

# *Your handy 'how to' guide*

*Team  
Marsden!*

*Let's*

*make it*

*happen!*

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Thank you for choosing to fundraise for The Royal Marsden Cancer Charity



# How to organise your own event

Fundraising can be fun for everyone! With a few good hints and tips, organising your event can be very rewarding. The information below covers everything you need to consider.



## Where do I start?

- Set a date
- Select a venue – think about size, facilities, transport and disabled access
- Set a realistic fundraising target
- Set a budget and stick to it – always ask for charity discounts or donations of goods
- Ask your friends and family to help out
- Register your event with us and we will send you a letter of authorisation and any fundraising materials that you need, as well as our ‘In support of The Royal Marsden Cancer Charity’ logo

## Spread the word!

- Use social networking websites to publicise your event
- Add our ‘In support of’ logo to your posters and flyers, and then display them in your local area
- Contact the press – See ‘How to promote your event’ for more information

## Raising funds

- Use your letter of authorisation as proof that you are supporting our charity when approaching organisations for donations
- Create a fundraising page on JustGiving at [www.justgiving.com/rmcc](http://www.justgiving.com/rmcc). Email your page to friends, family and colleagues regularly, particularly at the end of the month after pay day
- If you are using a sponsorship form, start the form with a larger donation to encourage others to follow suit. Encourage people to tick the Gift Aid box
- Approach your workplace to see if they will match your fundraising total or make a contribution

## On the day

- Arrive early to give yourself plenty of time to get organised
- Brief helpers so everyone knows what their role is
- Take lots of photos to post to your Facebook, Twitter and Instagram pages and mention The Royal Marsden Cancer Charity when you post them
- Enjoy yourself!

## After the event

- Chase any pledged donations from your sponsorship forms
- Collect the money together and make a cheque payable to ‘The Royal Marsden Cancer Charity’
- Send the cheque(s) to us with any sponsorship forms and a covering letter with your name, address, telephone number and event details (including your JustGiving page web address), or use the enclosed paying in slip

Send to:  
The Royal Marsden Cancer Charity  
Downs Road  
Sutton  
Surrey SM2 5PT

See page 16 for alternative ways to send in your money.

## Fundraising materials available

We can support you with charity branded fundraising materials including:

- Banners
- Balloons
- T-shirts
- Stickers
- Sponsorship forms
- Collection boxes
- The Royal Marsden Cancer Charity literature, including Gift Aid forms

Some of these can be downloaded immediately from our website [www.royalmarsden.org](http://www.royalmarsden.org) for other items please fill in the materials order form enclosed in this pack, or contact the Community Events Team.

# How to promote your event

Here are a few ideas for getting the best out of your event, whether you want to encourage people to attend, let others know what you are doing, or raise awareness of The Royal Marsden Cancer Charity.

## Contacting the media

- Contact your local newspaper, radio and TV stations
- Try to get your event into your work newsletter

## Press releases

One of the easiest ways of getting media coverage for your event is to write a press release, which provides all the important information you want people to know.

- Include the 5 'W's': who, what, where, why and when
- Keep it short and punchy – no more than one side of A4
- Attract attention with the headline
- Include key contact details
- Include a description of the event and explain why you want to raise money
- Make it clear if you want the general public to attend
- If you can, include a photo – you are more likely to get media coverage if your event has a strong action shot
- Don't rely on a newspaper sending a photographer to the event – have someone on hand to take high-quality photos to send to the paper afterwards

## Email friends and family

- Tell your friends and relatives about your event and ask them to pass it on
- Add a link to your JustGiving page in your email signature
- Send occasional updates to keep your supporters interested

## Online

- Share your JustGiving page everywhere you can; Facebook, Twitter and via email
- Create a Facebook event and invite your friends
- Share your comments, links, photos and videos
- Write updates or tweets about your fundraising progress with reminders to donate
- Update your JustGiving page with a regular blog and send out to friends and family

## After the event

- If your local media can't promote your fundraising before the event, send a follow up story with a photo of the event
- If they did promote it, send a thank-you letter to say how much money was raised and thank those that took part
- Thank your supporters by email and online

## How we can help

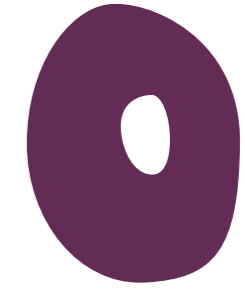
- We can include your event on our online calendar
- Tell us about it on our Facebook page or via Twitter
- Contact us if you need more help!
- Like our facebook.com/royalmarsden page, and follow us on Twitter @royalmarsden to link up with our network of supporters

8-year-old Libby Hyman held a tea party on January 19, for 60 guests where she sang a special song to support her dad – a patient at The Royal Marsden. Selling tea, cakes and charity merchandise, Libby along with her friends and family raised a fantastic £3,000 for The Royal Marsden Cancer Charity.



# How your money makes a difference

Thanks to our supporters, extraordinary things are happening every day at The Royal Marsden.



## Research

Our clinical research teams are making new discoveries every day to pioneer new treatments for different types of cancer. We run over 450 clinical trials every year, and as a result The Royal Marsden has been part of some of the biggest breakthroughs in cancer treatment in recent years.

**Your fundraising will help us run even more clinical trials, so we can continue to be at the forefront of treatment developments and save more lives.**



## Diagnosis

Accurate diagnosis is essential to ensuring cancer patients receive the correct treatment. Our Centre for Molecular Pathology is leading the way in understanding more about the complex molecular makeup of each individual's tumour, and as a result thousands of our patients are receiving personalised treatment specifically targeted at their tumour.

**Your fundraising will enable us to develop the latest diagnostic tests for a wider variety of tumours, so that more patients benefit from targeted treatments and have a greater chance of survival.**



## Treatment

Breakthroughs in technology are increasingly providing patients with more treatment options, often reducing treatment times and side effects, as well as providing much greater accuracy which is especially important for hard-to-reach tumours. CyberKnife (pictured above) is one such example.

**Your fundraising will help us fund the latest pioneering treatment technology that may not be available elsewhere in the UK.**



## Care

We know our patients are going through a very challenging time and we understand how important it is for them to feel comfortable and reassured. We aim to make life as easy as possible for patients, ensuring that their environments are peaceful and dignified with lots of natural light and, for our younger patients, a real home from home setting.

**Your fundraising can help make every day brighter and more comfortable for each of our patients.**



# How your money helps people like Harry

The challenge to doctors at The Royal Marsden was that this had never been done before anywhere in the world.



## The Royal Marsden makes history in paediatric cancer treatment

Five-year-old Harry was diagnosed with a brain tumour when he was just 15 months old. After trying different treatment options, doctors decided the most effective way to treat him was with a dose of radiotherapy using CyberKnife, a state-of-the-art machine which treats hard-to-reach tumours and minimises the damage to healthy surrounding tissue.

Due to the location of the tumour Harry needed to be put under general anaesthetic to receive CyberKnife treatment. The challenge to doctors at The Royal Marsden was that this had never been done before anywhere in the world. This meant a lot of planning needed to be done to ensure that Harry was in the safest possible hands.

The Royal Marsden is one of the first NHS trusts in the UK to treat patients with this pioneering technology, which was funded by supporters of The Royal Marsden Cancer Charity.



“The effort made by staff to make sure he was able to receive CyberKnife treatment was incredible. We are delighted with how it went. The CyberKnife treatment has made such a difference and his balance and speech are better. He is back at school now which he is really enjoying and he was a shepherd in his school nativity play.”

Amanda, Harry's mum

# How to fundraise successfully

Follow our fundraising tips and you can be sure to achieve great results.

## Top five tips for fundraisers:

- 1 We are here to help you**  
Contact us via [charity@royalmarsden.org](mailto:charity@royalmarsden.org) or 020 8770 0279 as we are here to help you each step of the way. We can provide advice along with Royal Marsden support materials to really get your event or yourself noticed.
- 2 Set up a [Justgiving.com](#) page**  
The easiest and best way to raise sponsorship. Personalise your page and email the link to friends, family and colleagues
- 3 Tell everyone what you're doing**  
Your employer might offer a match-giving scheme, your friends may be able to help or local shops or businesses could offer support. Use opportunities such as social media to widen your audience or even send a press release to your local newspaper.
- 4 Have fun!**  
Enjoy your day and so will everyone else!
- 5 Let us know how it went**  
We love to see how our fundraisers events go, so please send us your stories and photos.

“The Royal Marsden is the best hospital in the world. This place is amazing,” says Sadie.”



## Meet Team Sadie!

In September 2013 Sadie France was diagnosed with Stage 4 ovarian cancer. She was just 22 years old. Since diagnosis Sadie has been receiving treatment at The Royal Marsden, including surgery and different types of chemotherapy treatment.

Sadie's husband Jason wanted to do something to help others in Sadie's situation so decided to raise money for The Royal Marsden, specifically for research into ovarian cancer. Jason, along with friends and family decided to do the Nuts Challenge, a 7 km army assault course, and get sponsored to achieve it.

Jason and Sadie set up an online fundraising page for the challenge the night before Sadie went in for surgery at The Royal Marsden.

“We went to the cinema to get our minds off the operation and when we came back the page had already reached £1000, it was incredible,” says Sadie.

“It's just amazing how generous people can be when it comes to donating to this cause, and it doesn't matter how much people donate as every little bit counts.”

“The Royal Marsden is the best hospital in the world. This place is amazing,” says Sadie.

Team Sadie didn't stop the fundraising there. Jason's dad Roy raised money by cycling from Land's End to John O'Groats with friend and former professional football referee Graham Poll. Sadie's friends and family were also part of the team! They did a variety of other fundraisers including selling donated shoes on Ebay, selling cakes and a 36-hour non-stop radio show presented by her friend at Winchester University.

Team Sadie has so far raised over £30,000 for The Royal Marsden through all of their different fundraising initiatives, an absolutely outstanding achievement.

# How to stay the right side of the law

It is very important that when you are fundraising that you do it in a safe and legal manner. Here are some tips to help you out:



## Collecting donations

### On private property

For example a shop, pub or supermarket. Ask the owner's permission in advance. Leave plenty of time in case the person you ask has to check with someone else.

### On public property

For example a park, street or square. For this you will need a licence. You can get these from your local council, but this can take a few weeks or even longer, so make sure you allow plenty of time before your collection date. You also need to inform your local police about the event.

Let us know when and where you are collecting as we may be planning a collection in the same area.

## Gaining permission

An event held in a public place will need permission from the local authority first. You may also need permission if you are planning an event that may impact on the area, or the public, such as a noisy event or an event the public will be invited to. If you need any extra advice on this please give us a call.



## Raffles, lotteries and prize draws

Activities such as raffles, lotteries and prize draws, where a winner is chosen by chance, are governed by gambling legislation. These activities are permitted when they take place at a fundraising event and the winner is announced at the event, otherwise a licence may be required. We have lots more information available on these activities so please contact us if you have anymore questions.



## Make sure you are safe

If you are organising a sponsored walk, make sure you recruit and brief enough marshals for the route, consider what first aid will be needed and how you will store the money you collect. You should also inform your local police station and council. If you plan on having food and drinks at your event please read the food safety guidance at [www.nhs.uk/Livewell/homehygiene](http://www.nhs.uk/Livewell/homehygiene)



## Insurance

Whether or not you decide to take insurance out will depend on what you have planned for your event. Here are some of the factors you need to consider:

- How many people are likely to come?
- Are there going to be any volunteers helping out on the day?
- Are you holding the event at home or at a venue? Please note your home insurance may not cover you and your event
- Identify any safety considerations with activities on offer e.g. bouncy castles
- Is there going to be any money exchanged or handled?
- Do you need to consider cancellation



# How to send in your money

As soon as you have started fundraising for us you can start sending in your money.

We will keep track of exactly how much you raised and when you sent it to us, so you don't need to worry. This means you don't have to wait until you have all the money before it comes to us.

## You can send your money to us in four ways:



### By an online giving page

All the money raised by online fundraising sites including Gift Aid, will be forwarded directly to us.



### By phone

We accept all credit and debit card donations over the phone. Call us on 020 8770 0279



### By BACS

Please contact us for our bank details



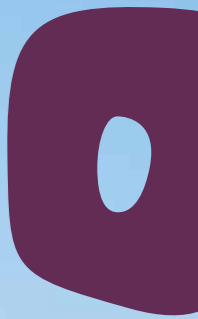
### By post

You can send money (cheques, postal orders or CAF vouchers only – please don't send cash) together with the enclosed paying in slip to:

The Royal Marsden Cancer Charity  
Downs Road  
Sutton  
Surrey  
SM2 5PT

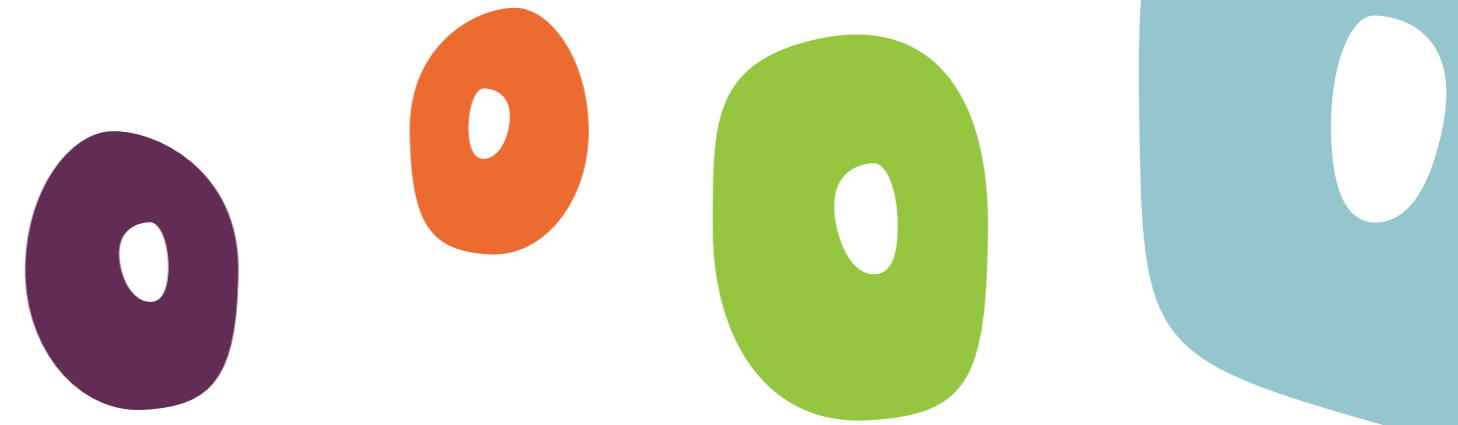


A great way to increase the funds you raise is to ask your work place if they offer a matched giving plan. Many companies offer the scheme, and they may be able to match pound for pound any money you raise for charity.



# FAQ

We get asked these questions all the time...



## **Can a representative from the charity attend my event?**

We are happy to send a representative but we only have a small group of charity representatives who attend events. Please contact the fundraising office on 020 8770 0279 if you would like someone to attend your event and we will check their availability.

## **Where will the money go?**

The money you raise will help to fund pioneering work in cancer research, diagnosis, treatment and care to improve the lives of patients at The Royal Marsden and people with cancer throughout the UK and beyond.

## **I need something to show that I am fundraising for The Royal Marsden Cancer Charity?**

We can supply you with a 'letter of authorisation' which will confirm our knowledge of your fundraising for The Royal Marsden Cancer Charity.

## **Can I bring people in for a look round the hospital to see where money goes?**

We are a working hospital and so it is not possible to organise tours.

## **Can I have a t-shirt for each member of my team?**

We offer three complimentary t-shirts. Any extra t-shirts can be purchased at the reduced cost of £5.60 for fundraisers. Please contact the fundraising office on 020 8770 0279 to place an order.

## **What address do I send money to?**

The Royal Marsden Cancer Charity, Downs Road, Sutton, Surrey, SM2 5PT

## **Who do I make cheques payable to?**

The Royal Marsden Cancer Charity

## **JustGiving admin fee**

Details on the fee charged by JustGiving can be found on <https://justgiving-charity-support.zendesk.com/entries/22260911-Understanding-the-fees-for-the-Unlimited-plan-UK>

## **Can I bring my cheque in/have a cheque presentation?**

Yes, we can organise a cheque presentation. If you would like to formally present your cheque to the charity please contact the fundraising office on 020 8770 0279

## **Will someone come and collect my collection tin/what should I do when it's full?**

We may be able to arrange for a volunteer to collect your tin, however you can also empty your tin (we advise you do this with a witness) and send us a cheque for the amount collected. We can also supply you with a new seal for your collection tin should you wish to continue fundraising.

## **Rules on raffles**

Check out our 'How to stay on the right side of the law' page, or contact the Events Team for more details.

## **How do I qualify for a free parachute jump?**

To qualify for a 'free charity jump' you will need to raise £395 and pay a £70 deposit. Once you've raised your £395 you are more than welcome to reimburse yourself the £70 deposit that you paid to book in. This can only be reimbursed from your cash sponsors, it cannot come from any online fundraising.

## **Can I get my event mentioned on Facebook/Twitter/the charity website?**

We have many fundraisers who each wish to be mentioned via our social media. Unfortunately it is not possible for us to mention everyone. If you still wish to send us any high quality photos and text to [charity@royalmarsden.org](mailto:charity@royalmarsden.org) we will forward this onto our Social Media team.

# Imagine a future beyond cancer.

At The Royal Marsden we're dedicated to making this happen.

We're a world-leading innovation centre who pioneer new treatments that save lives. We use our research every day to provide the very best in diagnosis, treatment and care for our patients.

The revolutionary way we treat people in our hospitals has far-reaching impact, nationally and internationally.

This kind of pioneering work costs money. Support The Royal Marsden and you're investing in a future beyond cancer for you and for everyone you know.

**The Royal Marsden Cancer Charity**  
**For a future beyond cancer**

