

Don't **sweat** the fundraising

The Marie Curie guide
to raising bucketloads



Marie
Curie

Care and support
through terminal illness



Prepare to **perspire** for #TeamMarieCurie

First of all, a huge thank you for taking on a challenge for Marie Curie. Your help means our nurses can care for people in their homes and in our hospices across the UK, and we can provide information and emotional support to thousands of people a year through our Support Line.

In short, we provide a lifeline at one of the most frightening and upsetting times any family will face. But we couldn't do all this without your support.

So whether you're pounding the paths running or walking, munching up the miles on a bike, or making a splash in the pool, we've got your back!

This booklet is packed with top tips and we'll give you the lowdown on getting the very last drop of

fundraising you can, and how to make it as easy as possible.

Of course, this isn't the full extent of our support – we're always here if you have any questions or need our help.

So enjoy, and thanks so much again for your brilliant support.

Welcome to the team!



Ben Gold/Marie Curie

Zane Colquhoun/Marie Curie

Perfecting your online fundraising

Before you do anything else for your challenge, it's a good idea to set up your online fundraising page and start to get those donations rolling in! Here are a few easy steps to get you started...



1 Find a **photo of you in action** – selfies are great!



2 Tell people **why you've taken on your challenge** – if you have a personal story about Marie Curie, this can make people more likely to donate. We'll also send you information about our vital cause which you can add to your page.



5 **Livestream or upload a video** to your JustGiving page. This could be hosting a fundraising activity, like a quiz or danceathon, or a snippet of your training.



6 **Share your online fundraising page** on all your social media channels to make it easy for people to donate.



Strava includes your training and running stats. Setting it up was straightforward and once you've done that, you can link your Strava account to JustGiving and it shows everyone how your training is going.

Joe, running two marathons in memory of his Dad.



3 **Set your fundraising target** and make sure it covers your minimum sponsorship target if your event has one. Otherwise, don't be afraid to be bold, but make it achievable too.



4 **Download the Strava app** and link it to your JustGiving account. This means people can see your progress, and you get the satisfaction of mapping it. Doing this could help you raise as much as 40% more in donations!



7 If you receive donations another way, see page 13 for how to **send the money to us**. Then add it to your "offline fundraising" on your fundraising page so you can keep track of your total.



8 **Tell people how your challenge went** – 20% of donations come in after an event so remember to update people on your achievements along with a picture or two!



Philip Hardman/Marie Curie

Our top fundraising ideas

OK, so it's time to flex your fundraising muscles. But don't worry, if you're in search of inspiration, we've done the perspiration for you and come up with these sure-fire fundraising winners!

Every penny counts

£20 pays for an hour of expert care and emotional support for someone living with a terminal illness, in the comfort of their own home.

Some **simple** ideas...

Many of these can take place online or in person, so please follow the latest government guidance on social distancing when organising your fundraising activities.



Put on a sweepstake

We've included a *Guess My Time* sweepstake poster in this pack – an easy way to get your fundraising started! Equally, there may be sporting events or TV competitions worth having a flutter on too.



Give up a treat for a month

Chocolate, coffee or takeaway? Whatever your vice, give it up and donate the money you would have spent.



Set up a swear jar

Fine your colleagues £2 for each slip-up (and yes, you can still police this on video calls!)



Organise a car wash

Why not see if the local Scouts or Guides will lend a hand?

Thinking bigger...



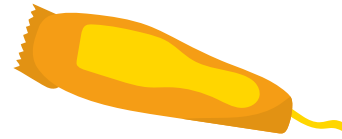
Movie night

Use *Teleparty* to host a movie night! Get everyone to log on from their sofas at home and donate the cost of a cinema ticket via your online fundraising page.



Get gaming

Stream your favourite video games – whether you're into *Fortnite* dances or speed running *Sonic*, you can raise money through gaming challenges.



Now hair's an idea

Dye your hair a funky colour (or shave your head if you're brave enough) and livestream it on JustGiving!



Wine and cheese night

Charge an entry fee and get together with friends to indulge in your favourite mouth watering food and drink.



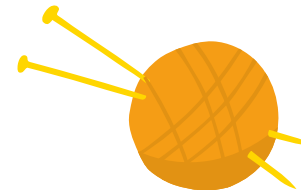
Pub quiz

Become the quizmaster and test people's general knowledge and, of course, who can come up with the best team name!



Go traditional

Challenge your family and friends to a poker night, chess tournament, *Dungeons & Dragons* or bingo, with a donation per entry and a prize for the winner!



Share your skills

Got a passion for knitting, crafting, cocktail making, Zumba, circuit training, yoga or anything else? Why not teach people how to master your skill and ask for donations to take part?



Auctions for good

You'll be surprised what you can get going, going, gone in an auction! People will bid on anything from delicious dishes you've cooked, to rare collectables you can blag, even help with every day chores so they can put their feet up!

Reach for your target

£390 sponsors a hospice bed for a day, meaning someone living with a terminal illness can get expert care when they need it most.

£500 pays to train a nurse or healthcare assistant for a year, so they have the knowledge and expertise to give quality care to those who need it.

£1,600 sponsors a Registered Nurse for 12 days, so they can help the people they care for make the most of what could be their final days with their loved ones.

Supersize your fundraising

Since you're getting a sweat on to raise oodles of donations for Marie Curie, why not do a few quick things to make your fundraising go even further?

Get the word out

Remember you're working hard to fundraise and conquer your challenge so don't be afraid to shout about it – you're doing a terrific job! Share what you're up to with us too – we love seeing your updates and photos!

   MarieCurieUK

#TeamMarieCurie

#WorthSweatingFor



Another training cycle done 😊
Thighs sore but feeling great!
Doing this for the brilliant Marie Curie, so please support me if you can, any donation big or small and help me get up those hills!



Phil Hardman/Marie Curie



Matched giving

Some employers will offer to match your fundraising pound for pound, or agree a fixed amount to donate up front. There's no easier way to top up your total, so ask your employer if they have a scheme like this.

Gift Aid

If your sponsors pay tax in the UK, we can reclaim 25% on top of their donation.* So, if they sponsor you £100, that may be worth £125 to Marie Curie. Just ask your sponsors to select the Gift Aid box on your online or offline sponsorship form.

* The Gift Aid total is not included in your fundraising total and doesn't count towards your fundraising target.

The serious bit – keeping it safe and legal

Once you've decided which fundraising activities you're going to do to hit your target, visit mariecurie.org.uk/event-hub to find out how to keep your activity safe and legal – from food hygiene and insurance issues to consent forms and risk assessments.

We're here to answer any questions you may have. Get in touch today on **0800 716 146**.*

* Calls are free from landlines and mobile phones. Your call may be recorded for quality and training purposes. Lines are open Monday to Friday, 9am–5pm.

We're right **behind you**

Before you break into a sweat for Marie Curie, we want you to know we're here to support you every step of the way!

Event Hub

Our Event Hub is chock full of useful bits to help you make your fundraising and training as successful as it can be.

You'll find downloadable versions of items in this pack and lots more – including a Training Hub with plans, blogs and videos for every experience level.

So have a rummage, choose your fundraising activities, take your training at your own pace and most importantly enjoy it!

mariecurie.org.uk/event-hub

There's more to come...

Keep an eye on your inbox for more useful fundraising and training ideas to support you over the coming months.



Don't miss out on your exclusive Marie Curie running vest, T-shirt or cycling jersey! Tell us your top size and we'll pop it in the post for you. Any other questions, we're happy to help on **0800 716 146** or events@mariecurie.org.uk

Paying in your money

As soon as you pay in your donations, we can start putting your fantastic fundraising to good use supporting the people who really need us.

Paying in couldn't be easier...



Online via JustGiving

All the money donated through your JustGiving page, including Gift Aid, comes directly to us. You don't need to do anything else. You can also pay in any cash donations via your online page. Visit justgiving.com for details. Other fundraising platforms work in this way too.

By phone

You can make a credit or debit card payment by phone on **0800 716 146**.

By post

Send your sponsorship forms and cheque or CAF voucher, made payable to Marie Curie, to:

Supporter Relations Team
PO Box 23897
14 Links Place
Edinburgh EH6 9AB

Make sure they're clearly marked with your name and the name of the event you're taking part in.



"Covering the hows and whys of everything from stretching, foam rolling, strengthening, nutrition and training, the Training Hub is here to support you whenever you need it."

Graeme, personal trainer
and author of the Training Hub



A huge **thank you**

You're incredible and every penny you raise really does count.

By taking on your challenge, you're helping more dying people and their loved ones to make the most of the time they have left together, with the help of expert Marie Curie nursing care.

This is an amazing gift you're giving, and certainly something **#WorthSweatingFor**

So again, a massive thanks.



Laura and Lesley's story

Laura Pugsley knows first-hand how important our support can be.

Her mum Lesley was cared for at the Marie Curie Hospice, Cardiff and the Vale at the end of her life.

Like you, Laura took on a challenge for Marie Curie, running a relay half marathon with her friends in memory of Lesley.


"I'd never been to a hospice before and didn't know what to expect. I suppose I was slightly fearful that it was a place where people go to die, and I worried about what I'd see.

"But the reality was very different.

"It was a lovely place to be, with a sense of calm and plenty of laughter.



"Being in the hospice allowed Mum the time and space to come to terms with her illness. It gave her that confidence to say, 'It is what it is and now we need to think about what to do.'"

Laura



**Now it's time to
get out there and
embrace the exertion!**

Good luck from us all at
#TeamMarieCurie HQ!



Any questions about your event?
We're more than happy to help:

events@mariecurie.org.uk

0800 716 146

mariecurie.org.uk/event-hub

#TeamMarieCurie

#WorthSweatingFor