

mnda

motor neurone disease
association

Your Guide to Fundraising for #TeamMND



*"Thank you
for signing up
to fundraise
in the fight
against MND."*



With your support for people, like me, who are living with MND, I know I'm not alone.

Thanks to fundraising like yours, I've been able to receive financial support from the MND Association to get a stairlift installed. Before then my partner was practically carrying me up the stairs, but it has made things so much easier for both myself and Dan.

Since my diagnosis my family have undertaken their own fundraising challenges, with my nieces running two miles a day for a month and my sisters organising a football tournament.

Whether you're taking part in a sponsored event or doing your own thing, this guide is put together to give you plenty of hints and tips to help you reach and hopefully smash your fundraising target.

Myself, my partner Dan and my family will join you to continue fundraising for care, campaigning and research to support people affected by MND.

Good Luck with your event!"

Mark Lythgoe

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Setting up your online donation page

The first step to any fundraising event is to organise a way that people can make donations.

The quickest and easiest way to do this is to set up a JustGiving page linked to the MND Association at [justgiving.com/mndassoc](https://www.justgiving.com/mndassoc), click 'Fundraise for us' and follow the steps.

Funds donated on the page automatically make their way to the Association so you can concentrate on your fundraising!

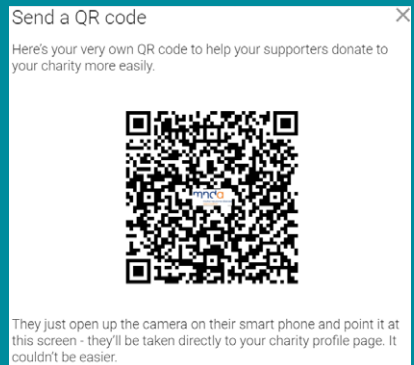
Top Tips for your Online Fundraising page

- Share your page with family and friends on social media or via email, then ask them to re-share the link to your page which is easily done on Facebook and Twitter.
- The 9pm TV advert break is proven to be the best time to share a social media post to encourage donations.
- Get the ball rolling by self donating. Pages with a kick-starter donation raise up to 54% more!
- Personalise your page by adding photos and writing your fundraising story, mentioning your challenge and who and what has inspired you to fundraise.
- Be sure to include your event date so that people know when it is.
- Add a target to your page and increase this each time you hit it, to boost donations further.

QR codes

You can get the QR code for your JustGiving page by going to your page and adding '/qrcode' to the end of the URL. For example, if your page is [justgiving.com/fundraising/MrsFundraiser](https://www.justgiving.com/fundraising/MrsFundraiser) add the /qrcode at the end and click enter.

Simply scan the QR code with a phones camera and it takes you straight to your page! This is great to have for events where people aren't likely to have cash, so print some off or have the QR codes on a big screen. Remember donations where the donor is getting something in return (such as an entry fee or a raffle ticket) aren't eligible for Gift Aid (See p. 8).



The Model JustGiving page

Target – pages with a target raise on average 133% more – once you smash it, remember to increase it to a new target!

Profile Photo – pages with profile pictures raise £664 more on average

Story – Fundraising pages with an updated personal story raise an average of 93% more so share your story about why you are supporting #TeamMND

Share – Shared pages raise on average 440% more – it doesn't have to be a direct ask, it could be an update post or a general thank you – Use JustGiving's 'Shareables' to make posts even more engaging!

Facebook Fundraiser

There are other online fundraising platforms available and Facebook Fundraisers is an easy way of setting up a page on one of the most popular social media channels in the world! Simply visit [facebook.com/fundraisers](https://www.facebook.com/fundraisers) and search 'MND Association'.

Similarly to JustGiving we get sent the funds automatically so you can just focus on your fundraising.



Crowdfunding

For some types of fundraising you may wish to use crowdfunding on platforms such as Just Giving or Go Fund Me. For instance, if you're fundraising for something personal such as a family holiday for someone with MND, you may wish for any of the money raised above the target to come to the Association. It's important you are clear and up front with donors as to what is happening with the funds – but you must keep in mind, crowdfunding is not eligible for gift aid and you will need to transfer us the money yourself.

Branding your event

We have **branded merchandise** to help your event stand out so take a look at the form included in your fundraising pack and let us know what you need. Our balloons and banners make any photos look fantastic and our leaflets are great for raising awareness at events.

We can send a branded t-shirt for you to wear, or a vest if you are doing something more active.



Collection tins and buckets are an easy way to collect cash and we also have tins that can be placed at businesses such as shops or pubs. You could even create a JustGiving page and stick the QR code to a bucket for those not carrying cash (p. 4)



You could raise extra money at your events by asking people to buy **pin badges and wrist bands**. Although we can give away a number of materials for free to our fundraisers, you're welcome to make a donation towards the cost of these, and extra can always be purchased for a small fee from our online shop shop.mndassociation.org

Clare Drew braved her fear of heights and completed a flying lesson to raise funds in memory of her dad:

“The support Dad received from the MND Association and the Nottingham branch especially was nothing short of amazing. I will never forget what they did for us. The help was instant; they provided support for us to get a stair lift so Dad could still go to bed upstairs, and they even helped to get a specialist chair made. Fundraising and trying to raise awareness of this cruel disease is all I can do. For the MND Association I'd do anything I could.”



Template Centre

As part of #TeamMND you have exclusive access to our [Template Centre](#), which enables you to quickly and easily create and customise your own personalised MND Association branded printable/digital materials to promote your event! It includes posters, leaflets, invitations and social media posts.



Here's some top tips to help make the most of your fundraising:

- Email your employer to ask if they offer a Matched Giving scheme. Companies will often match up to a certain value of charity donations raised by staff. Just think what an amazing difference that could make to your total!
- Add an extra element to your fundraising like throwing in some fancy dress in return for more donations
- Ask family, friends and colleagues to take part in a simple number sweepstake to win a prize. Local companies or supermarkets will often provide vouchers or a bottle of bubbly for the prize, which means all entry fees can remain as donations towards your fundraising target. Contact us for a sweepstake template
- Go Live! Livestream on social media to talk about your reasons for fundraising, to capture the atmosphere at the race start line, or during your organised event
- Share a press release with your local newspaper to see if they will promote your fundraising. Email us for a press release template



Share your story with us!

We'd love to see your photos and hear your stories! You can tag us on @mndassoc on our Facebook page, twitter or via Instagram. If you've received consent we'd love to see your photos, and maybe even share them in publications such as this one! Contact us for a consent form and instructions of how to send them to us. At larger events you can let everyone know you'll be taking photos and sharing them by notifying them on the invites, or having posters up on the night. Then anyone that wishes to be excluded can make you aware.

Gift Aid

Gift aid allows us to claim back an extra £1 for every £4 donated from HMRC (providing the donor is eligible) at no cost to you! To ensure we receive this extra 25% we need to have a donors gift aid status declaration. Most online giving platforms will include this automatically, but for events with cash the form to collect a person's status is included in your fundraising pack.



Melanie Bright and her partner Tom clocked up 300,000 steps in 30 days to raise funds in honour of her mum:

“We forget how lucky we are to be able to move and walk every day. In the last year we have found ways to keep mum's spirits up as she battles this progressive disease. Limited movement aside, it has not stopped her laughing and dancing yet. She is an inspiration, and I do this for her.”

Raffles, auctions and collections

These are a great, fun way to get people involved and to give more on the day without feeling like they're donating extra money.

Raffles

- Start off by sourcing some raffle prizes that you know will have a wide appeal to your audience. You can ask local businesses or supermarkets, or even have a clear out and ask if your friends or family have anything to donate.
- We can provide you with an authorisation letter to prove you're fundraising for us when approaching people or businesses.
- Selling raffle tickets only at the event rather than beforehand means you don't need any licensing in place so it's much simpler to do.
- If it's a ball or dinner event, you could offer a table raffle to encourage participation and increase the odds of winning.
- If you do want to sell raffle tickets in advance, you may need a licence. Different types of raffles have different rules and regulations so get in touch for more information.

Auctions

Auctions are a fantastic way to get people giving. But there will always be some who choose not to participate. Low bid auctions can encourage more people to get involved, by asking people to bid low and the lowest unique bid wins the prize!

Collections

If you are thinking of planning a collection then you will need to get the appropriate permissions before you start. If you are holding a collection in a public place you will need a licence from your local authority (Northern Ireland is a little different). If it's on privately owned land or property like a train station or supermarket then you will need permission from the manager or owner. Before you organise a collection do get in touch with us as we may need to approve it.

If you plan on using a Static Tin (for example leaving it in a local shop) then get in touch with us for a request form so we can record where the tin is being placed and remind you to empty and pay in the money.



Faron Robinson runs the Brighton Marathon every year for #TeamMND:

“My brother, Darren, passed away in March 2017 at just 47. Seeing first-hand, the speed at which the disease took hold and how he was being trapped in an ever-failing body, but with a completely sound mind, was so horrible. All the time that I can run, I will, and push towards that time when we can say we have a cure.”

In the space of a year there were



400

communication aids
and 350 pieces of voice
banking equipment
loaned to people with MND



3,300

people living with MND and
their families were offered
information and emotional
support by our volunteers



Kiri ran 7k a day for 7 weeks:

“I felt motivated to fundraise because my stepdad, David, was diagnosed with Bulbar onset MND two years ago and I have witnessed the devastating impact this has had on his life. Over the last two years, the MND Association have provided David with support which has really made a big difference to his quality of life. They have provided support and technologies with banking his voice, an iPad and a voice app, which now David fully relies on.”

Keeping your fundraising safe and legal

We want you to enjoy the experience of fundraising with us and, but there are some important fundraising rules and regulations that must be followed. Here are some of the most crucial points to help you stay safe and legal but please do just pick up the phone or email us if you want to talk through any specific activities that you are doing.

Food and Drink

If your event involves the preparation of food, be aware of hygiene regulations. Take care when preparing and handling food and make sure it's stored and displayed properly. Visit www.food.gov.uk for up-to-date guidance. Remember if you are selling alcohol, make sure your venue has a licence. If not, you will need to apply for one with your local authority.

General Data

Protection Regulations

You must ensure that any records you keep about anyone, e.g. sponsorship forms, are kept in a safe place at all times and never left unattended. Please also ensure you do not share information about someone without their permission - This includes photos. When collecting information always ensure it's the minimum required and disposed of safely once used for its purpose. For more information or advice get in touch.

Using our logo

We encourage you to use our logo! The easiest way to effectively use our logo is to create branded materials using our Template Centre (p.7).

However, if you'd like us to send you our logo along with guidelines on how to use it then do let us know. Remember if you're using our logo to include our registered charity no. 294354.

Health and Safety and Insurance

Get in touch with us to talk through your event and whether we need to support you with a risk assessment

so that everyone attending can do so safely and get the most enjoyment out of your event. Lots of venues may cover insurance for you in the venue hire but please ensure you do check this with them, and chat to us. Visit www.hse.gov.uk for up to date advice.

COVID safe events

If you're fundraising indoors or within an enclosed space, be mindful of yours and your guests attitudes towards COVID. Ensure that you follow the latest government guidance and for more info visit fundraisingregulator.org.uk/guidance/coronavirus





Neil Mustoe, was diagnosed with MND in July 2019 and just a year later completed the Virtual London Marathon in his wheelchair:

“I treat MND like a race. I think, just one more mile, keep going one more mile. Because it is so ruthless, I think, there’s no way that’s going to win. I know it will in the end, but I think, not today.”

Paying in your donations

Please remember to let us know before you start your fundraising if the money you are raising is going towards a:

- Local MND Association branch or group.
- Tribute Fund or Fightback Fund
- Specific part of our organisation (i.e. research, care etc.)

If you have used an online fundraising website such as JustGiving, GoFundMe, Facebook Fundraiser or Give as you Live and selected us as the charity you want to fundraise for then you don't need to do anything to pay your funds to us. All the money collected will automatically be transferred over to us with your details so that we know it is from your fundraising challenge.

If you have sponsor forms please email us a scanned copy or a photo of the form, or post them to us, so we can claim the Gift Aid.

You can pay donations online by visiting mndassociation.org/fundraisingdonations

Please don't send cash in the post. Make cheques payable to the MND Association and send them along with a cover letter or the paying in details from your fundraising pack.

Please post your cheques to: MND Association, Francis Crick House, Summerhouse Road, Northampton, NN3 6BJ

For bank transfers please contact us directly for details on 01604 611860.

If you want to pay with your credit or debit card over the phone, call us on 01604 611860 during our office hours of 9.00-5.00.

YOU could make

£10

provides an information pack for a newly diagnosed person with MND, so they know what to expect and how to access support

£27

funds an MND Connect helpline advisor for one hour, allowing them to provide information and support for anyone affected by MND

£75

funds an MND expert researcher for half a day, helping us to better understand the disease

£160

will buy a specialist communication app enabling someone who has lost the ability to speak to continue to communicate with others

£200

provides 40 copies of our guide for young people who are affected by MND: So what is MND anyway?

£600

funds a seat riser, allowing someone with MND to raise their wheelchair so that they can reach shelves and talk to someone at eye level

£750

helps to fund a wheelchair ramp, allowing someone with MND to continue to enjoy their garden and access the local community

£1000

will pay for detailed analysis of the DNA of someone with MND, to support our research

£2,250

provides a text to speech device, to give someone with MND the ability to continue to communicate with their loved ones

£4,000

funds a person with MND to participate in a clinical trial for a year, bringing us closer to a cure

Every donation makes a difference to a person living with MND. We ensure that every pound we receive is spent carefully so that people affected by MND get the support they need, both now and in the future.

#TeamMND:

a community united with a common goal – A world free from MND.

Thank you for joining our community of fundraisers and for your support.

We think you are all amazing!



 /mndassociation

 @mndassoc

 @mndassoc

Motor Neurone Disease Association
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Email: fundraising@mndassociation.org

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