

Ideas and support to help you along the way

Top tips for fundraising





Than



Thank you

**Thank you for choosing to
support Heart Research UK.**

Through pioneering research and accessible education, we will reduce the number of people developing and dying from heart disease, while improving and extending the lives of those affected.

We receive no government funding for the work we do so we rely on your support to ensure our work reaches everyone who needs it.

This fundraising guide is full of ideas to support you along your fundraising journey. You'll find inspiring ideas, hints and tips, important information and all the tools you need to make the most out of your fundraising.

Contents

Fundraising event ideas
6// Organising your own
event **12**// Setting up your
online fundraising page **15**//
Top 12 fundraising tips **16**//
Promoting your fundraising
18 // Legal and safety advice
21 // Pay in your money **22**

great north run[®]



**Join our team of
runners who take
on heart disease
mile by mile.**

Fundraising event ideas

**Want to raise money to
support Heart Research UK
but don't know where to start?**

Whether you're a first timer or a regular fundraiser, everybody needs a little inspiration sometimes. So whether you are raising money at school, work, with friends and family, at university or at your local club or group, take a look at some of our fundraising ideas to get your creative juices flowing.

Quiz

The pub, village hall, local sports centre and your best mate's garden are all venues suitable for hosting a quiz. Decide what's the best option for you and get working on those questions. Will the theme change by round or will your quiz be more specific, with all questions about a particular band, film or book? You host the night and guests pay to play.



Raffle

A raffle is great to have at a fundraising event. Just charge a fee for tickets and the winner gets a prize. This could also work as a standalone fundraising activity at work or with friends. Just be aware of offering that unwanted Secret Santa gift you got last year as a prize. Your friends may recognise it!



Auction

Do you have a well-stocked record collection you're willing to let go of for a good cause? Or the contacts to get your hands on some sought after sports memorabilia? Then an auction could be the fundraising activity for you. You could even make your auction a more casual affair by auctioning off your skill set. Could an evening of waiting on your friends help you raise funds?



Bake sale

Make like Mary Berry and bake your way to fundraising success. Whether you run the event at work, school or your home be sure to find out about any dietary requirements or perhaps just favourites first to maximise sales.

Football match

Even if you don't score, this is one match that guarantees you'll reach your goal in 90 minutes. If you've got smaller numbers, why not opt for a game of 5-a-side? Raise funds by charging a player fee and why not let spectators donate to take part in a penalty shootout at the end of the match?



Sweepstakes

Want a way to fundraise fast? A sweepstake could be the perfect way for you to raise money. You have one question, for example, 'How many sweets in the jar?' and people pay to give an answer. Whoever has the winning answer gets a prize, while you donate the money raised.



Golf day

Get your friends, family or colleagues together and host a golf day. It's a great excuse to get together and enjoy a day in the fresh air. Charge people entry and host a raffle/auction after the competition.

Themed party

Host a party on a national day such as Halloween, Valentine's etc. or maybe even give a nod to a particular decade and invite guests to dress accordingly. Charge guests to attend and host a raffle or auction on the evening to stack up your fundraising.



Dress down day

Ask your boss if you can host a dress down day in the office. Everyone can donate to be involved.

Hearty brunch

In theme with our Charity, keep your options fresh and healthy and guests will be more than happy to donate when their tummies are being filled.



Host a ball

This is a great opportunity to have fun while you fundraise. Book a venue (hotel, sports club) and sell tickets to your friends, family and colleagues. The ticket price should more than cover the food you need and then host raffles, an auction and games like heads or tails on the night.



Coffee morning

Most people rely on a coffee to get them through the day so hosting a coffee morning is a great way to fundraise. Charge people to attend, supply cakes for people to buy, run a raffle/auction on the day and maybe even book in some people who are selling nice products so guests can peruse whilst they enjoy their coffee.



A woman with dark hair, wearing a black swim cap and a red one-piece swimsuit, stands with her hands on her hips, looking out over a large indoor swimming pool. The pool has several lanes marked with red and white lane lines. In the background, there are red triangular flags hanging from the pool deck. The scene is brightly lit, suggesting a sunny day or strong indoor lighting.

**Cover the
distance of the
Channel in your
local pool over
12 weeks.**



Organising your own event

Fancy yourself as an events organiser?

Go for it and use our helpful tips and advice to help keep you on track...

1

Decide on your fundraising event

Give yourself plenty of time to brainstorm ideas. Think about your interests, contacts you may have and most importantly pick something you will enjoy. We've lots of fundraising ideas to give you a start.

Contact us

Contact Heart Research UK and let us know all about your event and find out how we can support you. See page 18 for further information about ways in which we can support your event.

2

3

Set a date

Make sure you leave enough time to organise everything for your event. Do some research to see what else is going on in the local area and make sure there aren't any big events going ahead on the same day.

4

Find a venue

Once you have decided on your event you will need to find a suitable venue. If possible try to source a venue that will not charge. Good places to try include local pubs, community centres, church halls and social clubs. Heart Research UK can provide you with a letter of authority for this if necessary.



giftaid it

Remember to promote Gift Aid

If you are collecting donations at your event or if you are collecting sponsorship money, remember that you can claim Gift Aid. All our sponsor forms have a Gift Aid tick box on them so remind people about this when sponsoring you. If people are making a donation at your event and want you to claim Gift Aid then they will need to put their money in an envelope and include a piece of paper with their full name, home address and a declaration that they qualify for Gift Aid.

8

Promote your event

Once you have completed each of the above steps you can then start to promote your event to your target audience. For some great ideas on ways to promote your event see page 18.

7



Fundraising

Decide how much you would like to raise and set a fundraising target. Setting a target helps to keep you focused and is a great way to encourage people to be generous. You can raise funds at your event in the following ways:

- charge for tickets or entry
- ask the venue or caterers if they can donate a percentage of their takings from the event
- hold a raffle, tombola, game, quiz or lucky dip
- charge for refreshments

Minimise your outgoings by asking friends and family or local businesses to donate equipment and raffle prizes or food and drink and maybe try to source some free entertainment.

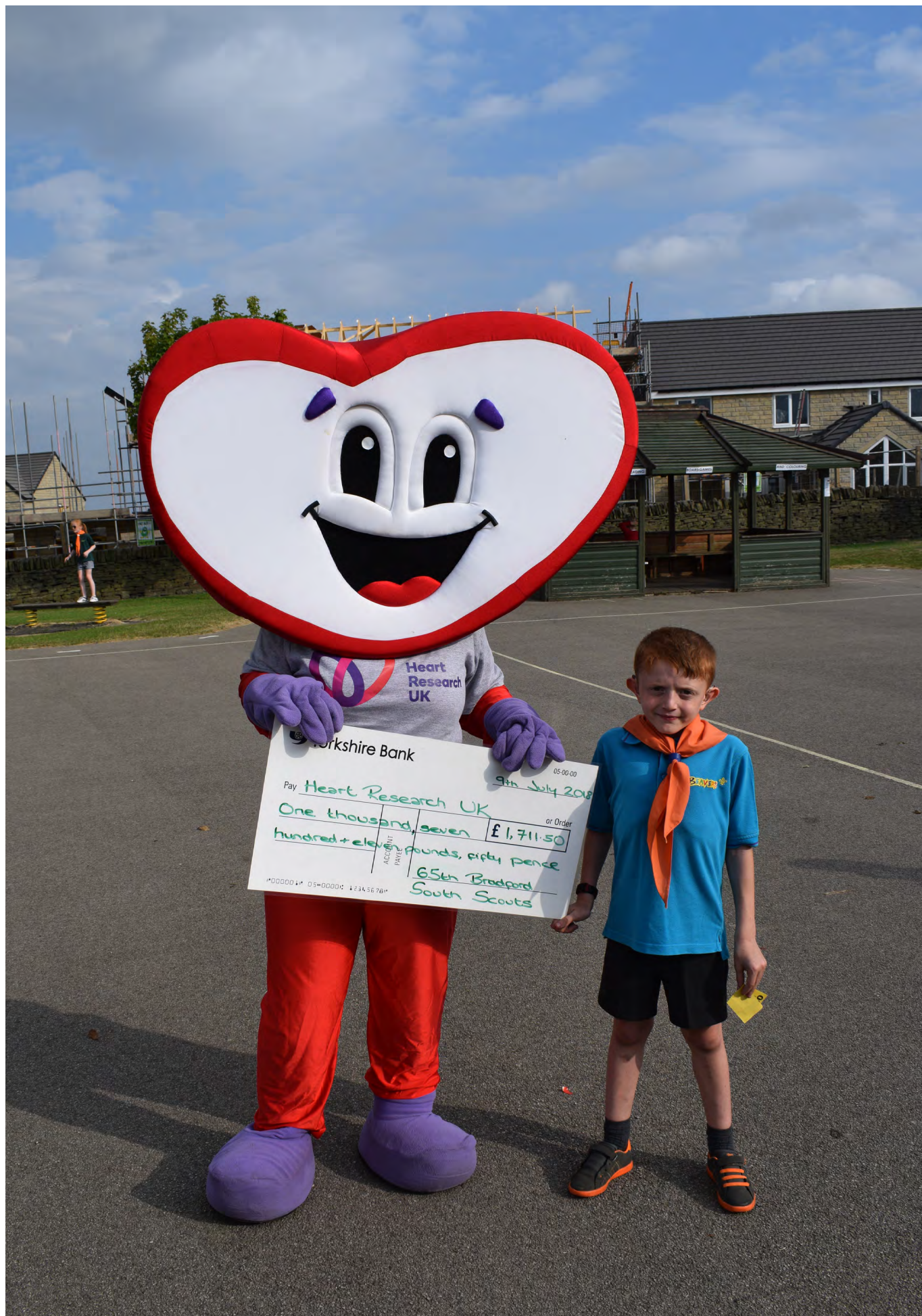
6



Volunteers

Decide if you will need any additional help on the day and what everyone's jobs will be. You could always ask friends or family members to help you with this.

5



Setting up your online fundraising page

What is online giving?

Online giving is a quick, easy and secure way to donate and raise money online. You can set up your own, tailored fundraising page with stories and photographs (like a Facebook page). People sponsor you online and the money comes direct to Heart Research UK.

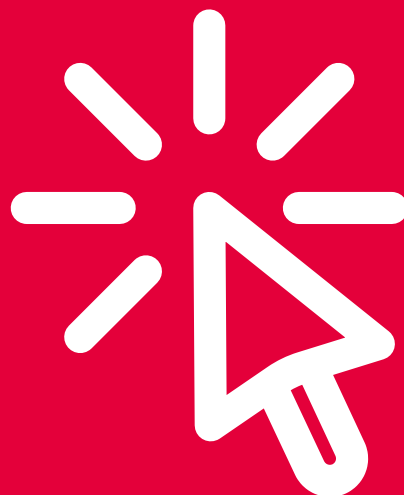
Why create an online giving page?

Setting up your fundraising page is free, easy and takes a lot of the potential hassle out of fundraising. As sponsorship comes direct to us, it means that you don't have to collect cash or cheques from people yourself.

People are statistically more likely to Gift Aid their online donations. By adding Gift Aid we get an extra 25p for every £1 you raise from the government at no extra cost to the person donating.

How do I create an Online Giving page?

Simply visit virginmoneygiving.com or justgiving.com and follow the step-by-step instructions. It takes less than five minutes. Remember to choose Heart Research UK as your chosen charity.



Top 12 fund

Shout from the rooftops!

Let people know what you are doing and why you have chosen to raise money for Heart Research UK. People are likely to donate if you tell them about the pioneering work we do and how their money will support it.



Make a list

Compile a list of people in your life (friends, family, colleagues and companies) who you will be targeting for donations. This will help you keep focused and ensure you stay on track.



Ask family and close friends first

Make sure the first donation on your sponsorship form or online giving page is from someone who is likely to be generous. This will set the standard for your donations and people will likely follow suit.



Create an online fundraising page

It takes the hassle out of having to chase the pledges you receive because the sponsor money comes directly to our bank. Find Heart Research UK on virginmoneygiving.com or justgiving.com. Once set up you can share the link on email, Twitter and Facebook with all your contacts. Then watch the money come in. Remember to send it to the people who will give the most first before you send it out to everyone.



Talk to your employer

Many companies will offer 'matched funding' which means that whatever you raise, they will match it pound for pound. Win, win!



Fundraise at work

Your employer may also be happy for you to raise money at work to help you boost your target. A cake sale, raffle, dress down day or wear red day can add to your sponsorship money, be fun for your colleagues and boost team morale.



raising tips

Use your social media

Spread the word about your fundraising efforts. Inspire people with your story and motivate them to donate. It's free, fast and friends of friends can even see your story. Tag us in [@heartresearchuk](#)



Donations for presents

Ask your family and friends to donate to your appeal rather than buying you a birthday or Christmas present.



Turn your hobbies and talents into money



If you can cook, hold 'Come Dine With Me' style events, charge friends for the meal and maybe hold a raffle too. Could you persuade friends to help you with a car wash in a local car park? Are you a dab hand at DIY? Offer your skills out and ask for a donation in return.

Stand out

We can provide you with any publicity items you require such as posters, flyers, collection boxes and balloons. Just ask.



Be persistent

It may take more than one round of emails or 'asks' to reach your target so keep motivated and be persistent. Thank people who have already supported you and ask them to forward your requests to their contacts too.



Keep on fundraising

After you've completed your challenge or event. Let everyone know how it went and take the opportunity to make a final ask.



Promoting your fundraising event

Make sure you leave yourself plenty of time to promote what you are doing. Here are a few ideas of how you can get more people to attend:

Posters and flyers

Make up posters and flyers and ask local shops, pubs, libraries, leisure centres and anywhere with a notice board to display these for you. Don't forget to use the Heart Research UK logo and registered charity number on all posters and flyers (we must see a copy before you print them). Please ensure that your poster states your event is 'in aid of' Heart Research UK, not organised by Heart Research UK.

Press release

We are happy to help spread the word about what you are doing, so give us a call to talk through your story and we will send out a press release to your local media asking them to help promote your event.

Radio

Contact your local radio station to see if they will help to promote your event.

Social Media

Use Facebook, Twitter, LinkedIn, Instagram or whatever social media you use to let people know about the event.

Spread the word

Don't forget to tell all your friends and family about the event and ask them to spread the word.

The Fundraising team at Heart Research UK will be able to support you throughout your event, here are some ways in which we can help:

Letter of authority

If you are planning on having a raffle or auction at your event, or are approaching companies for a free venue, we can provide you with a letter of authority to show you are a legitimate supporter. Please remember there are rules around holding a raffle. See our section on 'legal and safety advice' for more details on raffles/sweepstakes and lotteries.

Fundraising materials

We can provide you with Heart Research UK banners and balloons to brand your event, as well as branded merchandise to sell.

Sponsor forms

If you are organising a sponsored event we can provide you with forms.

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Legal and safety advice

We want your fundraising for Heart Research UK to be safe and legal. Here are a few pointers for you to think about when planning any fundraising activity.

Licences

To collect in any public place you will need approval from Heart Research UK. You will also need a licence from your local authority for any of the following activities: sale of alcohol, extended hours, live performances, provision of food and drink, copyright and royalties for drama or film shows, collecting money or selling goods in a public place.

Lotteries and raffles

Small raffles held as part of a larger event are acceptable as long as ticket sales and the announcing of results take place during the event and there are no cash prizes. Raffles held over multiple locations or over more than one day will require a licence, so please get in touch with your local authority's licensing department if you want to hold one of these raffles.

Data protection

Do not take personal details other than for the use of the event and if they are to be passed on to Heart Research UK, you need to be clear at the point of data collection. You must follow the guidance supplied by the GDPR (General Data Protection Regulation).

First aid

As a minimum ensure that a first aid kit is available at your event. However, depending on the size of the event you may need a qualified first aider present. Check with the local council if you are unsure.

Handling money

Where possible have two people around when money is being handled and counted. Collect cash using a secure container e.g. a sealed container for a collection or a secure cash box for change.

Food safety

Food, particularly cake stalls, are always popular at events but it is important that these are served hygienically so no one becomes ill as a result of your event. Any food being supplied must comply with the Food Safety Act 1990. For further details contact the environmental health department of your local authority

Insurance

If your event involves the public you will need to have public liability insurance. Check with the venue first as they may already have insurance that covers your event.

Some other bits to bear in mind...

- get parental permission if children are helping at your event
- do not pester, harass or force people into making a donation; this should be freely given
- if your event is on private property, get permission from the owner/manager
- do not collect money by going door to door – this is illegal without a licence and against Heart Research UK policy
- people collecting on your behalf must be aged 16 or over

Paying in your money



Via our website

You can pay your sponsorship money in via the link below. Please ensure that you fill in all the details including the name of the event you have taken part in. This is essential information that we need to process the sponsorship money. This is a quick, easy and secure way to pay in your sponsorship money and will save you sending it in the post.

Pay your sponsor money online here
heartresearch.org.uk/donate

Over the phone

Call us on **0113 234 7474** with your credit/debit card details and we can take safe and secure payment over the phone. Open Mon to Thurs from 9am – 5pm, Fri 8:30am – 4pm. If the money is joint sponsorship for more than one person it is very important that you clearly list all the full names of the rest of the group.

By post

Please make your cheque payable to **'Heart Research UK'** and send to:

**Heart Research UK
Suite 12D
Joseph's Well
Leeds
LS3 1AB**

If you have a sponsor form, please remember to post this to us so we can claim any Gift Aid – making your money go further. We ask that you include correspondence with your cheque including your name, address and what you did to raise your money (so we can allocate it to your record). If the money is joint sponsorship for more than one person it is very important that you let us know all the full names of the rest of the group so they can all be thanked.

Via your online fundraising page

If you have a Virgin Money Giving or JustGiving fundraising page set up for the event, all your sponsors will pay directly onto this site and the money will come directly to our bank account, so you don't have to chase the money.

If you have cash to pay in

If you have cash to donate we ask that you bank this at your nearest Barclays Bank, into the Heart Research UK account. Please ensure you call us first and we will send you a paying-in slip to ensure we can track the money once it arrives in our bank.

Our bank details are:

Name: Heart Research UK
Sort Code: 20-48-95
Account number: 30182923

**If you have
any questions or
want to talk to one of our
fundraising team, please
call **0113 234 74 74**
Mon-Thurs 9am - 5pm,
Fri 8:30am – 4pm**



Share your story
@heartresearchuk

