Maggie’s Fundraising Pack

Quick downloads

Keep a look out for the orange cursor in this booklet or download the following useful documents now.

- Sponsorship form
- Press release template
- Template posters
- Paying In form
- Proudly Supporting logo

maggie’s helped my sister and now I’m helping back

www.maggiescentres.org

www.facebook.com/maggiescentres

@MaggiesCentres
Welcome

Thank you so much for considering fundraising for Maggie’s. Your time, energy and donations will make such a difference to the lives of so many people with cancer and their families and friends.

“There were six of us on the ‘Where Now’ course. When we started out we were strangers with only cancer in common, by the end we had become firm friends – we still are to this day – and we all reported huge improvements in coming to terms with how much life had changed and what to do next.

Cancer for me is 10% clinical, and 90% emotional and practical. Maggie’s is providing support uniquely in the 90% bit. So, on behalf of all of us and our families who need these places, thank you so much for your support.”

Claire, who has visited Maggie’s Oxford throughout treatment for breast cancer

How your fundraising helps

£3    pays for tea for a day, so people can sit together at our kitchen table and find strength in sharing their cancer experiences.

£65    pays for a family to receive one hour of support from a psychologist, helping them to find a new approach to living after losing someone with cancer.

£100   pays for a two hour Managing Stress session for up to 10 people, exploring ways to relax and find calmness in day to day life when dealing with the challenges of cancer.

£2400   pays to keep a Maggie’s Centre open for a day providing free practical, emotional and social support for people with cancer and their family and friends.

Your support helps people like Claire.

Ready to fundraise?

Know what you’re going to do? Get started

Need some ideas? Choose a way to fundraise that works for you.
Choose a way to fundraise

We have a range of active events that you can be involved in for Maggie’s. Taking part in Maggie’s Culture Crawl, Virgin Money London Marathon, Great North Run or organising your own Maggie’s to Maggie’s are great ways to get fit while you fundraise.

Hosting an office sports day, doing a 5K run together or having a themed dressing-up day can be great ways to bond with your work mates.

Lots of people like to organise a bake sale or pub quiz, because they’re great community activities that anyone can get involved in.

A collection tin, or collection bucket, is one of the most straightforward ways of fundraising, and a great way to attract support from people who may not have heard of Maggie’s before.

Take a look at all the challenge events available here.

Get some inspiration

Whether you’re into action and adventure, a star employee or a creative type, you’ll find plenty of fundraising ideas to choose from on our website.

Interested in what other people have done to raise money for Maggie’s? Up for following in their footsteps or sparking your own ideas?

Explore our map of ideas.
Get started

Make a simple plan

Give yourself enough time to get things sorted by making a plan for your fundraising. This could be as simple as a quick list, or as thorough as a detailed spreadsheet!

Set up a JustGiving page

- Create a JustGiving page in a few minutes by visiting: www.justgiving.com/maggies

- It’s the easiest way to ask your friends and family to sponsor you. It means they can donate securely and quickly with a credit or debit card, at any time.

- Share the link to your JustGiving page with friends and family, on email, Facebook or Twitter, and they can donate securely and quickly with a credit/debit card or PayPal.

- Gift Aid is added automatically, and the money you raise reaches Maggie's sooner.

Ways to give your JustGiving page a boost:

1. Get personal. Tell people why Maggie's is important to you with a message, video or pictures.

2. Ask your close friends or family to give a generous donation first. People tend to match amounts already donated, so starting big is a great way to reach your fundraising target.

3. Share your JustGiving page using Facebook, Twitter and email (or add it to your email signature!).

If you'd prefer to use a paper form, you can download our sponsorship form here.
Spread the word

Tell friends and family what you’re doing

Use email and social media to tell your friends, family, colleagues and contacts that you’re fundraising, why Maggie’s is so important to you, and how they can support you.

Sharing a link to your JustGiving page on email, Facebook or Twitter is one of the easiest and most effective ways to raise money and awareness.

How about blogging about your fundraising? It’s an easy way to keep lots of people updated about your progress, encouraging them to support you and keeping you motivated too. Take a look at www.wordpress.org or www.tumblr.com.

Promote your fundraising through local media

Share your fundraising story with local newspapers and radio stations. They love a good story – and you can use our press release template to get the word out. Have a look at local newsletters and websites too, and see whether there are any opportunities to promote your activity.

Link to your JustGiving page in your email signature

That way, every time you send a personal or work email, people will be reminded to support you.

Put posters up in the community

Use our poster templates to create your very own fundraising posters. Put posters up at your office, local schools, churches, cafes, or community centres, to advertise your event and let people know how they can support you.

Use our ‘Proudly Supporting Maggie’s’ logo

Download our logo and use it to create your own fundraising materials.
How to raise even more

Organising a bake sale?
As well as having cakes for sale, how about holding a ‘guess the weight of the cake’ competition, and charging £1 per guess?

Hosting a pub quiz?
As well as charging people to enter the quiz, how about having a raffle on the night, and asking the pub to donate some prizes?

Organising a collection for Maggie’s?
Get in touch with your local Centre Fundraiser to request a tin and other useful materials and guidance to help you with your collection.

Matched giving
Ask your company if they will consider matching what you raise for Maggie’s.

Keep people updated
Send people photos when something good happens in the run-up to your event, to involve people and encourage them to support you.
When you’re nearing a milestone towards your fundraising target, share your JustGiving page with your friends and family, to encourage them to donate and nudge you closer to your goal.

Thank people for donating
Let people know how much their donation means to you, and to Maggie’s, and encourage them to share your JustGiving page with their friends.
Make your thank-you message fun by creating a video to share.

Thank you.
Resources

Safety guidance
Please read through our safety tips to make sure you cover the essentials.

Fundraising materials
You can order collection tins, balloons and banners to help you fundraise for Maggie's.
Visit www.maggiescentres.org/fundraisingmaterials to see what's on offer.

Useful websites
Maggie's: www.maggiescentres.org
JustGiving: www.justgiving.com
Licensing: www.gov.uk/find-your-local-council
Institute of Fundraising: www.institute-of-fundraising.org.uk
Lotteries and raffles: www.gamblingcommission.gov.uk
St John's Ambulance (First Aid): www.sja.org.uk

Send us the money you raise
If you've fundraised using a paper sponsorship form, you'll need to collect the money you raise and send it to us by cheque.
Please complete our paying in form and send it to Maggie's at the address below, along with your cheque, plus any completed sponsorship and Gift Aid forms:
Maggie's, The Gatehouse, 10 Dumbarton Road
Glasgow, G11 6PA
Or return the form to your local Centre.

Make sure you claim Gift Aid
We can receive an extra 25% in Gift Aid on the money you raise, if your sponsors are UK taxpayers, at no cost to them or to you.
Make sure people know to tick the Gift Aid box on your sponsorship form, so we can make their gift worth even more. For Maggie's to be able to claim Gift Aid, we need your supporters to include their first initial, full surname, house number or name, and postcode on your sponsorship form.
Unfortunately, if any of this information is missed out, we are unable to claim Gift Aid on that donation.
Maggie Keswick Jencks Cancer Caring Centres Trust (Maggie’s) is a registered charity, No.SC024414.

“Every penny that our supporters raise for us is hugely appreciated. The wonderful teams at each of our Centres can only do what they do with your help.

The funds you raise will ensure we’re here for people with cancer when they need us most.”

Lucia, Centre Fundraiser, Maggie’s Swansea

Keep in touch with us

We would love to support you in any way we can.

Your local Centre Fundraiser is your point of contact with Maggie's and can offer you lots of encouragement, support and useful resources.

Please do get in touch; we would love to hear from you.

Find your Centre Fundraiser's contact details here by selecting your nearest Centre.

www.maggiescentres.org

@MaggiesCentres

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