aid all future donations until further notice

I would like to Gift Aid all previous donations for the charity's current financial period and the previous six

Name  Surname

Address

Postcode

To qualify for Gift Aid, you must pay an amount of UK Income Tax and/or Capital Gains Tax at least equal to the tax that the charity reclaims on your donations in the appropriate tax year (currently 25p for each £1 given)\*.

## Notes:

1. You can cancel this Declaration at any time by notifying the charity
2. If your circumstances change and you no longer pay enough income or capital gains tax to cover the amount claimed by the charity, you can cancel your declaration
3. If you pay tax at the higher rate, you can claim further tax relief via your Self Assessment tax return (currently 25p for each pound you give)\*\*
4. Please notify the charity if you change your name or address

\* Gift Aid is linked to basic rate tax. Basic rate tax is currently 20%, which allows charities to reclaim 25 pence on the pound.

\*\* Higher rate taxpayers can claim back the difference between basic rate and higher rate tax.