

LET'S GET FUNDRAISING

www.roycastle.org

What's in the pack

Welcome to our fundraising pack full of ideas, hints and tips to help you with your fundraising.

Take a look and see what type of fundraising suits you. Inside you'll find information on:

- Our branded merchandise
- The charity
- How your money helps
- Fundraising at home
- Fundraising at work
- Fundraising in the community
- Fundraising throughout the year
- Added extras
- Spreading the message
- Online sponsorship pages
- What to do with your money
- How to stay involved
- FAQ's
- Keep it safe and legal
- Fundraising event essential kit



Get ready, have fun and let's get fundraising...

Make it look extra special...

Lots of the items below are free, so start thinking about how your fundraising could stand out from the crowd. To order any of these items visit www.roycastle.org/fundraisingmaterials

Buckets, mini buckets, collection cans, cardboard collection boxes

PVC banners, canvas bags

Balloons, leaflets, posters, stickers, pens, button badges, coasters



Wristbands and Pin Badges

We have Roy Castle branded badges and wristbands available now, we could send some out to you and you can sell them in your local community.

We ask supporters to please refrain from smoking whilst wearing a charity branded t-shirt.

Because it's worth it

Your hard work will give 'help and hope' to those affected by lung cancer.

Lung cancer is the most common cancer in the world, killing more people than prostate, bowel cancer and breast cancer combined.

Our focus is to save lives and provide help to those affected by lung cancer. We invest in research all over the country, looking for ways to prevent the disease and improve treatment and care.

Being diagnosed with lung cancer can be a difficult experience. We are dedicated to offering help to those in need and hope for the future.



Morag Murray
Living with lung cancer

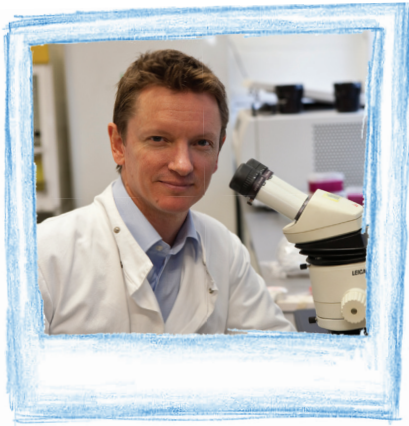
“After I had the upper right lobe of my lung removed on 23rd December 2011 I thought I needed something to work towards. Enter Roy Castle Lung Cancer Foundation, the only charity that is dedicated to research and supporting people with lung cancer.

I expressed an interest in the Tri Challenge of a 50 mile bike ride, a walk over the three highest peaks in Yorkshire and the Great North Run. Their Challenge and Overseas Fundraiser phoned me to check I knew what I was doing and from there people from the charity phoned me regularly to see how I was getting on. A challenge like this 6 months post op would not be recommended for everyone but everyone can go on and do stuff after surgery and cancer, it's never as hard as you think it will be, as long as you build up to the challenge. The charity's support, advice and their optimism throughout was a big help. My 21 year old son is so impressed he is now a regular donor for the charity.”

In the UK alone, one person every 15 minutes will be diagnosed with lung cancer.

How your money helps

Your fundraising could make a huge impact on people's lives. Take a look at how...



£28

could fund one hour of lung cancer research.



£30

funds one of our monthly nurse led patient support groups.

£60

could pay for one day of training for a lung cancer nurse.

£250

could fund a lung cancer patient relief grant. This helps to meet urgent costs that have arisen from a lung cancer diagnosis.

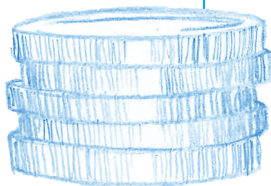
Your efforts mean these things can happen; you should be proud of every penny you raise.

Fundraising at home

So let's talk fundraising, have a flick through and see what ideas inspire you...

Empty your pocket

Ask us for one of our collection boxes, each day why not put in loose change from your pocket and see how it all adds up. The box will hold £3.50 in 1p or £160 in £1 coins.

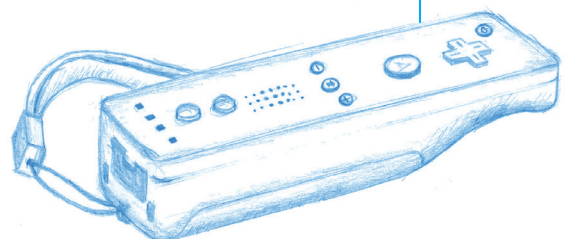


Spring Clean

Are your cupboards bursting at the seams? Well did you know when you sell things through eBay, you can choose for either a percentage or the whole amount of the sold price to come directly to us.

Let the games begin

Hold a Wii/Playstation games night with friends charging an entry fee.



Bingo anyone?

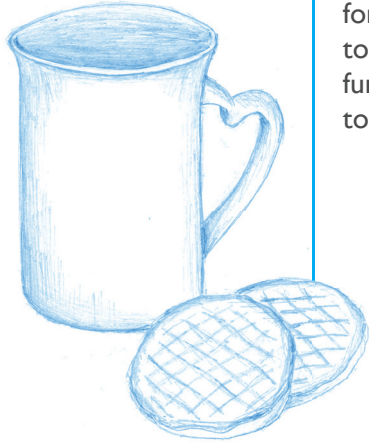
Host a bingo or poker night. Set up a bit of friendly competition and serve up some snacks ready for an event that everyone will enjoy.

Cake Bake Day

Why not hold your own cake bake day? Ask guests to make a donation for each cake they have. We have a Cake Bake fundraising pack, which includes information about how to organise your event, invites, poster, raffle sheet and donation sheet. You can request a pack at www.roycastle.org/cakebake



Fundraising at work



Make us a cuppa?

Become the delegated office tea maker. Either charge for each brew you make or ask for general donations to sponsor your kindness for the week. Go a step further and cook up a breakfast one morning, be sure to charge a reasonable amount for each plate.

Office Sweepstake

Ask everyone to put in £2, and get them to guess the winners of some of their favourite reality TV shows (X-Factor/Strictly/BGT etc). The winner gets a small prize (eg. £10) and the rest goes to the charity.

Matched Funding

Speak to your HR department about how they support matched funding.

Charity of the Year

Can you nominate us to be your company's Charity of the Year?

It would mean we could work together and fundraise for a whole year.

Dress Down Day

Charge a small fee for each employee to have the right to wear their casual clothes for the day.



Win the Day Off

Chat to your boss and see if it's possible to hold an office raffle with the lucky winner getting an extra day off work in the year.

Fundraising in the community

Fun Fine Dining

Choose a restaurant in your area and pick an evening when you know they will be quiet. You can maybe ask them to do a three course meal for £10 and then charge £15. This appeals to the restaurant as you are providing business and publicity for them on an otherwise quiet evening.

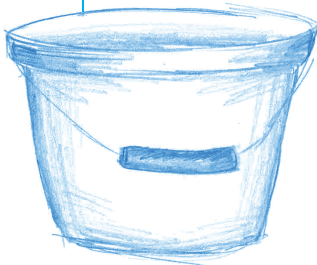


Cupcake and Cosmo Evening

Find a local bakery and hold a cake decorating session, get some drinks donated from a supermarket and sell tickets which then entitles the ticket holder to a free cosmopolitan cocktail and two cupcakes to decorate, with complimentary icing of course.

Bucket Collection

Speak to your local supermarket about holding a collection at their store. We can supply you with a letter to confirm you are an official fundraiser, buckets, stickers and t-shirts.



Collection Cans

A great fundraising idea that doesn't require a lot of time. Speak to a few local businesses, maybe a hairdressers or your local pub? Ask if they will put a collecting can by the till and after a few months pop back in and replace it with an empty one.



Fitness Fundraiser

Get a zumba/fitness/dance/spinning instructor to donate their time to you for an hour then charge people for the class.



"When it comes to fundraising, I try to get as many people involved as I can, because it multiplies how much you can raise. In the past I've stood with a bucket outside events, used online giving sites and even written to large companies requesting sponsorship. In my opinion the key is variety. This year I've joined a local amateur dramatics society to take part in a play and already the theatre are kindly donating all the proceeds from one of the performances to charity."

Riyaz Assrafally

Winner of the 2012 'Physical Challenge Award' at the Stars of Roy Castle Lung Cancer Foundation

Pick a month, any month...

We're covering all our bases and making sure that whenever you decide to fundraise, there's something you can try.

<p><i>January</i></p> <p>Good-bye chocolate Give up a luxury item for three months (eg. chocolate/fizzy drinks) and put all the money you would have spent into a collection box.</p>	<p><i>February</i></p> <p>Valentine's Day Speak to a local community group and ask if they will make cards that could be sold in your local shops.</p>	<p><i>March</i></p>  <p>St Patrick's Day</p>
<p><i>April</i></p> <p>Tuck shop time With Easter around the corner and chocolate on everyone's minds why not set up a tuck shop in work.</p>	<p><i>May</i></p> <p>Clothes swap Before you hit the shops for a new summer wardrobe, why not get all your friends together for a clothes swap?</p>	<p><i>June</i></p>  <p>Lads vs. Dads Father's Day Footy Competition</p>
<p><i>July</i></p>  <p>Car Wash</p>	<p><i>August</i></p>  <p>Summer BBQ</p>	<p><i>September</i></p> <p>Book bonanza Hold a book swap evening. Ask guests to bring old books so you can sell them on to others at a reasonable price.</p>
<p><i>October</i></p>  <p>Spooky Welly Walk</p>	<p><i>November</i></p>  <p>ilovemylungs</p> <p>Lung Cancer Awareness Month</p>	<p><i>December</i></p> <p>Christmas cards Speak to friends, family or work colleagues and suggest they send a donation rather than sending cards.</p>

It's the little things that count

It's amazing how the small things can make a huge difference. There are lots of simple and quick ways to help you raise extra money, here are some examples...

Quizzes

These are a great way to have fun and keep people entertained. Quizzes work well at all occasions; they can even take place in between dinner courses.

Auctions

These are great at dinners where there are lots of people. Auction items will usually be of higher value than your raffle prizes as an incentive to get people bidding. Why don't you try your local hotel/restaurant and ask them to donate a dinner for two?

Raffles

Ask friends, family and local businesses to donate prizes. Set up a prize table to display your lovely donations and charge for each raffle ticket.

Gift Aid

If you have sponsor forms, a great way to boost that total is to ask people to gift aid their donations. By ticking a small box it increases their donation by 25% with no extra cost to you or them. If you pay tax in the UK, Roy Castle Lung Cancer Foundation can reclaim the basic rate tax (25%) on your gift. So, if you donate £100, it is worth £125 to us.



"I held a quiz night which raised £600. I charged everyone £10 entry and contacted local companies for donations for the buffet and raffle prizes."

Rose McGuinness
Ran the London Marathon

Spread the word

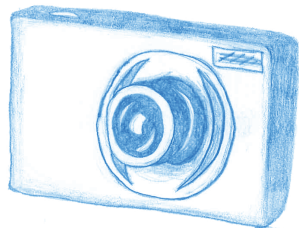
The more people that know about your fundraising the better! People don't always see what's right in front of them so spread the word in a fun and inventive way.

Pictures and Posters

Remember, pictures speak a thousand words, so whether you're taking photos on the day, or taking snaps to get people interested, make them fun and bright.

Posters are a great way to get the general public involved, put some up in your local library, butchers or supermarket and make an impact.

We've included a poster in this pack for you to simply fill in. You can also download more from our website www.roycastle.org



Blog for us

Do you love to write? We are always looking for people to tell us about their experiences whether they be related to fundraising for us or something else. If you would like to share your stories and inspire others to get involved then email fundraising@roycastle.org for more information.




Local Businesses

Whether they're corporate giants or small corner shops they could help by providing prizes to making donations. To make it much simpler why don't you use our business letter template from the essential kit?

Social Media

Facebook, Twitter, and various other social media sites are fantastic ways to make your fundraising known to all your friends and family. It's also a great place to advertise your online sponsor pages. Imagine how much you could raise if all your facebook friends sponsored you just £1?

Check us out:

-  [roycastlelungcancer](https://www.facebook.com/roycastlelungcancer)
-  [Roy Castle](https://plus.google.com/+RoyCastle)
-  [@Roy_Castle_Lung](https://twitter.com/Roy_Castle_Lung)

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"Prior to the challenge I was living in Australia whilst my brother Hugh was in Spain, so we set up a Facebook page and blog which we kept updated as much as possible to show everyone what we were up to, together with a link to our online fundraising page.

During the challenge, it was great to log on and see all the encouragement from friends and family across the world. Knowing they were cheering us on and seeing our fundraising total increase definitely gave us a boost on the long days."

Dan Murray

Cycled 1,200 miles across Vietnam



Online sponsorship pages

Did you know that in the last 3 years, over £600,000 has been raised online through fundraising pages

Online sponsorship pages are a popular way to raise sponsorship. They are simple, secure and free to set up. You don't have to deal with cash or cheques, or chase pledged sponsorship, as all the money comes directly to the charity.

Below are two of the options we are happy to recommend but our preferred site is Virgin Money Giving because it costs the charity less.

Virgin Money Giving

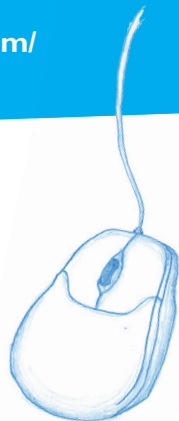
They offer a great online tool for setting up a fundraising page. You can also post links to your page via Facebook and Twitter.

www.virginmoneygiving.com/charities/roycastle

Just Giving

Alongside your online sponsorship page, you can also set up your own text number so family and friends can donate quick and easily. You can also use the iPhone and Android app to manage your fundraising as well as integrate with Facebook and Twitter.

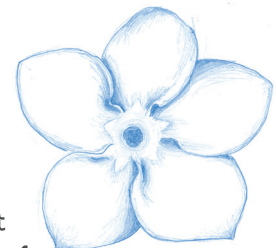
www.justgiving.com/roycastle



Tribute Funds

Like some of our supporters you might be raising money in memory of someone.

Tribute Funds allow you to set up a page that keeps a record of the money you raise and acts as a place for people to give donations. They can be personalised by adding photographs, lighting virtual candles or writing journal entries. For more information, visit www.roycastle.tributeffunds.com



“The great thing about fundraising online is you can personalise your page with your stories, photos and videos. Your friends and family can also add their words of encouragement.”

Richard Bowen

Cycled from Cambridge to Swansea in 4 days

What to do with the money

Not sure where to put those pennies? Take a look at the information below to find out all the different ways you can get your money to us...

Directly into the bank

This is a quick and easy way to make a donation to the charity. If you have collected cash, you can pay it directly into the charity's bank account.

- 1) Take the money to your local Barclays bank
- 2) Pay it into the charity bank account using these details:
Sort code: 20-51-01
Account Number: 20861855
- 3) Put your name as the reference number on the payment slip so we can add it to your total
- 4) Keep a copy of the paying in stub so you can keep a record of the payment
- 5) Let us know, so we can thank you

Cheques

Cheques can be sent to our head office or if you're local why not pop in- it's always great to say hello and is an ideal opportunity for us to thank you in person.

Our address is

Roy Castle Lung Cancer Foundation
4-6 Enterprise Way
Wavertree Technology Park
Liverpool L13 1FB



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"I set myself a fundraising total of £3,500 for my Kilimanjaro challenge. To make sure I reached my total, I split my total into smaller amounts so I held several events and organised bucket collections as well as setting up an online fundraising page.

I paid my money directly to the charity after each event and the fundraising team were great as they kept a running total for me and encouraged me along the way. I knew how much I'd raised and didn't have to worry about handling the cash."

Nicola Smith
Climbed Mt Kilimanjaro



Stay involved

So you're happy with your fundraising and now you're itching for other ways to get involved... have no fear we have plenty to choose from.

Community Fundraising Groups

Our groups are fun and social ways to meet new people whilst raising money to help defeat lung cancer. Groups generally tend to meet up in a local spot (down the pub, at each other's houses) once or twice a month. They chat, share interests, whilst organising the next fundraiser. After doing a fundraiser of your own it's sometimes nice to have a group of you to share the load and those life-long friends you make are always a nice bonus. Visit www.roycastle.org/getinvolved for more information.

Volunteer with us

We have lots of opportunities that are just waiting for the right enthusiastic person to come along. Visit www.roycastle.org/getinvolved to check out what opportunities there are currently.

Fundraiser of the Month

This feature on our website is to recognise those of you that have gone the extra mile with your fundraising. We don't measure your success by the amount you've raised but rather recognise enthusiasm and passion. If you think you could be featured or know someone you would like to nominate then contact fundraising@roycastle.org.



Above Claire Simonsen, and right David Livingstone both winners of Fundraiser of the Month



'When I lost my mum I felt helpless and a little lost. That's when I decided to organise a charity night. Our target was to raise £1000. After a few weeks of organising and with fantastic support from family, friends and local businesses (who kindly donated prizes) we managed to create a fantastic night of music and amazingly doubled our target. I am thrilled to support a charity which is so close my heart'

Su Moreton

Community Fundraiser
Winner of Fundraiser of the Month

*Feel like there's a question we haven't answered?
Have a read of our FAQ section.*

I want to hold a raffle- what do I have to do?

If you want to run a raffle as part of a one-day fundraising event, please follow these guidelines;

- The Raffle should not include any cash prizes
- The sale and issue of the tickets and the announcement of the winners must all take place on the same day as the event
- The total amount you spend on a single prize should not exceed £250, however, it is fine to offer prizes in excess of this value which have been donated.
- Remember you can only offer alcohol as a prize if your event is taking place on licensed premises.

If you are running a raffle for which you are selling tickets in advance of the draw date, you will need to register the raffle with a local authority. Please contact your local authority to request the relevant paper work and guidelines.

Who can claim gift aid?

Any UK tax payer can claim gift aid as long as they have paid more tax than the donation amount they wish to claim. On a personal donation they need to provide their full home address and postcode on the sponsorship form and tick the gift aid declaration box.

Are there any companies that I shouldn't approach for help?

As a charity with the aim to defeat lung cancer we have a strict policy to never work with any tobacco companies.

What if I'm struggling to reach my fundraising target?

Please get in touch as soon as possible and we'll help you think of some new fundraising ideas. We are here to help and support you so let us know if you're struggling.

I want to collect in my local supermarket/pub/on the street, is this allowed?

In order to gain permission you will need to contact your local pub or supermarket. If you want to hold a street collection you will need to call your local council for a permit. For details on this process please download our collection coordinators guide at www.roycastle.org/getinvolved. Once all this has been sorted just request some buckets or collecting cans from the team and you're good to go.

Can I leave a gift to the Roy Castle Lung Cancer Foundation in my Will?

Yes. Every gift in every Will makes a difference however large or small. We have a Will information pack on how you can do this and we provide telephone and online support. To find out more information visit our 'A Gift in Your Will' section on our website.

Can I use the Roy Castle logo to help with my fundraising?

Of course you can, just get in touch with your designated fundraiser and they will be able to send you a .jpeg copy. We love it when you use our logo as it really helps us raise awareness.

A cheque has been made payable to me, but it's for the charity - what shall I do?

Don't worry, this happens a lot. The best thing you can do is pay the cheque into your bank account and then either:

- Send us a cheque from your bank account for the same amount
- Once the cheque has cleared withdraw the cash from your bank account and pay it into our charity bank account
- Make a donation online for the same amount through www.roycastle.org/donate

If you still need some advice then send your query to fundraising@roycastle.org, we're more than happy to help.

Did you know? 1 in 3 of our research programmes are funded thanks to gifts in Wills

Keep it safe and legal

It is your responsibility to make sure your event is organised efficiently and safely. So don't forget to read through the following list of reminders.

Make sure your event is properly supervised and that everyone is fully briefed on risks, fitness requirements, special equipment, clothing and expected behaviour.

Donations

Get sponsored by and collect donations from people you know and trust. Make sure that children are supervised and don't let them collect money from strangers.

Collections

Don't carry out your own house to house collections- it's illegal without a special licence. Don't collect money in the street or any other public place without a licence from your local authority.

First aid

Make sure adequate cover is available for larger events. Recommended providers include St John Ambulance, The British Red Cross and The National Association of Private Ambulance Services.

Licences

Check with your local authority whether you need to obtain any special licences, e.g. public entertainment, collection or alcohol licences.

Raffles & lotteries

Contact your local authority or the Gaming Board of Great Britain to check the rules.

Food

To check current food hygiene rules visit www.food.gov.uk or alternatively contact your local council.

Alcohol

Check if the venue is licensed or contact your local council to find out more about getting a temporary licence.

Remember, whilst we appreciate your support, Roy Castle Lung Cancer Foundation cannot accept liability for any fundraising activity or event you undertake for us. If you need insurance, you will need to take it out yourself.

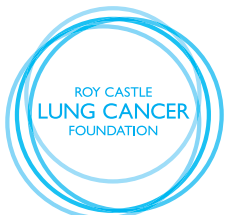
HELP US DEFEAT LUNG CANCER

EVENT

WHERE

WHEN

**CONTACT
DETAILS**



4-6 Enterprise Way
Wavertree Technology Park
Liverpool L13 1FB
Helpline: 0333 323 7200
www.roycastle.org

YOU'RE INVITED

Dear:

Please come along to

On:

At:

Location:

RSVP to:

PS:

YOU'RE INVITED

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Please come along to

On:

At:

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On:

At:

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RSVP to:

PS:

Unable to attend? You can still make a donation to Roy Castle Lung Cancer Foundation

Please make a cheque payable to Roy Castle Foundation and return it to me along with this invite.

Title: _____ First Name: _____ Surname: _____

Address: _____

Town/City: _____ Postcode: _____

Please provide your telephone and email address if you are happy to be contacted in this way.

Phone number: _____ DOB: (optional) _____

Email: _____

We promise we will not pass your details onto any other organisations. If you do not wish to receive further communications from Roy Castle Lung Cancer Foundation about our work, please tick this box

I would like to donate £ _____



Gift Aid your donation and help raise an extra 25p for every £1.

As a charity, Roy Castle Lung Cancer Foundation is able to reclaim the tax you will have paid on your donation, increasing the value by 25 per cent.

To qualify for Gift Aid, it is vital you give your home address and postcode, be a UK taxpayer and have paid sufficient income or Capital Gains tax to cover the amount all charities you have donated to will reclaim (currently 25p on every £1). The donations must be your own money and cannot be the proceeds of a collection.

I would like this donation, all future donations and those I've made in the past four years to be gift aided

Alternatively you can make a donation online at www.roycastle.org or call **0333 323 7200**.

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Thank you for supporting Roy Castle Lung Cancer Foundation.

LET'S GET FUNDRAISING RAFFLE

25 entry squares
£25 prize
£25 to charity
Suggested donation
£2 per square

				
Name: <input type="text"/>	Name: <input type="text"/>	Name: <input type="text"/>	Name: <input type="text"/>	Name: <input type="text"/>
				
Name: <input type="text"/>	Name: <input type="text"/>	Name: <input type="text"/>	Name: <input type="text"/>	Name: <input type="text"/>
				
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Name: <input type="text"/>	Name: <input type="text"/>	Name: <input type="text"/>	Name: <input type="text"/>	Name: <input type="text"/>

LET'S GET FUNDRAISING RAFFLE

25 entry squares
£25 prize
£25 to charity
Suggested donation
£2 per square

To take part and run the Let's Get Fundraising Raffle, follow these instructions:

- ask your friends, family or colleagues to make a donation to play (we suggest £2)
- ask them to pick a square and write their name underneath the image
- once the sheet is full, cut out the entries, place in a bowl and pick a winner
- present the winner with their £25 prize
- please send your final donation to:

Roy Castle Lung Cancer Foundation
4-6 Enterprise Way
Wavertree Technology Park
Liverpool L13 1FB

Dont forget: If you have more than 25 people who would like to take part in the raffle, simply photocopy more raffle sheets to give you additional entry squares, increasing the 'cash prize' and funds donated to charity.

You can also download more raffle sheets at
www.roycastle.org/fundraisingmaterials



GIVING HELP AND HOPE

Sample press release

Getting local media coverage is a great way to raise awareness of your event or activity free of charge. We've put together a sample press release and few tips to help you try and secure press coverage.

Writing a good press release

A press release contains information of a news story or event that can be sent to local media in the hope to encourage them to include it in their publication. Newspapers are more interested in how newsworthy a story is over the good cause, so any press release must be well-written and grab their attention.

Keep it local

Your local newspaper, be it daily or weekly will be interested in local stories because it has more relevance to their newspaper and audience.

Photographs

Photos are a great way to illustrate a story so, where possible, include a photo with your press release. Make sure it's a good quality image that highlights information in your release. Maybe a photo of you training or in a charity branded t-shirt.

Why bother?

Getting your story out there does wonders for your fundraising activities, promoting it to your local community and raising everyone's awareness about lung cancer. Your promotion could even encourage someone to make an appointment with their doctor if they are experiencing symptoms.

Here is how a press release should look. If you read through it, you'll find some handy tips to getting yours right.

PRESS RELEASE

Date:

HEADLINE [describe your activity in as few words as possible]

Your first few lines need to grab attention.

Keep the introduction brief and punchy. Include details of who, what, where, when, how and why.

Insert event or activity information but try and use clear, simple English, avoiding jargon.

"You can also insert a quote into the release too. These are a great way to include information about what you're doing and why.

"Try to keep your press release to one page where possible."

Don't forget to include how people can sponsor you through an online fundraising page or buy tickets if you are having an event.

ENDS

Editors Notes:

You should include your contact information too so a journalist can get in touch if they want. Include your name, phone number and / or email address.

Also include the name and contact details for your Roy Castle Lung Cancer Foundation fundraising contact in case the publication would like more information about the charity.



 [roycastlelungcancer](https://www.facebook.com/roycastlelungcancer)

 [Roy Castle](https://plus.google.com/+RoyCastle)

 [@Roy_Castle_Lung](https://twitter.com/Roy_Castle_Lung)

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Roy Castle Lung Cancer Foundation

4-6 Enterprise Way

Wavertree Technology Park

Liverpool L13 1FB

Registered charity numbers England & Wales 1046854 Scotland SC037596