

FUNDRAISING PACK

WELCOME TO THE TEAM!

Dear Supporter,

Thank you very much for choosing Doctors of the World UK in your fundraising initiative. We really appreciate all the time and effort that you are about to dedicate to raise funds to support the work of *Doctors of the World UK*.

Our aim is to provide you with the tools to make it as easy as possible for you to explain **clearly and concisely** to people:

What Doctors of the World does: we are part of an international humanitarian aid network, Médecins du Monde, established in 1980 whose volunteer doctors, nurses, midwives, surgeons, psychologists, logisticians, administrators and human rights lawyers provide care to vulnerable populations worldwide.

DOW runs **185 international projects** in **64** countries helping people who cannot access healthcare. Some projects are “emergency response” or “post-emergency rehabilitation” because people are victims of conflict or of natural disasters. The majority of our work is about developing long-term healthcare projects with local healthcare staff by training them in transferable skills, working on HIV/AIDS prevention programmes, creating healthcare initiatives for street children, or setting up new healthcare clinics in remote areas for indigenous people.

Along with overseas projects, Doctors of the World also runs **171 domestic projects** in **14** countries: Argentina, Belgium, Canada, France, Germany, Greece, Italy, Japan, Netherlands, Portugal, Spain, Sweden, Switzerland, and the UK.

Here in the UK, our advocacy project **Project:London** helps the most vulnerable members of the community who find themselves unable to access the healthcare they need. We advocate for each patient, to ensuring lasting change.

Where the money raised will go: Of sponsorship raised, part of the money will be used to cover the cost of your entry ticket (if necessary). The remainder of your minimum sponsorship and any additional funds raised will go directly towards the local and international work of DOW UK.

- **£14** could pay to provide medical care to 10 children affected by respiratory diseases
- **£35** could provide food and shelter for four orphans on the streets of the DRC
- **£65** could pay for a measles vaccination for 750 children
- **£275** could change a child's life, as part of the "Operation Sourire" surgical programme (equivalent to £23 per month for one year)
- **£1,400** could pay to provide medical care to over 10.000 mothers and children under 5 at risk of contracting malaria. Here in the UK, the same amount of money, could pay for our monthly interpreter costs to help vulnerable people whose English is not their first language access the care they need.

GETTING STARTED

The sooner you start with your fundraising, the easier and funnier will be your experience!

- Give yourself enough time, and start telling everyone you know about your commitment.
- It's much less stressful if you pace yourself.
- Plan a fundraising timetable with a weekly schedule of people to approach, and a monthly target of funds to reach. If you leave it all to the last moment, then you risk missing your deadline.

This pack is designed to share some good tips for your success!

1. GET ONLINE TO GET ON TARGET

You can set your online fundraising page at:

- www.virginmoneygiving.com
- <http://www.justgiving.com/doctorsoftheworld>

These facilities enable you, free of charge, to build your own web page with tales of your training and fundraising efforts and a place for a photo of you!

Once you have set up your fundraising page, simply email the link to friends and family, who can then make a secure, online donation. Keep your donors updated on your training and fundraising progress. Don't forget to include photos of yourself and the charity!

All the above mentioned websites provide a secure link for donations to be made online. Sponsors can use a credit or debit card to make a donation.

Once a month, Virgin Money Giving and Just Giving will forward the funds raised to *Doctors of the World UK*. This system will help you keep tabs on how much you have left to raise, and is a very easy way for the sponsorship funds to be collected ...both for you, and for *Doctors of the World UK*.

(*Médecins du Monde* has offices in 16 countries around the world: Argentina, Belgium, Canada, Cyprus, France, Germany, Greece, Italy, Japan, the Netherlands, Portugal, Spain, Sweden, Switzerland, the UK and the USA. Remember, if you're emailing friends **living abroad** for sponsorship money, specify that you are doing this for *Médecins du Monde UK*).

2. PERSONALISE YOUR MESSAGE

Tell a really good story! Let your friends know why you're going to the trouble of raising money, and they're much more likely to take the time to donate. Explain why your charity deserves support and what their donations will buy, eg £8 is the treatment for someone infected by malaria or £50 is the average cost for access to safe water in a refugee camp.

3. ADD PHOTOS AND VIDEO

Personal photos make your page much more engaging. Even better — add your own **YouTube** video. It gives you lots of scope to be funny, imaginative and compelling and gives your supporters a good reason to send your page on to their friends.

4. COLLECT YOUR OFFLINE DONATIONS WITH THE SPONSORSHIP FORM

If you prefer raising money offline (cash or cheque) use our SPONSORSHIP FORM!

- **Note: all cheques must be made payable to Doctors of the World UK - not yourself!**

When collect your money or cheques, don't forget to ask your donors to tick the **GIFT AID** box!

What does Gift Aid mean? Charities can reclaim 25% of tax under the 'Gift Aid' scheme from the Inland Revenue. If your sponsor is a UK taxpayer and signs the form, then DOW UK can claim an extra 25% of the donation when we process the Gift Aid form. E.g: a £10 donation becomes £12.50. A £100 donation becomes £125.00.

In order to Gift Aid your donations, we need some of your donors' details (Full name, Postal Address). Please fill the Sponsorship form with their details and send it back to us once you think your fundraising is over.

People that donate through your online page, can also tick the Gift Aid box so whether you ask for online or offline sponsorships, tell them about the **Gift Aid option and the difference they will make by ticking the box!**

5. SHOUT ABOUT YOUR CHALLENGE AND LET THE WORLD KNOW!

Don't be shy, let your friends know what you're doing and why you have decided to support Doctors of the World UK.

- **Before you email your entire address book, ask your closest friends and family to donate first.** An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones, all the better!
- Email your other contacts in groups — colleagues, running club, friends overseas, etc - personalising your message each time.
- Use your own email system to set up groups, send emails to large numbers of people and keep your communications personal. Potential supporters are more likely to open an email that comes from you than an email address they don't recognise.

SOCIAL MEDIA is a great way to advertise your fundraising page. Post a link to your page on Facebook and a short description of what you are doing, tweet about it or make a video and upload it on YouTube. There are plenty of ways to spread the word about your challenge and let your entourage know.

Read this [social media fundraising guide to raise more money](#)

6. STREET FUNDRAISING

Approach your local council to see if you can stage a street collection. This is a great way of raising funds from people you don't know, as well as helping *DOW UK* raise its profile.

(By the way, this is not to be confused with the activities of charities who ask passers-by to sign a direct debit form. This suggestion is about persuading people to put their loose change into a sealed bucket. It is a one-off event).

One of our previous participants contacted Bristol council, and was told what day was available, as well as which streets could be used. The local councillor then contacted us at *DOW UK* to ask for verification that this person was authorised to fundraise on our behalf.

We then signed a form sent by the council, giving permission for the fundraising to take place. We then sent collection buckets sealed with security seals, and *DOW UK* T-shirts / badges with logos to the team of eight people in the team helping our participant.

Try this option first, as it can sometimes take a few weeks for a street slot to become available. Our participant raised **£500** from her efforts!

7. APPROACHING AN EMPLOYER

If you're approaching your employer, make sure you present your ideas in an organised manner detailing:

- Information about *DOW UK*, whose work your efforts will be supporting. We can provide you with newsletters and other support materials – just ask!
- What benefits - if any - there might be to the company.
- Your publicity/ fundraising plan.
- Ask to be included on your company's web site and/or newsletter and magazine.
- **Logos & Photos:** we can supply you with logos for *Doctors of the World UK*. This can be used in company newsletters or on their web sites.

Ask your employer if they '**match-give**'. This means that you raise £100 and they sponsor you £100 to match your efforts. Some employers will turn you down flat, but you will be surprised how many companies will support you.

8. EMAIL SIGNATURE

If you can, change your *email auto-signature* at work and/or home. Include a link to the web page you have set up on VIRGINMONEY or JUSTGIVING and also include *DOW UK*'s web site address so people can see the work that we do www.doctorsoftheworld.org.uk Add a line about the challenge you have committed to undertake.

9. FRIENDS AND FAMILY

- Never underestimate the value of family and friends!
- They have different address books to you, so they can contact people on your behalf.
- They can also apply their different skills/ideas to help you reach your goal. Brainstorm with them. You'll be amazed at how many good ideas surface!
- Give your friends and family a sponsorship form each, and ask them to gather at least 10 more pledges each on your behalf.

10. HOST A FUNDRAISING EVENT

- Organising events gives people something for their money.
- For people who have already supported you directly, it gives them a chance to contribute in a different manner.
- However, remember to budget. Your events need to make profit and there is no point outlaying lots of time and effort if the return is too small.

Be inventive. Publicise the event in your local newspaper, staff newsletter, your local parish magazine and on notice boards of local supermarkets, newsagents and gyms. The more people that turn up or get involved, the more successful your event will be.

If you need marketing material, ask us!

11. SEND A FOLLOW-UP EMAIL

Be persistent. It takes more than one round of emails to reach your target. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request. **Remember to thank the people who've already supported you, and to ask them to send your page to their contacts** (you can thank people through Facebook/ Twitter by updating your status so other people will see the donations and they will possibly tempt to support your challenge too).

As you get closer to your deadline, email or write to all the people you contacted originally and let them know if you are short of your fundraising target and that you still need 'X' amount. **Can they sponsor you in order to help you reach that target?**

12. THANKS YOUR DONORS

Keep a detailed record of everybody that has supported you, so that they can all be thanked when you return. Always thank them in writing, ideally. Let them know how the challenge went, how much it raised in total and how their contribution will make a difference to the work of *Doctors of the World UK*.

13. PRESS RELEASES TO YOUR LOCAL MEDIA

Local newspapers, local radio and TV are always on the look out for a good story, especially when it involves such an interesting angle: In a time when international affairs dominate the news frequently, the work that *Doctors of the World UK* is doing around the world will also generate a lot of interest. To help you fundraise, send a letter to your local newspaper, radio / TV station asking them to interview you about your initiative and your fundraising efforts.

14. COLLECTION TINS AND BUCKETS

Doctors of the World UK can supply collection tins on request. There are legal controls and a 'code of practice' covering the use of static collection tins. These rules must be followed if you use this fundraising. The rules are not complex, but they are necessary!

We will supply you with 'Permission to collect funds for *DOW UK*' forms, which the business premise you have approached will need to complete. We will then issue a 'Certificate of Authority' to say that the business approached by you, is authorised to collect funds on behalf of *DOW UK*.

If you think that displaying a collection tin at work or at your local shop could be helpful and make a difference to your fundraising, then contact us and request your collection tin!

15. MORE IDEAS...

- Hold a raffle; ask local shops if they will donate any goods that can be used as prizes. Do you know a hairdresser, mechanic or gardener who would donate their service as a prize?
- Organise a five-a-side football, netball, cricket, sports match; charge a team entry fee; sell refreshments and run a sweepstake at the same time.
- Run an auction of promises. Contact your friends and see what they can offer: babysitting, washing, hairdressing, gardening, photography, decorating etc ...
- Sponsored swim, run, diet, shave, leg wax – traditional ideas, but they still work.
- Cycle, walk to work, putting the money you would otherwise spend on transport towards your funds. Reduce pollution and get fit - be green and keen!
- If you're training at a Sports Club or gym, ask the management if you can publicise your efforts on their notice board with a leaflet including a photo of you, asking for support. People will recognise you as you work out, and may be inspired!
- Sponsored "lunch-run". Offer to pop out and buy lunch for your busy colleagues. At 20p a go, five lunches a day will raise over £20 in a month.
- A birthday card amnesty: Get your friends to send you a small donation, instead of a card or a present.
- Wedding gifts: if you are getting married, and you and your partner have already got all the essentials for setting up home together, why not ask your guests to make a donation to *Doctors of the World UK* instead of buying a gift?
- Car boot sale or selling unwanted items on eBay.
- 'Out tray' sale. Why not stock your 'Out tray' on your desk with the trinkets you don't want anymore? Someone else may love those earrings / cufflinks!
- Have a dress down day at work or at your local school.
- Hold a bad taste day at work- the worst shirt, tie, dress wins a bottle of champagne ... or to continue the theme, the worst bottle of sparkling wine you can find!
- Raffle your services for a day to iron, clean, cook, dog walk, babysit.
- Pub Quiz: a tried, tested and successful formula for raising funds!
- You can get some personalized cards printed at moo.com, with the address of your fundraising page and a short description of your goals and give them out like fun business cards
- Go even further and promise your friends you'll dye your hair blue or wax your body if you manage to raise 500£ in a week, that will surely be a strong motivation to some donors 😊
- Ask people to skip a coffee, a pint or a treat and donate that money instead.

Finally, a **BIG THANK YOU** from us to you!

*Thank you very much for getting involved
in our sports events!*

GOOD LUCK with your FUNDRAISING!