



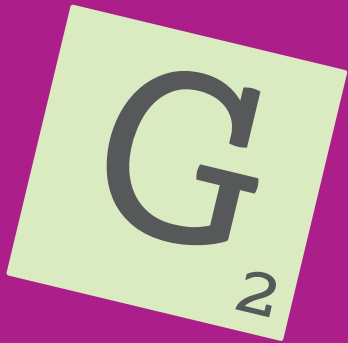
Your Marsden Morning

Fundraising guide

Friday 22 October 2021



The ROYAL
MARSDEN
Cancer Charity



Thank you for being part of The Marsden Morning.

Your support will help us to build the new Oak Cancer Centre, which will enable a huge leap forward in cancer research, treatment and care.

Whether you bake, make or play, the main thing is that you get together and have fun, whilst raising vital funds to help cancer patients.

Happy planning!



By holding your Marsden Morning, you'll be helping more people like Pam

Pam Smith was devastated when she was told she had melanoma, a skin cancer. Her only option was to go on a landmark immunotherapy trial at The Royal Marsden. The trial investigated two immunotherapy drugs which are designed to enhance the immune system and let it attack cancer. Without it, she says she “wouldn’t have stood a chance”.

Pam said “Amazingly, the first scan and every scan since has shown that in that relatively short time, it worked. My tumour shrank to less than half its original size and it hasn’t changed in five years. I’ve not had any treatment since and I feel brilliant.”

“I feel well and very lucky to be alive, and to be able to spend time with my eight grandchildren.”

The building of the Oak Cancer Centre will bring over 400 of our leading clinical researchers together, helping to speed up the development of new treatments for more people like Pam.



In this guide, you'll find...

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7 steps to planning your Marsden Morning

1. Put the date in the diary

The Marsden Morning is officially on **Friday 22 October**, but you are welcome to choose another day if that works better for you.

2. Decide who to invite

Get your friends and family together or organise your Marsden Morning at work with colleagues.

3. Spread the word

Use the enclosed invites and posters to give your guests the key details. You can also share your fundraising page link with them via WhatsApp, social media or email.

4. Decide whether to bake, make or play

We've got plenty of suggestions enclosed. You could even do a combination of all three! Whatever you do, make sure you stay safe and follow the latest government guidance which can be found at www.gov.uk/coronavirus

5. Get ready for the day

Make the most of the goodies in this pack to decorate your venue and prepare your activities. If you're fundraising in the office, make sure you have the appropriate approvals.

6. Don't forget to ask for donations

Every penny you raise will help us to build the new Oak Cancer Centre. The easiest way to get started with fundraising is to ask your guests to make a donation to come along to your Marsden Morning.

An online fundraising page was created for you when you registered, so send the link to your guests and ask them to donate. It's contact-free, and all the money from your page will come directly to The Royal Marsden Cancer Charity.



You can add extra fundraising activities on the day to raise extra cash too. We've put some suggestions in this guide.

We've included a collection box and donation form with this kit so you can collect cash donations.

7. Proudly pay in

If you do get any offline donations, ask your donors to fill in the donation form provided, so that we can claim Gift Aid, and then send a cheque back to us in the freepost envelope enclosed.





Bake

Here are some suggestions for how you can bake a difference. We'd love to hear what you decide to do!

- Bake some treats at home and invite your guests round to enjoy a slice and a cup of tea in return for donations. If you're short on time, you could always buy some cakes to sell instead!
- Before you tuck in, run a 'Guess the weight of the cake' competition for extra donations. Ask guests to write down how much they think one of your cakes weighs and make a donation. Whoever is closest (without going over) wins a prize!

"I'll be asking my guests to donate £10 each to come along and try my cakes and have a cuppa. I'm looking forward to catching up with my friends and family members."

Karen, Royal Marsden Cancer Charity supporter and baking enthusiast

- Hold a bake sale at work. Use the labels in your pack to suggest a donation amount for each cake or slice. Make sure you include dietary and allergy information too.
- Don't be afraid to ask others to help with the baking! It's a team effort!
- Go contact-free and spend the morning doing a delivery service and dropping off treats to neighbours, friends and family.
- Hold your very own bake off, ask your guests to donate to enter and give a top prize to the winner.





Make



“At Designplan, we will be starting our Marsden Morning with breakfast and an origami competition. As a local company, we couldn’t be more proud to support The Oak Cancer Centre.”

Amy, Designplan’s Social Committee

It’s time to get creative. If crafting is your thing, share your hobby with guests or give something new a try! Take a look at some of our suggestions:

- Invite your friends round to get crafty. Provide the materials they’ll need and ask them to donate to join in. You could have a knit and natter session, or take a look at some online craft templates – it can be as simple as you like!
- You could make greetings cards as a group, which could come in handy for birthdays or Christmas! You could even sell your cards via social media afterwards for extra donations.
- Craft items in advance and set up a stall at your Marsden Morning to ask your guests to buy them. You could sell greetings cards, decorative items or hand-knitted scarves. Whatever you can make!
- Teach your guests your skills by leading a crafting workshop and asking guests to donate to attend.



Play

**Play your part.
Whether you're
playing for fun
or looking for
something a bit
more competitive,
there is something
for everyone!**

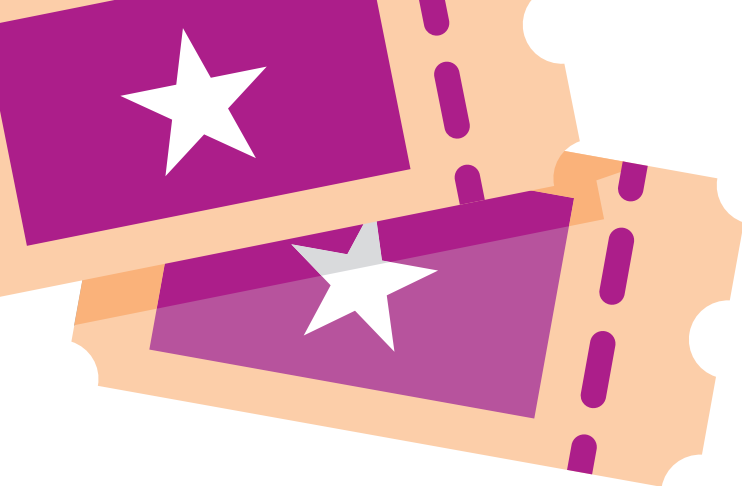
– Host a quiz morning and download our questions from **www.royalmarsden.org/morning** to put your guests to the test. Ask attendees to donate to take part in the quiz and find a prize to give to the winner. You could offer extra clues for tricky questions in exchange for donations!

- Get people to donate to join in with a good old-fashioned board games session! Will you choose a classic like Monopoly™ or Scrabble™? Or something quickfire like Connect 4™?
- Get those dabbers out and host your own game of bingo. This works great virtually too.
- You could take it one step further and turn your Marsden Morning into a games tournament. Ask guests to donate to take part and find a prize to give to the winner. A local shop might be able to donate a bottle of bubbly or box of chocolates that you can use.
- Get your gaming friends round – or play online – and hold a tournament of your favourite video game. They can donate directly to your fundraising page to get involved.



“For our Marsden Morning, we’ll be organising a games tournament for all our patients to get involved in! We can’t wait to spend the morning having fun and getting competitive! ”

**Caroline, Play Specialist
at The Royal Marsden’s
Oak Centre for Children
and Young People**



Extra ideas to raise more money

Hold a raffle

Boost your fundraising by collecting some raffle prizes and selling tickets. We can provide you with a letter to show local companies who might be able to donate.

Just email
marsdenmorning@rmh.nhs.uk.

Special souvenirs

Why not give everyone who donates something extra as a thank you? We have t-shirts, pin badges and wristbands available to buy at royalmarsden.org/shop



Play our Oak Cancer Centre game

You could make up to £64 just by getting your guests to play the 'Find the winning square' game in this pack. You'll see an image of what the new Oak Cancer Centre will look like which has been split into squares. Ask your guests to donate £2 to pick a random square and give a prize to whoever gets the right one. The winning square can be found on the corner of the poster.

Go virtual

Can't get together? Hosting your Marsden Morning online can be just as fun! You could host a video call and ask for people to donate to join. You could have some cake and a catch-up, play a game of virtual bingo, or fold along to an online origami tutorial together.

Get more fundraising tools

We have even more ideas and downloadable materials online at royalmarsden.org/morning-materials



Share your photos!

We can't wait to see what you get up to for your Marsden Morning. Share your photos from the day on social media using **#MarsdenMorning** and tag **@royalmarsden** – we might share your photo!



We'd love to hear from you!

If you have any questions, or want to share your plans for the day, email us on **marsdenmorning@rmh.nhs.uk** or give us a call on **0208 661 3391**.

**The Royal Marsden
Cancer Charity**

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