

**Muscular
Dystrophy UK**
Fighting muscle-wasting conditions



Your fundraising guide





DENMARK

Virgin money

8960



MIKE
Muscular Dystrophy UK
Fighting muscle-wasting conditions

Virgin money

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Welcome



Thank you for choosing to fundraise for Muscular Dystrophy UK.

Whether you're taking on a #TeamOrange event or organising your own events, your support will help to beat muscle-wasting conditions.

This guide is designed to answer your fundraising questions. It also gives you useful info and handy hints to help you reach your fundraising target.

If you have any questions, we're only a phone call away on [0300 012 0172](tel:0300 012 0172).

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Get started

There are a few things to think about before you start fundraising.

1. **Set a realistic target to aim for.** Be ambitious! Break your target into smaller chunks and plan how you can achieve this.
2. **Start your fundraising early.** The sooner you start telling people about your fundraising, the more money you will make.
3. **Think about who can help.** Family and friends; work colleagues; people in your local community. Ask if anyone has useful contacts who can help with donations or putting on events. Ask who can fundraise on your behalf.
4. **Talk about it.** Fundraising is something to be proud of – don't be afraid to shout about what you're doing to everyone you know. When you're promoting your event, think about the different groups you're speaking to. Do they know much about you, or Muscular Dystrophy UK? If not, tell them.

Leanne's story

"Max was diagnosed with Becker muscular dystrophy at the age of two. Feeling suffocated by my complete lack of control over what was going to happen to him, I decided to do the only thing I could: to try and make a difference by fundraising for Muscular Dystrophy UK. The hope that every little bit of cash would ultimately help to find a cure for conditions like Max's kept me going.

"I've skydived, started my own (annual) charity evening, and taken on Europe's longest zipwire. We've taken part in Muscular Dystrophy UK's Move a Mile for Muscles summer fundraising campaign, and even done a shark dive."

Leanne Gateley, Manchester



© Canids



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Help us fight muscle-wasting conditions

@MDUK_News
#MuscleMatters



Get online

The easiest way for you to collect your sponsorship money is to use an online fundraising page. It is simple to set up, and secure and easy to share on social media.

How do I set up my page?

Go to the JustGiving website, and click on the *Start Fundraising* box and the site will guide you through the simple steps.

Top tips

1. **Share your story.** Personalise your online fundraising page. Add photos and write updates on your fundraising and training so supporters can follow your progress.
2. If you can, **make sure your first sponsorship pledge is a high one.** This will set a good example for others to follow.
3. **Include your fundraising target on your page.** Add it into all emails you send out to people asking for support.
4. **Promote your page using social media.** Share the link regularly with your friends and followers.
5. **Make a short video and share it with your supporters.** Video is a great tool for telling your fundraising story.
6. **Be persistent.** Keep in touch. Give your friends and family regular updates. Tell them how your training is going. After the event, tell them how it went too.
7. **Make it fun!**

What happens to the money? *giftaid it*
Donations will be transferred straight to the charity along with any Gift Aid.

Text giving

JustGiving has a text giving service where people can donate money via SMS. Once you have set up a JustGiving fundraising page, you can create a unique text giving code so friends, family and colleagues can sponsor you via text. It's completely free to set up.



Social media

In 2016 1,600 online pages were created to fundraise for MDUK

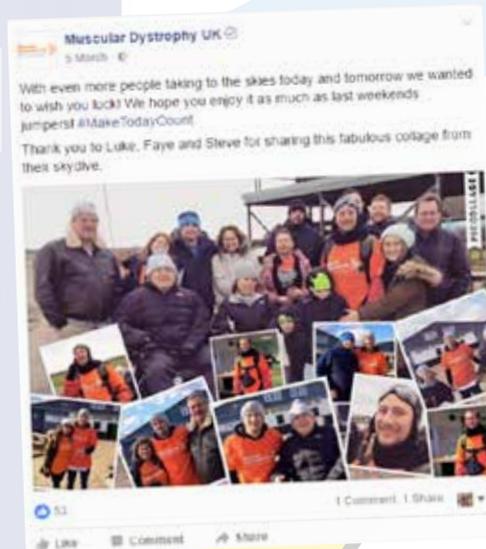
46 percent of JustGiving's traffic comes from Facebook – ask your Facebook friends¹

Share your page on WhatsApp - 10,000 JustGiving page users raised money this way in 2015¹

Our amazing supporters raised more than £1m for us through online pages in 2016

Get creative! Research tells us Facebook posts get better engagement if they include a photo (24 percent more) or a video (37 percent more)

Instagram



¹ <http://blog.justgiving.com/the-rise-of-whatsapp-and-some-other-cool-sharing-stats-2>

Organise an event

Here are few ideas to get you started. You will have your own great ideas too – do tell us all about them!

Go orange for a day!

Get your school or workplace involved in raising awareness and funds. Everyone wears something orange for the day. Find out more on our website.



Photo © Maksim Shebeko/Fotolia

A day to remember. Hold your own seasonal event. Make it as big or small as you'd like. Organise an Easter egg hunt, or host a Halloween party.



Photo © FomaA/Fotolia

Going for gold. A little bit of friendly competition is a great way to get people involved in your event! From Office Olympics to Poker Nights, these fun events can really bring in the pounds.



Photo © Brian Jackson/Fotolia

Bake a difference.

Get your apron on and bake up a storm! Organise a bake sale at your school, nursery, office or even at your home!



Photo © Maksim Shebeko/Fotolia

Question of support. Host your own quiz night. Ask your local pubs and bars to give you space, or rent a larger venue. Charge an entrance fee, set up a bar, and let the friendly rivalry begin.



Photo © thinglass/Fotolia

A night at the movies. Look for a venue where you can host a film evening. Charge your guests a ticket price, that includes snacks and drinks.



Photo © rommma/Fotolia

Sweepstake. Run your own office sweepstake. Create an interest in any local, national or international sporting event. Make it competitive!



Photo © Diane Keys/Fotolia

Office antics. Ask your boss to donate a day's annual leave and get your colleagues to bid on it in an auction.



Photo © Dragon Images/Fotolia

Give a gig. Do you know someone in a band? Ask them to put on a gig for you and donate the proceeds to your fundraising.



Photo © DWP/Fotolia



Move a Mile for Muscles. Take part in our national event, and organise your own event – it can be whatever you want, as long as you're moving a mile! Walk, cycle, swim, wheel – you could even bake a mile's worth of cakes!

Superhero fundraising

Our resident superhero, Phil Grant is a fantastic, creative example of how to be successful, using a simple fundraising idea.

Phil has raised over £16,000 towards the work of the charity, dressed variously as a St Trinian, Ginger Spice, Snow White, a cowgirl, a ballerina, a fairy, a nurse, and his trademark Wonder Woman. He has done more than 100 collections for the charity.

His outfits draw attention, get people talking and then donating.

The inspiration behind all these superhero feats is Chris (29), Phil's son, who was diagnosed with Duchenne muscular dystrophy at the age of three.

"We got involved with Muscular Dystrophy UK some years ago, as we wanted to do something to help raise funds, and raise awareness of Chris' condition.

"I did two fun runs dressed in ordinary clothing, and raised some money. The third time, I ran as a St Trinian and raised a lot of money. Because I was wearing a costume, people noticed me and asked me questions. I definitely attracted attention and raised more money this way."

A number of years ago, he started doing collections at our Oxford Town and Gown 10k, and then recently at the annual Comic Book Convention.





Friends who fundraise



"I started my journey into fundraising after hearing that my friend's son, Harry, had been diagnosed with Duchenne muscular dystrophy shortly after his fifth birthday. Harry's parents, Sue and Tom Barnley, set up a family fund called Help4Harry. They raise vital funds for Muscular Dystrophy UK's Duchenne Research Breakthrough Fund to find better treatments and a cure for their son.

"I went all out to raise money for the Family Fund, and took on the huge challenge of climbing Mount Kilimanjaro. I aimed to raise £1,500!

"To reach my target, I held car boot sales, cake sales and pamper parties. And, I was able to sell off unwanted furniture in my garage and put the profits towards my fundraising total. You can find ways of making money without even leaving the house!

"I also had the opportunity to give talks at the retirement home where I worked, and at my children's schools. The fees were donated towards my Kilimanjaro challenge, and I was able to raise awareness of muscular dystrophy at the same time.

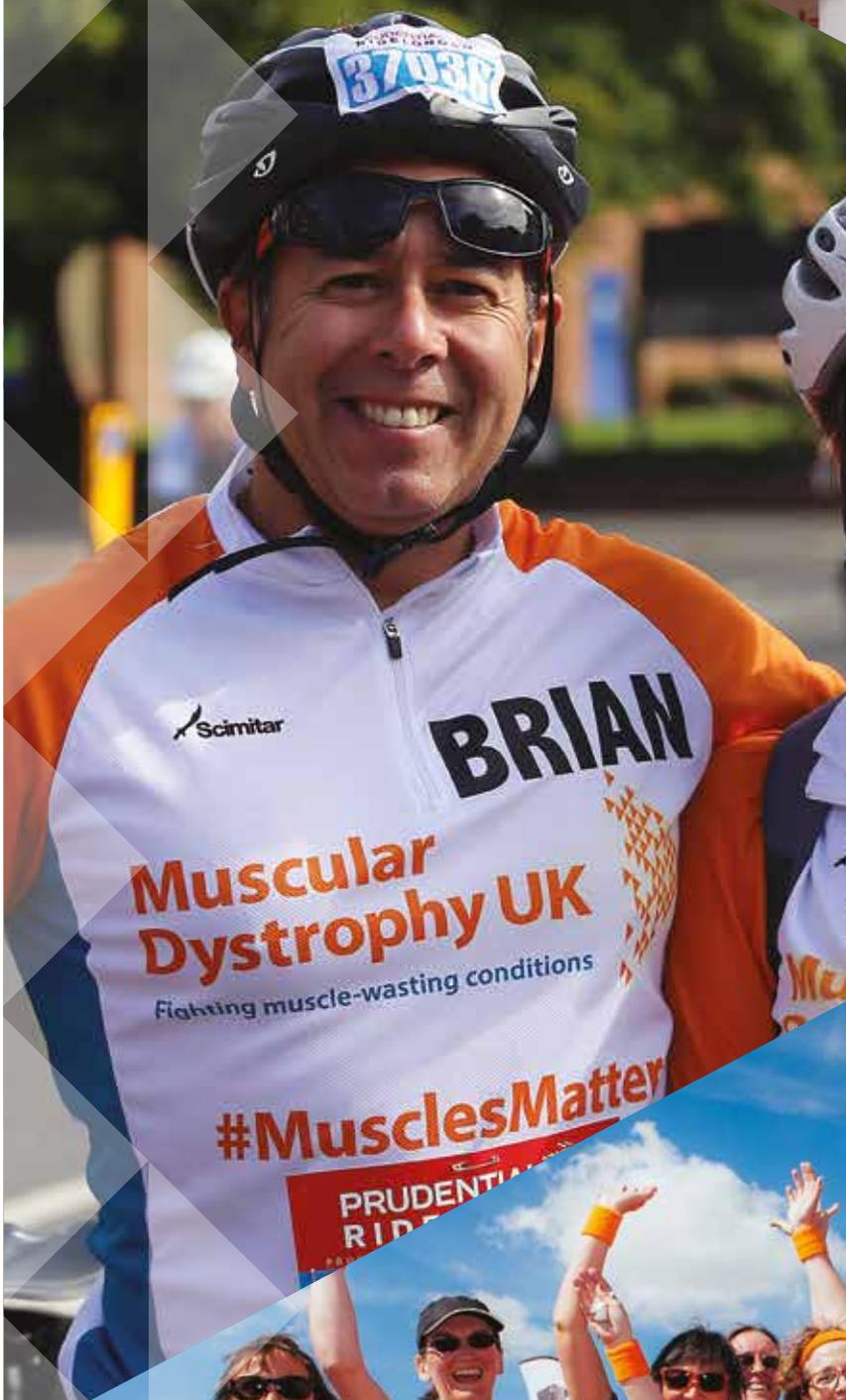
"The week finally arrived, and – despite altitude sickness, and the worst weather our guide has experienced in one week – I did it! The group on my trek were awesome and we all felt like utter heroes for our chosen charities!

"To make sure that the money I raised went 100 percent to the charity, I paid all the trip fees myself, and although it was not easy at times, I managed to raise an incredible £1,792!

"I would have never have done it without my friend, Vivien Hamilton. She came up with the idea of the trip and celebrated her 50th birthday while we were on the mountain."

Fiona Baxter

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Boost your fundraising

Special occasions

Whether it's for your birthday, anniversary or wedding day, ask your guests to donate to Muscular Dystrophy UK instead of giving gifts. It's a fantastic way to make a meaningful difference on a special day!

Double your money

Many employers run a Matched Giving scheme, where they make a donation to your cause based on how much you have raised yourself. Your employer might well be one of them – it's worth asking.

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The Gift Aid scheme enables charities to reclaim tax on donations. For every £1 donated, Muscular Dystrophy UK receives an extra 25p – at no cost to your sponsors.

If your sponsor is a UK tax payer, their donation is eligible for Gift Aid. Don't forget to ask them to write their details clearly on your sponsorship form.

We need their surname and initial; their home address in full (including postcode) and the amount they personally donated. Don't forget to tick the Gift Aid box and send us the original forms, otherwise we cannot claim the Gift Aid.

If sponsors donate via your online page, Gift Aid will automatically be claimed, where possible.

Get in the press

Share your story with local media to help promote your fundraising event. This will also help you to reach your fundraising targets. Our press team can guide you on how to get local coverage. They can also give you a template press release. Get started by telling them your story. Email events@musculardystrophyuk.org



Family Funds

Setting up a Family Fund is a great way to fundraise for Muscular Dystrophy UK to keep our vital research moving forward.

Kerr (pictured) has Duchenne muscular dystrophy and his family set up a Fund called Defeating Duchenne – Kerr's Cause.

If you would like to find out how you can set up a Family Fund, please call the fundraising hotline [0300 012 0172](tel:03000120172).







Getting our school involved

"I approached my daughter Daisy's school to see if we could get the pupils involved in a fundraising sports day for my London Marathon challenge. The Head Teacher was keen and we set a goal for each child in the school to run a lap of the field (totalling two full marathons!).

"Each child, from Nursery to Year Six, collected sponsorship for their lap, ahead of the big day. The day was fantastic, with each class taking it in turns to run. Parents came along to cheer on the kids, and the PTA provided tea and coffee in return for donations.

"I got in touch with my local newspaper who came along and took some photos of the action. I shared a press release with them that the Muscular Dystrophy UK Press Team had given me, and this got some great coverage in the local news. I had T-shirts made, and after the event we sold photos of pupils to their families, for an extra fundraising boost.

"Once the children's sponsorship deadline was up, the school passed over a whopping £929.30, which made me quite emotional. The school is only relatively small, with 354 pupils. It was great to know that everyone was behind me in my efforts to raise money for my nephew, Sammy, who has Duchenne muscular dystrophy.

"I would definitely recommend getting a school or sports club involved, as it became such a wonderfully personal day and raised a fantastic amount. Plus, I'm now a bit of celeb when I go into school!"

Lisa Hesketh

Now for the legal stuff

There are a lot of things to consider when you are fundraising. Here are a few tips and rules to make sure your fundraising goes smoothly and everyone is happy with your fundraising efforts!

Raffles, lotteries and collections

You may need to apply for a licence from your local authority if you are collecting money in a public place, selling alcohol or holding a raffle. There are strict rules in place, so contact our Fundraising team first, as they can advise you.

Health and safety

It's all about common sense, so make sure you read instructions and follow advice carefully if you're organising your own event. To make sure your event is safe, why not contact your local branch of St John's Ambulance for advice?

Food hygiene

This is vital: you obviously don't want to make your donors ill! Please take great care when handling food and work to basic rules for safe preparation, storage and display.

Data protection

Make sure any record (electronic or paper) about those involved in your fundraising event, complies with the Data Protection Act. Don't share information or data about anyone without their permission. More information can be found at ico.org.uk

How to return your money.

Once you have completed your fundraising, you can return your money to us in a couple of ways. You can call our fundraising hotline on 0300 012 0172 and make a credit card donation over the phone. Or you can send in a cheque, made out to Muscular Dystrophy UK, with a cover letter to:

Volunteer Fundraising, 61A Great Suffolk Street, London SE1 0BU

Fundraising commitment

By signing up to one of our events or organising your own, you are agreeing to make a fundraising commitment to Muscular Dystrophy UK. This includes using only lawful means to fundraise for Muscular Dystrophy UK, and ensuring all monies raised in connection with your fundraising are paid to Muscular Dystrophy UK.



**Thank you for joining us.
And good luck for your event! We're here to support you.
All the work of Muscular Dystrophy UK depends on the support of people like you. Thank you for helping to beat muscle-wasting conditions.**

Flap goes here

Muscular Dystrophy UK

Fighting muscle-wasting conditions



Muscular Dystrophy UK is the charity for the 70,000 people in the UK, living with muscle-wasting conditions. We make a difference today, by providing vital information and support to help people live independently. We make a difference for tomorrow, by accelerating progress in research and driving the campaign for access to emerging treatments.

We know we can beat muscle-wasting conditions more quickly by working together. Thank you for joining us.

0300 012 0172
volunteerfundraising@muscular dystrophyuk.org
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www.muscular dystrophyuk.org

Muscular Dystrophy UK, 61A Great Suffolk Street, London SE1 0BU

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