

# Get Fundraising



## Thank you for fundraising for Action Medical Research.

Along with our current research projects, your fundraising will help Action's new research to understand how COVID-19 affects our children.

Medical research is underway to help beat COVID-19 but there's a lack of research specifically focusing on children and how the virus affects them.

Parents are living in fear of the unknown with many unanswered questions that need tackling. Questions such as:

- Why are some children more vulnerable to COVID-19 than others?
- How is the pandemic affecting my child's mental health?
- How can I protect my child now, and from viruses like this in the future?

We believe that medical research can help find answers to protect children, but we need the funding. We receive no government funding for research so rely on voluntary support, so thank you once again for all that you and your team are doing to help.

## Fundraising during COVID19

During these challenging times, people are wanting to make a difference now, more than ever. People will want to support you in your challenge so don't be afraid to ask! If someone can't sponsor you, think about the other ways they could help for free such as donating their skills as a prize for a virtual auction.

If fundraising in the middle of a pandemic seems like a daunting challenge, here are a few ideas that you can do from the comfort of your home. With the ever-changing government advice, don't forget to check and stick to the guidelines in your local area to stay safe – you can check the [government website](#) if you're unsure.

**Matched Giving** – Find out whether your work has a sponsorship policy. Lots of companies will donate towards their employees fundraising and some will even match the total raised. If you need it, we can write a letter to confirm you are fundraising and support your matched giving.

**Sweepstake Finish Time** – Draw up a list of times that you think the team could finish the event in, ask people to donate to enter and give a prize to the closest winner after the event. It's great to drop into conversation when you're talking about your training and people love to guess! Or create your own sweepstake, to predict the winners of your favourite TV show or sporting league.

**Dress Up Dare** – Set your target amount (e.g. £200) to reach within a week and let everyone know that if you reach it, you'll dress up in an outlandish costume or outfit and walk down your local high street. Share your dare on social media and don't forget to capture evidence on camera to show your sponsors!

**Break the Habit** – It might be swearing, nail biting, chocoholic or you just can't stop talking about a certain TV show! Ask people to sponsor you for a month of breaking that habit.

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## Fundraising, the virtual way!

For these ideas, use a virtual meeting host that works for you then set a date and time to invite friends and family or colleagues. Spread the word and invitations via email, text and social media for a bit of distanced fundraising and entertainment!

**Skills Auction** – Whether it’s gardening, dog walking, a talent for DIY or a virtual language lesson, ask people to donate their skills and invite people to join the auction and enjoy the bidding wars!

**Raffle** – Ask people to donate items, sell raffle tickets and let everyone know the time you’ll be announcing the winning tickets.

**Coffee Break** – Whilst we are all working within our homes, schedule in a virtual coffee break with your colleagues – 3pm perhaps during that afternoon slump – and donate £3 (the cost of a coffee) to Action Medical Research, whilst also reconnecting with your colleagues.

**Pub Quiz** – Find some quiz questions online and invite people to join with their favourite tipples! Source a prize for the winning team to encourage a bit of competition and ask each team to donate an entry fee to your fundraising page.

**Cheese & Wine Tasting** – It will take a bit of organisation but will make for a fun night in. Research a few mini bottles and cheeses that will be a hit. You’ll need to charge a ticket price and deliver the goodies before the event (contact free of course). On the night you can discuss each choice as you move through the tasty selection.

## JustGiving – your online fundraising page

If you haven’t done so already, the easiest way to kick-start your fundraising is to set up a JustGiving page. You can set up individual pages and link them as a team or just set up one team page the choice is yours! [Go to this link](#) and click ‘start fundraising’ to start a fundraising page.

Get the page up and personalised as much as you can with photos and then share the link on your social media accounts. If it’s OK to do so, why not add a link to your email signature at work too?

### Top JustGiving tips:

1. **Tell your personal story!** Tell your story about why you’re taking on this challenge as a team and if you have a connection to Action Medical Research, tell your supporters here, it will make a difference in collecting your sponsorship
2. **Don’t be afraid to share what you’re doing.** By sharing on Facebook, social media and WhatsApp raises more. Don’t be afraid, people want to hear about the good things you are doing.
3. **Update your target and be creative.** JustGiving know that pages with a target raise 46% more. Think of interesting ways to get people excited about your fundraising. i.e. “If I reach £1,800, I’ll take part in the event in fancy dress.”

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Here's some more practical information you might want to know:

## Fundraising Supplies

We have lots of materials that can help you with your fundraising such as t-shirts, stickers, and balloons.

Please email [events@action.org.uk](mailto:events@action.org.uk) if there are any materials that you would like to help with your fundraising. We will need to know your team name and the address to send any materials to.

## Paying in your sponsorship

Although a lot of your sponsorship will probably come in through your online sponsorship page you may occasionally have sponsorship that you need to pay in.

If you have sponsorship to pay in, you could either sponsor yourself via your online sponsorship page, call us to pay by card over the phone, send a cheque, or pay via BACS. Our contact details and bank details can be found below.

Please ensure that you reference **your Team ID** number on the back of any cheques, or as the reference for any bank transfers.

### Account details

- Bank: **Natwest**
- Account Name: **Action Medical Research**
- Sort code: **56-00-33**
- Account number: **48292796**

Don't forget to send us your completed sponsorship forms too so that we can claim any additional gift-aid which could boost your fundraising efforts by up to 25%.

### Receipts

We are more than happy to send out a receipt to confirm funds received. If you are paying in a donation and would like a receipt please email [events@action.org.uk](mailto:events@action.org.uk) to notify us or put a note in with any cheques and we can email/post out a receipt to the team or the sponsor.

**Good luck with your fundraising!**