



# Thrombosis UK

Awareness • Research • Care

## Tips for Successful Fundraising

If you are planning to raise some money for Thrombosis UK, we hope the following tips will be useful. If there's any element of fundraising that you're not sure about, please call us first so that we can give you all the advice you need to make your fundraising successful, legal and fun.

From sponsored runs to cake sales - fundraising events can be great fun and raise vital awareness of blood clots, as well as raise money for your charity.

### Here are some tips for successful events:

- If you are being sponsored to do something, always get your friends and family to write their sponsorship amount on the sponsorship form first (if you are using them) - they tend to be the most generous and they set the standard for everyone who sees the form after them
- Ask people to give you the money straight away - this will save a lot of time after the event. If necessary, give people a piece of paper promising to return the money if you don't complete the event. Also, always carry change with you - that way, people can't say they do not have the right money on them!
- If you are using sponsorship forms please ask sponsors to tick the Gift Aid it box on the form if they are UK taxpayers and include their full name and home address. This allows us to claim Gift Aid, which will increase the value of the donation by 28% at no extra cost to your sponsor
- Set up a page on the Just Giving or Virgin Money Giving websites (just search for Thrombosis UK and click on to the link), that way you can include all the people you have email addresses for to your list of potential donators. Many people find it easier to just log on and give direct by card and it also saves you a lot of time chasing round to collect money from people direct. Setting up a page it is a very simple process; however, if you are not sure how to do it, please feel free to contact us and we will gladly help you.

### If you are working:

- Send a press release and photo to your staff newspaper or newsletter. Make sure you've included details on how to sponsor
- Approach your employer who may agree to match the money you raise or make a contribution to your fund raising. Publicise your event at work
- Fax or email a sponsorship form to suppliers and clients, asking them to sponsor you
- Try and keep the cost of setting up an event to a minimum. Ask friends/colleagues/work to help with donations e.g. cakes for a cake sale.

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Thrombosis UK is happy to provide you with a letter confirming that you are raising money for us so that you can approach local businesses for prize donations if you are holding a raffle or auction.

\*Remember if you are collecting money from the public by way of buckets or collection pots you must get permission from the local council and also inform the local Police station. Money must be collected in a sealed bucket or shake tin which is clearly marked with the name of the charity (our shake tins come supplied with labels and we also supply stickers for buckets) and counted with two people present; one to do the counting and the other to witness\*.

Fundraising events people have undertaken for us in the past have included:

A golfing day, Black tie dinner, Curry night, Sponsored slim, Kids disco, Pub quiz, Race night, Raffle/Tombola, Cake stall/coffee morning, Table sale, Plant sale, Packing bags at a local supermarket, Car boot sale, Bring-a-pound-to-work day/dress down day, Marathons/half marathons and fun runs, Triathlons, Wild water swims and Iron Man challenges, Walking and cycling challenges (3 Peaks/3 Lakes Challenge, Land's End to John o'Groats etc) Sky-dive/parachute jump, Car wash, Dinner party, Rent-a-handyman, Charity ironing, Murder mystery evening, Treasure hunt, Sponsored dog walking, Trivial Pursuit night, Cheese and wine party, Ten-pin bowling, Sweepstake on a major sporting event, Tribute band nights, Charity football match, Dance-a-Thon (Zumbathon), One day rock festival, Hog roast, Charity auction, Hawaiian night, Sponsored fishing match..... and more unusual events such as a sponsored Shark dive and a Sahara trek plus many, many more!

Become a Fundraiser:

Thrombosis UK require fundraisers to register with the charity to aid us in supporting your initiative. Please complete the online form at: [www.thrombosisuk.org/fundraising-signup.php](http://www.thrombosisuk.org/fundraising-signup.php)

Thrombosis UK has created fundraising materials and merchandise which are available to buy to help you raise money. If you would like to order, please call or email using the details above and we will send a request form out to you.

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