



YOUR FUNDRAISING GUIDE

Help us make a breakthrough
Together we can make a difference



THANK YOU

Even though ME/CFS affects up to 240,000 people in the UK alone, it remains neither well understood nor properly recognised. In comparison with diseases, such as diabetes and multiple sclerosis, research into ME/CFS is desperately lacking. This must change.

At ME Research UK we believe passionately that biomedical research matters and is crucial to tackling the causes and consequences of this condition.

We thank you for being an active partner in making vital research happen!



IN THE BEGINNING...

Sometimes deciding exactly how to fundraise is the trickiest part. There are so many options, from sky-diving to swimming the Channel (yes, some of our crazy, wonderful supporters have done these for us). But everyone is different and there is a fundraising method to suit you.

Enjoy baking? Why not organise a bake sale at your work. Enjoy walking? What about taking part in a sponsored walk.

And by picking up the pace a little, there are many local and national based **runs to join**, from a few miles to marathons.

Our website has **some great ideas** to suit everyone's interests and abilities, so take inspiration from what others have done and check out **our Facebook page**.

Two things are important, though: firstly, choose something you enjoy, and, secondly, plan ahead.



PLANNING FOR SUCCESS

The amount of planning required will depend on your event, but here are a few tips:

- Once you know what you want to do, decide when you will be doing it. If you are organising your own event, remember to check if the date clashes with other local or national events.
- If you wish to organise a supermarket collection for us, please remember that dates fill up quickly, so you will need to contact the store manager well in advance.
- Check availability and price of any venue you need. There may be a reduced price for an event in aid of a fantastic charity – you may even get it for free – so ask!
- Please remember to enquire about disabled access, parking and insurance requirements.
- No matter how well organised your event is, you will want to attract as much support as possible. There are a number of things you can do. Flyers and posters can be produced, and local **newspapers and radio stations** targeted with a **press release**. Try to contact the media beforehand to build up a rapport with a reporter.

- To help, we have our **ME Research UK poster**, as well as our **supporters' poster** which allows you to personalise the text.
- Research fundraising opportunities. Many employers offer matched funding if employees raise money for charity. Double the success for no extra effort!
- Record carefully your outgoings and your receipts. This lets you and your supporters know how well you are doing.
- Enjoy yourself!





GET CONNECTED

The internet offers a wealth of opportunities to help your fundraising succeed. You are likely to raise the most from those, such as family and friends, with whom you have a personal connection. Success means mobilising your contacts.

Justgiving is designed to allow fundraisers to create their own online fundraising page. It succeeds best when a good photograph is used; when you are clear about what you are doing and why; and when you provide details of the event.

Creating a page is easy – all the tools are there – and sponsors are able to make donations online by debit or credit card. People usually give more when they pay by card as they don't have to find the cash. Gift Aid is also collected automatically leaving you free to concentrate on your event.

If you are on **Facebook** then update your status with your JustGiving link and post it on your friends' timelines. There is also a **JustGiving app** which allows you to share your JustGiving page on Facebook.

140 characters doesn't seem like a lot, but it is enough to tweet your JustGiving page on **Twitter** and to say what you're doing and why. You can even tweet automatically with your fundraising progress.

JustTextGiving lets supporters donate by text. All you need to do is create a JustGiving page, **get a text code** and publicise it. By promoting your text code on your JustGiving and Facebook pages, and by tweeting it too, you can maximise your support base. Now that's connected fundraising!





GIFT AID

Tax may seem boring, but not when Gift Aid means we can claim an extra 25p from the tax man for every £1 sponsorship you collect. It really is worthwhile to encourage your family, friends and colleagues to Gift Aid their donations, but we can only claim the extra payment if they allow us to, and if we have their details.

Supporters who give through JustGiving or JustTextGiving are asked automatically if they wish

to allow Gift Aid to be added. Otherwise, please use our **Sponsorship Form**, which you can personalise, as it contains all of HMRC's requirements to allow a successful claim. But send the completed form to us after your event, otherwise your Gift Aid efforts will not count.

There are **rules for Gift Aid**, so check if you are in doubt. One frequently asked question is: Can we claim Gift Aid on raffle ticket sales? The answer is NO!



CONGRATULATIONS

The planning has paid off, the event was a success, you had a great time... Now what?

- Thank everyone who helped, and let them know how much you raised. If local businesses provided raffle prizes, tell them how it went. Updating your JustGiving and Facebook accounts lets your online supporters share your success.
- The easiest way to send your donation to us is by cheque, but we can also accept CAF cheques, Postal Orders and payments by telephone using credit/debit cards (tel. 01738 451234).

Cheques should be made payable to 'ME Research UK' and posted to ME Research UK, The Gateway, North Methven Street, Perth, PH1 5PP. If you have a Sponsorship Form, then send this in too, but please do not send cash by post.

- Let us know who you are and what you did. We love thanking people by letter or on Facebook. **E-mail us** the details and a good quality photo and you may appear on **our Facebook page**.
- Start to plan the next event or **apply to be an ambassador?**



THE LEGAL BITS

It was all going so well and we had to spoil it!

There are (as always) some things that you may not be aware of. Did you know:

- Local authority permission is required to do a street collection?
- There are strict rules concerning raffles?
- Lotteries and raffles are not the same and different rules apply?
- You may need to consider taking out Public Liability Insurance?
- Health and Safety rules may apply?

Our website has details about the most common regulations.

Please be legal! While we really appreciate your support, ME Research UK is not responsible for organising, supervising or hosting your fundraising activities, which are at the organisers' and participants' own risk.

You are welcome to say that the event is "in aid of ME Research UK", but we cannot authorise you to act as an agent for or on behalf of ME Research UK, and your fundraising materials should not suggest that you represent us.



...AND FINALLY

Thanks again!

We are always available (9 a.m. to 4.30 p.m. weekdays anyway!) to help with information and provide letters of support, and we have a limited supply of t-shirts, collecting goblets, car stickers and balloons to help your efforts.

Supporters will want to know more about ME Research UK, and we recommend that you look at **our website** which has

a wealth of **information about ME, scientific studies**, and who we are and **what we do**.

You can contact us at:
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