

YOUR GUIDE TO FUNDRAISING

Hints, tips and ways
to support us



arthritisACTION.org.uk



Arthritis
ACTION



HI FUNDRAISER!

Thank you for downloading our guide to fundraising.

We are very excited and grateful to you for considering raising money for Arthritis Action, and look forward to helping you find a way that best suits you.

There are over 10 million people of all ages living with arthritis. Arthritis Action receives no Government funding, and our aim is to reach as many people with arthritis as possible to help them live a fuller life with less pain.

This pack will have some ideas for you to choose from, but if there is something else you would like to do in order to raise much needed funds for us, please do get in touch and we will do our best to support you. The sky is the limit!

We have included practical hints and tips in this guide on how to make your fundraising event as successful as possible. We also hope that you will have fun whilst fundraising for us.



I'm pleased to have been Arthritis Action's first ever London Marathon runner.

It seemed very apt for me to run the London Marathon in aid of Arthritis Action. Arthritis isn't as "glamorous" as some other causes, but it has a big impact on people's lives across any age range, including my own.

Arthritis Action have been very informative: facilitating physical therapies and access to a dietitian.

This type of education and support is what Arthritis Action focus on – teaching people with arthritis how to manage pain and live fuller lives.

Thomas Jones, London

EVENT HINTS & TIPS

1. CHOOSE YOUR EVENT



There are many options for a fundraising event: you can organise a bake sale in your workplace or school; run a quiz night in a pub or online; or organise a treasure trail in your local area. You can even make them virtual...

...or come up with your very own event idea.

We are happy to help you with your event and support you, all you need to do is call or email us.

2. TIMING IS EVERYTHING

Choosing a date for your event is crucial. It is good to avoid bank holidays and school holiday times to make sure you will be able to have as many people at your event as possible.



You will never know what the weather will be like if you are planning an outdoor event, but you can certainly avoid any birthdays or wedding celebrations that might be happening within your circle of friends and family.

It is also a good idea to avoid big sporting events, such as the World Cup or Wimbledon final.

3. LOCATION FOR YOUR EVENT

The next thing to do is to choose a venue for your event. It might be at your own home, in which case there is no need to ask for permission. However, if you wish to organise something in a public space, such as a pub, social club or in the workplace, you must seek permission first before starting any advertising.

Pubs and social clubs are more likely to agree to a weekday event as they will not necessarily be as busy as during the weekend. Your event could also mean increased footfall for them!



If you are having your event in a public space, you should ask if they have public liability insurance. This is to make sure that if anything were to go wrong during the event, you will be covered.

4. PUBLICITY

After you have chosen the type of event you wish to organise, the venue and date, it is time to tell everyone what you are organising and why. Use social media if you are signed up to platforms such as Facebook and Twitter. Email people on your address book and call around.

If your event is in a public space, use posters at the venue and get in touch with your local paper and radio to get as many people as possible to come along. We are happy to help you create a press release to use!



5. EXTRA, EXTRA!

You can increase your fundraising by organising a raffle at your event. If you limit ticket sales only to that occasion, you will not need a licence. You can just use classic cloakroom tickets as tickets for the raffle.

If you are keen to organise a raffle, the next step is to start asking around local businesses if they would be happy to donate prizes for your raffle, or if they would like to make a donation towards your fundraising. The venue itself may be happy to provide a prize as well, such as a bottle of wine or a meal voucher.

If your event is in the workplace, find out if your employer does any matching towards employee fundraising or if they could give a prize towards your raffle.



If your employer does not have an existing matching programme, they may still be happy to make a donation towards your fundraising.

6. THANK YOU, THANK YOU!

After you have had your event, do thank everyone who came along and made donations. Let your supporters know whether you have reached your target. If you have a JustGiving page, do share that again so those who were not able to attend can still make a contribution.

After we have received the funds you have raised, we will send you a certificate that you can display at home, workplace or at the venue where your event took place as a further thank you and recognition.





PHOTO CONSENT FORM

If you are taking pictures at the event that could be used for publicity afterwards, it is very important to get permission from those who appear in the pictures, especially if there are children present. You can use the photo consent form available on our website: arthritisaction.org.uk/support-us/ideas

Why not
invite your
friends to an
online tea
party?

HERE ARE SOME EXAMPLES OF WHAT THE MONEY YOU RAISE WILL DO TO HELP:



£120

could help
increase access
to our tailored
dietary advice



£2,500

could help run a
Self-Management
Event



£200

could sponsor all
the benefits of
a gift membership



£5,000

could help develop an
Arthritis Action Group in
a new region



£500

could help run
more virtual
Arthritis Action
Groups

HOW MUCH ARE YOU HOPING TO RAISE?

By setting a target for your fundraising event, you can really focus and motivate yourself, your friends and family, to work towards a goal and support the event.

The next thing to decide is how you are going to collect donations at your event: will you ask for cash donations on the day or will you have a JustGiving page? Or both? If you decide on cash donations at your event, please use the sponsorship form available on our website: arthritisaction.org.uk/support-us/ideas

If you wish to create a page on JustGiving, all you need to do is follow these steps:

- 1) Create an account on JustGiving.com
- 2) Click 'Start fundraising'
- 3) You will be asked if you are fundraising for a registered charity, answer 'Yes'
- 4) Search for 'Arthritis Action'
- 5) Add whether you are taking part in an organised event (such as the London Marathon), celebrating an occasion or running your own event.
- 6) Choose your web address (you will be given options!). You can then send this link to your friends and family, and share it on your social media pages like Facebook and Twitter.

Top tips for JustGiving fundraising:

- Add a profile photo to make sure you are easily found and recognisable.
- Create your page early on, ideally 2-3 months before your event.
- Post updates about your training if you are doing a sporting event. If you are organising another type of event, let your friends and family know when you have found a venue or if you are adding a raffle to the event etc.
- Add a target for your fundraising, as this can really focus everyone's mind.
- Share your page on Facebook, Twitter and via email as soon as you have created it and whenever you update it!



Why not try a marathon?

WHAT IS GIFT AID AND WHY DOES IT MATTER?

Anyone making a donation can Gift Aid it if they are UK tax payers. This means that we can claim tax on the donations to make gifts go even further. This will NOT cost you anything extra or have an effect on the amount of tax you are paying. For every £1 that is donated to us and Gift Aided, we can claim an extra 25p.

You can help us receive this extra income by simply ticking the Gift Aid box on JustGiving and on the sponsorship form on our website.

Do encourage others to do this as well!

PAYING IN MONEY YOU HAVE RAISED

After the event has ended and you have counted cash donations made, it is time to pay your money over to us. You can do this either by:

- Calling us and paying it over the phone:
01323 408 617
- Sending us a cheque: **One Upperton Gardens, Eastbourne, East Sussex, BN21 2AA**
- Online:
arthritisaction.org.uk/support-us/make-donation

Please also send us a copy of the filled in sponsorship form so we know for which donations we are able to claim Gift Aid.

All the money raised using JustGiving will be automatically transferred to us.

REMEMBER TO THANK EVERYONE WHO DONATED TO YOUR FUNDRAISER AFTER YOUR EVENT!





Organise a
sponsored hill
walk?

OTHER WAYS TO SUPPORT US

If running an event is not your cup of tea, there are plenty of other ways to support us.

ONE-OFF DONATION

You can make a one-off donation to Arthritis Action either on our website arthritisaction.org.uk/support-us/make-donation or by sending a cheque to our registered address: **One Upperton Gardens, Eastbourne, East Sussex, BN21 2AA.** You can also call us and make a donation over the phone: **01323 408 617**. Remember to Gift Aid it if you are a UK tax-payer!

REGULAR GIFTS

You can support us through a regular Direct Debit online arthritisaction.org.uk/support-us/make-donation or by calling us on **01323 408 617**. Don't forget Gift Aid!

CORPORATE PARTNERSHIPS

If you are a company, you may have some space available for our Groups to use for their meetings, or you may wish to run a fundraiser in the workplace for us.

You may also be interested in some Cause Related Marketing (CRM) activity with us through your products or have a media partnership idea?

We are also happy to discuss any items you may wish to donate to us as Gifts in Kind. If you wish to work with Arthritis Action in a companywide capacity, do get in touch with us via email: Iza Seabrook, Fundraising Manager, Iza@arthritisaction.org.uk or by phone: 020 3781 7128

TAKE PART IN A SPORTING EVENT

There are many sporting events you can do to raise money for Arthritis Action, so if running, cycling or skydiving is your thing, then sign up to events on our website: arthritisaction.org.uk/support-us/events



Get together
for a round of
sponsored golf?

SHOP AND DONATE FOR FREE!

For those of you who are into online shopping, this is your perfect opportunity to raise money at the same time!

If you use Amazon for shopping online, you can now use their Amazon Smile site which will donate 0.5% of the value of your purchase to Arthritis Action. Just sign in through **smile.amazon.co.uk**, choose us as the charity you wish to support, and continue with your shopping normally. There will be no extra cost to you!

You can also sign up at Give As You Live **giveasyoulive.com/join/arthritisaction** and you can raise money to us whilst shopping. There are over 4,200 retailers to choose from, so you have plenty of options.

RECYCLE AND RAISE MONEY

Another free way of raising money is recycling your ink cartridges, old and broken jewellery, and even old mobile phones.

You can request envelopes from us to recycle ink cartridges.

If you are recycling an old mobile phone, you will need to request Freepost packaging from **recycle4charity.co.uk/home** and select Arthritis Action as the recipient charity. Depending on the mobile phone and its condition, we can receive up to £70 per item.

If you have old and/or broken jewellery (it does not have to be expensive) you wish to dispose of, we can provide you with a Freepost label to send them out. You can even send out old and broken watches. We will receive 75% of the money raised through the sale by the organisation Recycling For Good Causes. Download the Freepost label on our website: **arthritisaction.org.uk/support-us/ideas**



I think Arthritis Action is a worthwhile charity to support, as it doesn't just look at the disease, but the person behind it.

Diet and exercise are given importance, with a section on the website for recipes and exercises. This has been a great help to myself and I'm sure to others too.

Kathleen, Nottingham

WEDDINGS AND BIRTHDAYS

Getting married or having a significant birthday but not wishing to receive any presents? How about having a JustGiving page to raise money to Arthritis Action instead! Just log on to **justgiving.com** and create a page for your alternative gift list.

ORGANISE A BUCKET COLLECTION

If you are part of a group and would like to organise a bucket collection at your local station or a shopping centre, contact us and we can work with you to make sure that you have all the materials (including buckets!) for this and to ensure that you have all the necessary licences and permissions in place.

IN-MEMORY

You can run an in-memory collection for a loved one either by using Memory Giving **memorygiving.com** or JustGiving **justgiving.com**. This is sometimes used instead of having flowers at the funeral, or to remember someone on what would have been their birthday.

LEGACY GIVING

Legacies are a very important source of income for Arthritis Action, and can make a big difference to the lives of many people with arthritis.

You can find out more about legacies and the importance of having a Will by downloading our guide on our website: **arthritisaction.org.uk/support-us/legacies**

Why not make
a collection
in-memory of
a loved
one?



THANK YOU AND GOOD LUCK WITH YOUR FUNDRAISING

As you can see, there are many ways to support Arthritis Action, from organising a fun event to running or cycling for us, or just doing some light (online) shopping. Whatever you decide to do, we want to thank you in advance. What you are doing means the world to us and all those with arthritis we wish to help.

For more information, please contact:

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arthritisACTION.org.uk



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