

FUNDRAISING GUIDELINES



CMT United Kingdom has produced these simple guidelines to ensure that you know what we require of you when you are organizing a fundraising event for us. Some of the items are recommended by the Charity Commission as best practice, others are guidelines to ensure you comply with the law.

In all cases, if there are any problems with any of these, please don't hesitate to contact the office for further advice. We're here to help you succeed in your endeavors, and we are very appreciative of your help.

Joint Fundraising

Ideally all fundraising events should be held for one charity at a time! It simplifies the publicity, ensures the donors know exactly where their money is going, and ensures there is no confusion between CMT United Kingdom and the event organizers. This is particularly true when using social networking sites to promote events, as it is very easy for information to be misconstrued.

If funds are to be split between CMT United Kingdom and another organization or fund, there must be a written agreement between CMT United Kingdom and the other organization to agree a percentage split and to agree the logistics of joint publicity.

Restricted funds

If you would like your funds allocated to a specific fund, you are more than welcome to do so, and we are legally obliged to abide by your wishes. Our main restricted funds are for Research, for the Young People's Weekends and for Special Projects. Or you could just make an unrestricted donation to our General Fund, which allows us to use the funds wherever we need to.

Raffles and lotteries

Small raffles can be held as part of a larger event. The ticket sales and announcement of results must be held during the event. No more than £500 can be spent buying prizes and no cash prizes can be given. You can use cloakroom tickets for this. All tickets should be sold at the same price and no discounts are allowed on bulk buys (for example, five for the price of four). Tickets should not be bought or sold by young people under 16.

There are strict and complex laws relating to raffles and lotteries which do not fall into this category. Full guidelines on raffles and lotteries are available from your local authority or the Gaming Board; these must be followed in full. For details please visit www.gamblingcommission.gov.uk for more information.

Online Sponsorship

We are registered with three different Online Sponsorship websites, and they all work in a very similar way. All you do is create an account, create a web-page and personalize it with your story – and it doesn't have to be for a Marathon, but for ANY event, from a birthday party, a page in memory of a loved one or a traditional sponsored event – and then spread the word of your page far and wide. All funds come straight into our bank account, and they even deal with Gift Aid for us. Donors pay online immediately, and you don't have to worry about collecting in sponsorship monies.

Justgiving www.justgiving.com is probably the most well known, but we do pay a monthly fee for their service, plus every transaction is subject to a small fee.

We are also registered with Virgin Money Giving - <http://uk.virginmoneygiving.com/giving/> and with BT MyDonate - <http://www.btplc.com/mydonate/> to give you two alternatives to Justgiving. MyDonate deducts NO transaction fees, allowing us to benefit from every penny of your efforts.

Events

Please consider the following guidelines as you plan for your event:

- Ensure that your event is organised efficiently and safely.
- Conduct a risk assessment to ensure that you have proper plans for the safety of participants. We have templates and further information for your use.
- Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected.
- Ensure that your event is properly and adequately supervised.
- Where children are involved, this should include:
 - Providing proper adult supervision.
 - Checking that the child's parents/guardians have given permission for their child to take part.
 - Carrying out appropriate background checks if adults are to have unsupervised access to children. Please contact us if you wish to have CRB checks done on any helpers
- Consider what insurance cover you need for your event. CMT United Kingdom cannot accept any responsibility for your event nor for anyone who participates in it.
- Check whether you need any special licences, eg a public entertainment licence or a licence to sell alcohol. Your local council will be able to help you with this.
- Always have two people present to count any money raised.

Publicity

Please use our editable press release template and send it to your local newspapers/radio stations in good time. Don't forget to post the information on the CMT United Kingdom Facebook page at <http://on.fb.me/kt8yn0> (or create an "event") and on the CMT United Kingdom members-only forum (<http://www.cmt.org.uk/forum>). Information on your event can also be distributed to members in the next available E-ComMenT, and should ideally include a photo of you.

After the event, we would like to thank you publically in ComMenT and would ask you to send a short article to the Editor (andrew@cmtuk.org.uk) for inclusion in the next edition. Don't forget to send some photos of your event.

Please note that any photos taken at the event and subsequently sent into us, may be used on our website and in future publicity materials. Check that participants of your event are happy to be photographed and for their images to be used in this way.

If you would like to try to get some publicity in your local press, Paula Hunter, our PR consultant would be pleased to assist. Contact her on paula@cmtuk.org.uk or phone 07739 989915.

Public collections

All street collections or collections on public property will need to be registered with the local authority. This must be the responsibility of the person organizing the collection.

ID Badges/Authorisations

CMT United Kingdom can produce an ID badge and/or letter authorizing you to fundraise on their behalf, on completion of our simple request form.

Expenses

The golden rule is to keep your event costs as low as possible and avoid investing money you aren't certain you will make back. If it's your first fundraising event, don't be too ambitious –we don't want you ending up out of pocket.

Create a budget and stick to it! List all your expenses on a spreadsheet and get estimates/quotes for each one where possible. Think about things like venue hire, catering costs, music, decorations and materials (ask the office for balloons, flyers and posters) as well as raffle prizes and gifts in kind donated by local companies.

Don't forget to mention that your event is for charity - often you'll be able to get things for a reduced rate or even for free!

Consider questions like:

- how much should my tickets cost?
- how many tickets do I need to sell to reach my target?
- do I need extra ways of fundraising at my event, eg auctions, raffles or donation boxes?

However, after all this planning and budgeting, you need some funds up front to start you off, it is possible that CMT United Kingdom may be able to help you with this, as long as it's not too astronomical. You need to be very clear on how much you need and what your plan is for "re-paying" this amount through your fundraising. Please apply in writing to the usual address, and complete the budget plan (at the end of this document) – we can't consider your application without this information. Send us as much information as possible, so that we have all the facts. We can also provide a slightly more detailed Excel spreadsheet for your budgeting, if that makes life easier.

Please note – if you do NOT require any funds from us, there is no need to return the budget plan, although it may help clarify your thinking if you do.

You should always ensure that you are aiming to raise at least three times as much we provide you with. This applies to any fundraising (whether we help you financially or not) for example if you spend £100 you should aim to raise a minimum of £300. If you think your event expenditure will fall outside of these guidelines please review your expenses and consult our information on budgeting for your event. Keep receipts for all expenditure, so that you can justify what you spent, should anyone ask.

Gift Aid

Please ask donors to sign a Gift Aid declaration. This enables us (and higher rate tax payers) to claim tax back from the government and increases the overall benefit to the charity. A form is available as part of this pack. Please note that we are unable to claim Gift Aid on ticket sales, raffle sales, corporate sponsorship, sale of goods or auction proceeds.

Fundraising materials

If you are creating your own publicity materials please make it clear that you are fundraising "in aid of CMT United Kingdom." Suggested wording for this would be "[Name of your event] raising funds in aid of CMT United Kingdom." Please ensure that you have permission to use any images or text; although some material is available without copyright restrictions on the internet, don't assume that all materials are copyright free. All resources should also carry our registered charity number – 1112370. CMT United Kingdom logos can be obtained from the office. Ideally, we would like to see your materials before they are printed or used, although we appreciate that this may not always be practical.

We can provide you with collecting buckets/tins/balloons, and if you would like, a complimentary t-shirt. We also have supplies of hand-out leaflets explaining CMT and what we do – please ask us for a supply.

Company approaches

Always remember that local businesses are often happy to help with fundraising events in their area. If you are approaching any national or international companies for sponsorship, prizes or auction items then please let us know as we may already be in contact with them which could affect your request.

Our Reputation

The reputation and good standing of CMT United Kingdom is very important to us, and to the work that we do. By using our logo and name, we ask you to uphold that good name, and don't do anything that could threaten or undermine that reputation. If we feel that you are putting our name or reputation under threat, we have the right to ask you to cease fundraising on our behalf; to ask you to return any and all materials that we have provided for your use, and to demand immediate payment of funds for us raised to that point.

Sending in your donation

All funds collected should be sent to the charity within six weeks of collection. Please collect all funds together and send them to us in one payment with the banking form enclosed. If there is likely to be any delay in sending all the funds raised, please send as much as you can within the required period with a note to explain that there is more to come. Monies can be transferred by BACS (details on the banking form), but the form still must be posted/emailed for our accounts.

Any other questions?

For further help and advice about fundraising in aid of the charity, please contact us at 01202 432048, or info@cmtuk.org.uk, or at www.cmt.org.uk

Thank you for your support and good luck with your fundraising.

Fundraising ID/Authorisation Request

On receipt of this signed form, we will produce a plastic ID badge for your fundraising, plus authorization letter(s) for your use.

Full name

Address

... ..

... ..

Postcode Telephone number

Email address

Event Details

Please provide a short description of your event which will be reproduced on your ID Card/letter (no more than 50 words – if easier, type and attach to this form)

Date of Event (or period of time over which events will be held)

Signature – please sign clearly within the box in black pen – this will be scanned and reproduced on the card

Date/...../.....

Card produced on [office]

