



## Fundraiser's 100 Appeal Toolkit

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



CMTUK

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Registered charity no. 1112370

## 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 Nichola our Fundraising Manager is 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!

Best Wishes

Nichola

# 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:

- |         |   |
|---------|---|
| £10     | provides 25 members with our charity 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.  |
| £280    | 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 | funds a PhD studentship.  |

## 10 Ways to Support CMT United Kingdom



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



Celebrate a special occasion by asking for donations instead of gifts



Arrange a dress down day at work



Organise a pub quiz with friends and family



Join our regular giving programme – donate £10 each month



Have a clothes  
swapping party  
with your friends  
and charge an  
entry fee



We have teamed up  
with Guess2Give  
which is fundraising  
platform to set up  
your own  
sweepstakes



**Guess2Give**  
Create: Support: Win!

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



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



Host one of our  
Cake, Muffin &  
Tea Parties

Please request  
a pack



Registered charity no. 1112370

## 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 (please visit [Guess2Give.com](http://Guess2Give.com))
- Cake sale
- Raffle a holiday – ask your boss to donate a day’s holiday that can be raffled off

## 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.

## Sponsored Events & Challenges

### I'm running for CMT United Kingdom

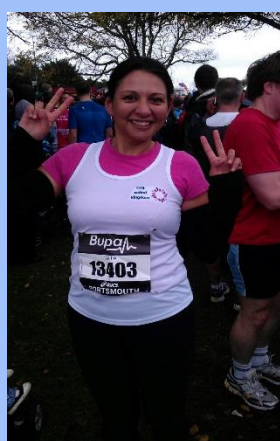
The brilliant thing about signing up to a sponsored event or challenge is that the organising is done for you! All you need to do is register, collect sponsorship and complete the challenge. There are so many varied and interesting options out there from a Skydive, running a half marathon to cycling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

### 2014-2015 Sponsor Events

Dorset Plane Pull	Monday 25 <sup>th</sup> August 2014	Pulling a plane in a team of 20 50m in the fastest time
London to Brighton Cycle	Sunday 7 <sup>th</sup> September 2014	54 miles
Bournemouth Marathon Festival	Sat 4 <sup>th</sup> /Sun 5 <sup>th</sup> October 2014	½ marathon & full marathon
Brighton Marathon	Sunday 22 <sup>nd</sup> February 2015 Sunday 12 <sup>th</sup> April 2015	½ marathon & full marathon
London Marathon	Sunday 26 <sup>th</sup> April 2015	26 miles
Just Walk	Saturday 9 <sup>th</sup> May 2015	10km/ 20km/ 40km/ 60km – Walk the beautiful South Downs starting and finishing from Goodwood Racecourse
Edinburg Marathon Festival	30 <sup>th</sup> /31 <sup>st</sup> May 2015	½ marathon & full marathon



## 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](http://www.bigfunrun.com)



**Great South/North Run:** the Great North Run takes place on 7<sup>th</sup> September 2014 and the Great South Run on 26<sup>th</sup> October 2014. Distance 13 & 10 miles.



**Great Manchester Run:** takes place in May with a 10k distance.



**Great Birmingham Run:** takes place on 19<sup>th</sup> October and is a distance of 13.1 miles.



**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.

If you need any guidance on any of the sponsor events mentioned or to discuss any you have in mind, please call 01202 432048 / e: [nichola@cmtuk.org.uk](mailto:nichola@cmtuk.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

We are signed up with two online sponsorship websites:

JustGiving – [www.justgiving.com](http://www.justgiving.com)

Virgin Money Giving – [www.virginmoneygiving.com](http://www.virginmoneygiving.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!

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.

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## 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 requested by telephone 01202 432048 or email [nichola@cmtuk.org.uk](mailto:nichola@cmtuk.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 Nichola, 01202 432048 / [nichola@cmtuk.org.uk](mailto:nichola@cmtuk.org.uk) and provide her with the details. Additionally, Nichola is here to provide advice and support so please do not hesitate to contact her with any questions you may have.



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

*Thank you for your support!*