



Fundraiser's 100 Appeal Toolkit

Full of handy hints and tips to help you make the most of your fundraising!



Website: www.cmt.org.uk

t: 01202 474203 / e: fundraising@cmt.org.uk

"Working to support People affected by Charcot-Marie-Tooth Disease"

@CMTUnitedKingdom

Dear Fundraiser,

Thank you for choosing to fundraise for CMT United Kingdom. We rely on the support of amazing fundraisers just like you to allow us to continue providing support to those affected by CMT and their families, fund research and educate medical professions on the condition.

Our focus:

Imagine being diagnosed with a condition that you've never heard of, or worse still, one that you've seen having a massive impact on other members of your family, and realising you're heading down the same path. Or seeing your children struggling with problems, and coming to terms that the genes were passed on.

Our role is to provide the right support at the right time to ensure that people get the help that they need to come to terms with their condition, to learn to manage it successfully, and to live life to their potential.

Why we are the best to deliver our services:

No one else can provide the very personal support that we provide, because the charity is run, in the main, by people who have the same condition – we understand exactly what it's like.

Our aims:

Ultimately, we know that the only solution to the problems people face is by finding a viable treatment or cure, so research into the condition is a huge priority and is a long term goal.

In the meantime, we need to provide much better care and support for families affected by CMT – as a hereditary condition, we're not just providing support to individuals, but to whole families, grandparents, parents, children, aunts, uncles and cousins. Young people with CMT are also a priority – providing them with the support to get them from childhood to adulthood with their self-esteem intact, and enough confidence to meet whatever challenges they may face in the future.

We're thrilled that you are supporting CMT United Kingdom in the 100 Appeal and we hope this pack inspires you to do your bit to help us! Whether you're planning to get sponsored to leap out of a plane, sell cakes or take on a challenge event, every penny you raise will make a real difference to our vital work. Don't forget that we are on hand to help you make the most of your fundraising and answer any questions you may have.

On behalf of everyone at CMT United Kingdom, thank you so much for your support and I look forward to hearing all about your fantastic fundraising events!

"Working to support People affected by Charcot-Marie-Tooth Disease"

Best Wishes

Karen

THE 100 APPEAL

Concept:

The concept is simple – we are looking for 100 fundraisers to raise £100 (or more if you can)!!! The funds can be raised in a number of ways and this toolkit is an aid to assist you on deciding what activity you would like to take on! By 100 fundraisers making a team for this appeal we have the potential of raising £10,000 for the charity, which is a huge amount to us and this can be demonstrated below. So why not do something brilliant and be part of 'The 100 Appeal' and make your footprint in the way forward for CMT United Kingdom.



Get Involved - Lend a hand

How your fundraising makes a difference:

- £20 provides 5 members with our full colour magazine.
- £50 provides information and support publication packs for 10 people newly diagnosed.
- £100 funds our Freephone information line for a day so staff can provide vital support to individuals, family members and healthcare professionals.
- £380 funds a young person affected by CMT to attend our accessible activity weekend.
- £500 funds a family to attend a family conference, giving the family the opportunity to meet others who suffer from the disease and receive medical advice from paediatric specialists in the field.
- £1,000 allows us to provide better support services across the board!
- £10,000 funds one conference a year that provides support and advice to those affected by CMT and their families.
- £30,000 part-funds a PhD studentship.

"Working to support People affected by Charcot-Marie-Tooth Disease"

10 Ways to Support CMT United Kingdom



Take on a challenge and run, swim or cycle to raise funds



Arrange a dress down day at work



Join our regular giving programme – donate £10 each month

"Working to support People affected by Charcot-Marie-Tooth Disease"

Registered charity no. 1112370



Join our Weather Lottery for a £1 per week, and you could win £25,000!



A day to remember – take advantage of the season and hold your own Easter egg hunt, bonfire night or Halloween celebration



Have one of our collection boxes at home, in your office or local shop

Host one of our Cake, Muffin & Tea Parties
Please request a pack



"Working to support People affected by Charcot-Marie-Tooth Disease"

Fundraising Ideas

With family & friends:

- Coffee morning – Cake, Muffin & Tea Party, request a pack today.
- Garden Party
- Dog Show
- Dinner party – host your own ‘come dine with me’ event where your friends pay to take part to discover who is the host with the most!
- Car washing
- BBQ – host a summer sizzler; charge your friends to enjoy your culinary expertise
- Karaoke night
- Skydive

At work:

- Quiz
- Dress down day in the office
- Swear jar
- Office sweepstake
- Cake sale
- Raffle a holiday – ask your boss to donate a day’s holiday that can be raffled off

And there are lots more ways to raise funds at www.cmt.org.uk/fundraising

Tips & Considerations - for organising your own event

It is great that you want to support CMT United Kingdom in ‘The 100 Appeal’ by putting on your own fundraiser. The sense of achievement is wonderful. Deciding on what to do can be a bit of a minefield. It is best to start with thinking about what YOU like to do and what YOU are good at and turn that into a fundraiser. Additionally, think about your contacts and what would appeal to them.

Tip 1: Think ahead – check for clashing events, consider parking, free venues. You may need to apply for a license from your local authority if you’re collecting money in a public place or holding a raffle.

Tip 2: A little help from your friends – share the load and call on your nearest and dearest to help.

Tip 3: Think about how you are going to raise the money; are you going to sell refreshments, hold a raffle, or perhaps charge an entry fee?

Tip 4: Spread the word – use free media like Facebook and twitter. Plus let us know about as we can help with publicity!

Tip 5: If you’re organising a raffle, contact local businesses to see if they are able to offer prizes.

“Working to support People affected by Charcot-Marie-Tooth Disease”

Sponsored Events & Challenges

I'm running for **CMT United Kingdom**

The brilliant thing about signing up to a sponsored event or challenge is that the organising is done for you! All you need to do is register, collect sponsorship and complete the challenge. There are so many varied and interesting options out there from a Skydive, running a half marathon to cycling from London to Brighton.



So have you got the bug and want to take on a challenge on behalf of CMT United Kingdom? Well, we have a great selection of events to offer, whether you are looking to run, cycle, or walk.

2017 Sponsor Events

Bournemouth Marathon Festival	7 th /8 th October 2017	½ marathon & full marathon
British 10K London Run (places available through us)	9 th July 2017	10 kilometres
Big Fun Runs Go to www.bigfunrun.com for all the details of dates and venues. Places available through us.	Dates from 15 th July to 29 th October, all over the UK	5 kilometres
Great South Run, Portsmouth Contact us for a free place.	22 October 2017	10 miles
Edinburgh Marathon Festival	27 th /28 th May 2017	½ marathon & full marathon



"Working to support People affected by Charcot-Marie-Tooth Disease"

Please remember.....

In addition to the events listed in the table you can take part in any challenge event and still raise money for CMT United Kingdom. All you have to do is sign up directly with the organisers and then get in touch with us and we can provide sponsorship forms and a charity vest to wear!

Here are just a few challenge events taking place over the UK:



Big Fun Runs: these 5km fun runs take place all over the UK during July – September, check out their website to see locations and how to sign up – www.bigfunrun.com



The Great Runs/Swims/Cycles: Visit www.greatrun.org for all the different events going on all around the UK



Tough Mudder: these programme of events take place around the UK throughout the year. They are extreme obstacle challenges – fancy getting muddy for CMT UK?!



Three Peak Challenge – climb the three highest peaks in the UK for CMT United Kingdom.



Sky Dives – go to <http://www.doitforcharity.com/information-pack-request.aspx?eid=31> to request an information pack from DoltForCharity, which will give locations and dates.

If you need any guidance on any of the sponsor events mentioned or to discuss any you have in mind, please call 01202 474203 / e: fundraising@cmt.org.uk

Getting started with your fundraising - maximise your sponsorship!

Who to ask...

Family & friends: start with the people you know best, get them involved early on and ask them to ask people they know to sponsor you.

Colleagues & clients: fundraise in the office and ask your colleagues to donate, plus why not ask your employer if they will match your fundraising efforts. Many companies offer a match funding scheme, which is a fantastic way to boost your total.

Local community: fundraise in the community, use your contacts at schools, sports clubs and rotary /lion clubs to network and raise the profile of your sponsorship.

Methods of raising sponsorship

Please use Justgiving to make your life (and ours!) really easy!

JustGiving – www.justgiving.com

Just visit one of these and click on their *start fundraising* box and there will a few simple steps to follow. Once your page is set up, forward your page on to all your contacts!! All the donations come straight into our bank account, and if you can Gift Aid the donation, then that is done for us too!

"Working to support People affected by Charcot-Marie-Tooth Disease"

Keep your supporters up to date with your training and post pictures on your fundraising page as this keeps people interested and generates a greater understanding and story to why you are raising funds for the charity!

Share your page on Facebook and Twitter, paste it on to your work signatures to boost sponsorship.

Alternatively, please request a paper sponsorship form and we can post or email you a copy.

What is Gift Aid?

Gift Aid is a simple way to increase the value of your gift to CMT United Kingdom- at no extra cost to you. If you pay tax in the UK, we can reclaim the basic rate tax (25%) on your gift. So, if you donate £100, it is worth £125 to CMT United Kingdom. Gift Aid can be collected on your sponsorship money if your sponsor is a UK tax-payer.

giftaid it

Resources

If you need anything to help your event go with a bang, please do ask, and we'll see if we can help.

We have...

- Posters
- Flyers (explaining who we are and what we do)
- T-shirts (we can provide up to four free – let us know sizes)
- Running vests
- Balloons
- Banners – we have a small number of large vinyl banners that can be tied to a fence/stall – which must be returned, of course!
- Collecting tins (or, easier to post, cardboard collecting boxes for change collections)

Just ask....!

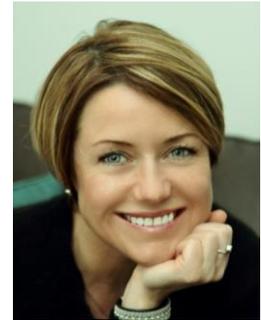


"Working to support People affected by Charcot-Marie-Tooth Disease"

Publicity

If you think getting some publicity for your event in your local newspaper might help, or you'd like to use the opportunity to raise awareness too, then we can help.

Our PR consultant, Paula Hunter, is always happy to help in any way she can. You can contact Paula by email on paula@cmt.org.uk or by phone on 07739 989915.



Getting your money to us

Once you've collected all the money you've raised, there are a number of ways you can get it to us. You can either send a cheque made out to 'CMT United Kingdom' or pay directly into our account by completing a paying in form which can be found on page 11 of this booklet.

If you have any problems, telephone 01202 474203 or email fundraising@cmt.org.uk

Inspired to be part of our **100 APPEAL** then get in touch and let us know how you will raise your **£100!!!**

We are keen to keep a record of all our supporters who are raising money for this appeal, therefore if you have an idea or a fundraiser already set up please contact Karen, 01202 474203 / fundraising@cmt.org.uk and provide her with the details.

Additionally, we are here to provide advice and support so please do not hesitate to contact her with any questions you may have.

Paying in the money you've raised

When you've completed your fundraising, please pay the money into your bank account and either send a cheque made payable to CMT United Kingdom along with this form, or you can pay it directly into the CMT United Kingdom bank account and send us this form (or send us an email with the details).

If you would like to pay directly into our account, the details you need are:

Bank: CAF Bank Ltd
Sort Code: 40-52-40

Account Name: CMT United Kingdom
Account Number: 00014084

Personal Details

Title	Forename	Surname	
Address			
		Postcode	
Telephone		Date of Birth / /	
Email			
We would like to stay in touch with you, in order to so that we can share the impact of your fundraising efforts Please indicate your preference Email: Y/N Post: Y/N Telephone: Y/N No further contact: Y/N			

I have raised...

Offline money raised	Online money raised
Justgiving web address	
Total amount raised	
Signature	
Date	
<i>giftaid it</i>	I am a UK Taxpayer. Please reclaim the tax on all my donations to CMT United Kingdom made today and in the future, until I notify you otherwise. 
To qualify for Gift Aid, the amount you pay in income tax must at least equal the amount we will claim on the donations in the tax year.	

Please send this completed form to:

CMT United Kingdom, 3 Groveley Road, Christchurch, BH23 3HB

"Working to support People affected by Charcot-Marie-Tooth Disease"

Registered charity no. 1112370



Make your footprint in the way forward for CMT United Kingdom!

Thank you for your support!