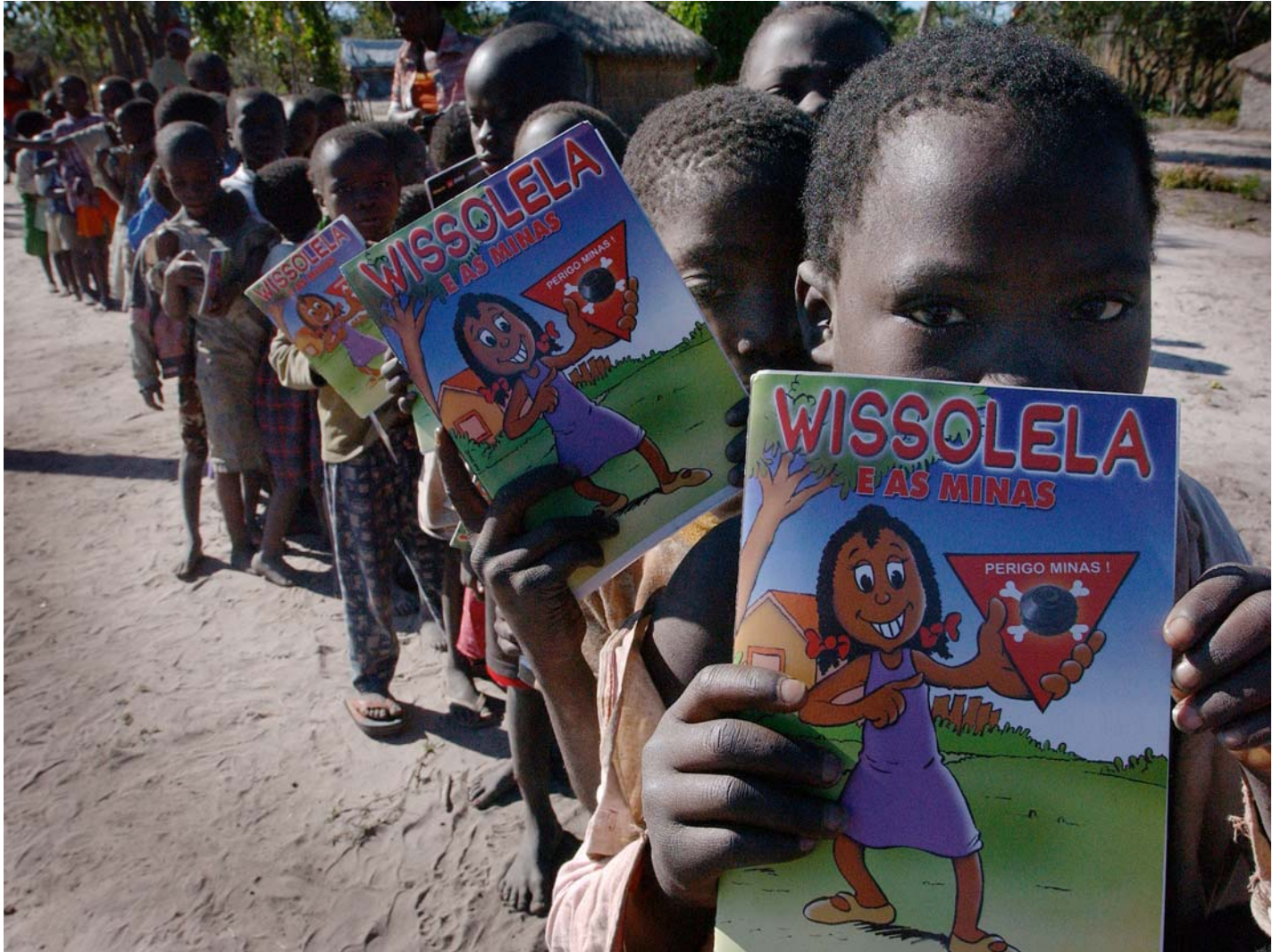


# Fundraising Pack



# Fundraising for MAG

## INTRODUCTION

MAG is one of the world's leading mine clearance organisations. Since 1989, MAG has worked in over 20 countries to clear landmines and unexploded bombs, making communities safe and allowing people to live without fear.

Every year MAG needs to raise around £17 million just to continue to provide its core mine clearance activities around the world, so a donation of any size can help.

**£15** is enough to field a fully trained and equipped local deminer for one day

**£20** could buy overalls for a deminer

**£30** could buy a pair of sturdy boots

**£40** could provide protective headwear such as helmets with visors

**£220** is the price of a flak jacket for a deminer which could save a life

**£550** will help us to make a remote, safe and controlled explosion with an electronic exploder

**£2,000** could pay for a metal detector

**£25,000** could pay for a fully-equipped MAG vehicle for transporting staff and equipment

Before you begin your fundraising activity for MAG, there are a number of things that you will need to be aware of and the purpose of this pack is to provide you with advice, guidelines and ideas to ensure your fundraising event is a success.

If you have any questions not covered in this pack, please give the MAG Fundraising Team a call on 0161 236 4311.

Good luck!

**The MAG Fundraising Team**

# Fundraising for MAG

**Set yourself a target and be positive that you can reach it. Remember that we are here to offer any help, advice or support you might need.**

- The key to making the task or organising a fundraising event easier is to give yourself as much time as possible, so start early!
- Planning is vital, if you plan what you are going to do it will mean you can break it down in to much more manageable chunks and before you know it you will have reached your target.
- Put together a network plan of all your friends, family and other contacts so you can see who you can ask for donations or for help. Then make an actual fundraising plan of proposed activities and ways of raising the cash. This way you can also see who can help you with what.
- In order to get the most out of potential givers, use a method of fundraising where the donors get something in return. For example, a raffle or prize draw.
- MAG is a good cause and a good selling point; educate yourself a little about what we do and brand yourself – we can provide you with any MAG materials and information you might need – just ask.
- Remember that everyone is different and what works for one person might not work for you, take into account your own lifestyle and interests when planning your fundraising. This way you are more likely to succeed using methods tailored to fit in around you.
- Approach us at MAG for more help if you need it. If you have an idea you want to run by us, or need help writing a letter to local companies, get in touch and we will be more than happy to help. We can also provide you with some more in-depth fundraising ideas if you need them.
- **Please note that MAG cannot be held responsible for any personal injury, damage to property or financial losses that occur as a result of your fundraising.**
- **Before you start fundraising, please remember to complete and return a fundraising agreement to MAG. MAG is required by the Charity Commission to obtain one of these for each of our independent fundraisers. Contact MAG on 0161 236 4311 if you need one of these forms.**
- Finally, don't be afraid to go out and ask for what you want!

# Fundraising for MAG

Here are a few tips and ideas on how to maximize your fundraising potential. It pays to be creative, so don't just limit yourself– ticket sales, sponsorship and cash collections/donations are all great income generators!

## Networking

Make the most of your friends, family and colleagues. They might not be able to afford to donate money to you but you can utilise them in other ways! Get them to hand out sponsor forms on your behalf, place collection tins in local shops, or help you organise a raffle or quiz. It is also a great idea to get people on board when you are trying to think of ideas – a few friends and a notepad in the pub for a brainstorm is a great way to get the creative juices flowing!

## Sponsor forms

Start your sponsor form off with a sponsor who you know will make a large donation and other sponsors are more likely to follow suit. Don't ask people before payday when they are likely to be strapped for cash – best to catch your sponsors when they are feeling flush. Some people may be embarrassed if they do not know how much they are expected to give. If you can gently suggest a figure, the donor gets some idea of your expectations and can respond accordingly. Make sure your tax-paying sponsors gift aid their sponsorship – this means that, on average, MAG can reclaim an extra 28% from the UK tax office.

## Online sponsorship

This is a quick and easy way for you to collect sponsorship. If you have email access, email everyone you know with a link to MAG's online donation page. This is a fast and 100% secure method of collecting sponsorship and people tend to donate larger amounts using this method than when handing over cash. It is also a very useful method of reaching those people you don't see very often. The money goes straight into MAG's bank account which saves you having to collect the cash in person. We can keep you informed of everyone who sponsors you and how much you have raised so far. Phone MAG for more details.

# Fundraising for MAG

## Hold a fundraising event

This can be anything from charging people to come to a BBQ at your house, a fancy dress party for kids, up to larger scale events like a quiz night or disco at your local pub, or even a ball. The smaller events are low cost and can be very lucrative as people are getting something out of donating. See our A-Z for more ideas.

Be realistic about how much you wish to raise and don't underestimate the amount of time and money your event will cost. If handling cash, allocate one or two people to be cash handlers. You may need a float, bank bags and a secure place to hold the money.

## Fundraising through business

Companies are often in a better position than individuals to donate money. The first port of call would be the company that you work for. Ask them if they will match what you raise – many companies operate a Matched Giving scheme. If not then ask for a sizeable donation. If you have clients and suppliers try writing to them too. Offer publicity in exchange for a donation to any companies you do approach, you could perhaps print their logo on your MAG t-shirt to wear during the event, or put their logo on any letters you might be sending out requesting sponsorship.

If you approach a local company, take the trouble to find out the name of the person you should write to and, if possible, research their charitable policy at a library. If they are unable to donate money, they can still be of use to you by donating gifts in kind. For example, a local hair salon could donate a free haircut, a restaurant a meal for two – these are the type of things you can use as raffle prizes.

## Local press

The fact that you are taking part in your fundraising challenge could be of interest to local press. It is worth contacting them to see if they would like to run a feature on you and what you are undertaking. This generates publicity for you, which might prompt people to donate money, and any potential business sponsors too. If you do get into your local paper, don't forget to send copies of the article out with your letters to potential sponsors, and please send us a copy too!

When you are writing a press release, remember to include the name of your town – local papers like their stories to reflect what is going on in their circulation area, and to include your contact details so that the paper can get in touch with you if they want any further information. We can provide you with MAG t-shirts and other publicity material for maximum impact.

# Charity Law

There are some issues you need to be aware of when you are fundraising for MAG. If you are not sure of anything, just call MAG and we will be able to give you any advice that you need.

## Registered Charity Number

It is a legal requirement to put MAG's registered charity number (1083008) on every piece of publicity and fundraising material you produce.

## Health & Safety

Check that your activity is fully insured and that it does not contravene any health and safety regulations.

## Licensing

Events which include the sale of alcohol will require a Public Entertainment & Liquor License. It is likely that the building in which you are staging your event will already have this license, but if not you will need to apply for one from your local authority three months in advance.

## Cash Collections

If you are considering running a street or house-to-house collection, you will need to apply in writing to your local council for a collection permit. All collectors must be over the age of 16, although younger people may take part in other fundraising activities.

If you are conducting a private collection, make sure to get permission from whoever owns the land. You must only collect money in official, sealed MAG collection tins (available on request).

## Lotteries & Raffles

There are legal restrictions on the level of prizes that can be offered, what defines a lottery or raffle and the way the activity is organised. This means that some lotteries and raffles need to be registered with the Gaming Board. The following checklist should tell you whether your lottery or raffle needs to be registered. If you answer 'yes' to all of the above questions, you do not need to register it. If not, then you must contact the Gaming Board on 020 7306 6207 for further advice.

- Is your lottery/raffle going to be held at an exempt entertainment (e.g. sale of work, fete, dinner, dance, sporting or athletic event or other entertainment of a similar character)?
- Will tickets be sold on the premises during the entertainment and not in advance?
- Will the results be announced during the event?
- Have you spent less than £250 on prizes? (there is no limit on donated prizes)
- Can you confirm that no cash prizes will be given?

## Gift Aid

If you are asking for sponsorship from friends and colleagues, remember to get those who pay tax to gift aid their sponsorship. You may not claim gift aid from any persons connected to you e.g. spouse, sibling, parent, grandparent, grandparent/parent-in-laws, aunts, uncles, cousins etc.

# A-Z Fundraising Ideas

<b>Auction of Promises</b>	Try to get people to donate a promise of their time, use of their belongings, or to donate a gift. You can even ask people to donate themselves and auction them as 'slaves for the day'.
<b>Bake for MAG</b>	Why not hold cake sale and use the proceeds raised as part of your fundraising target?
<b>Car Boot Sale</b>	Go and sell all your unwanted bits and pieces and remember to ask your friends and family if they have any items you could sell.
<b>Dress-up Day</b>	Show off your best togs at work, and get each of your colleague to donate a pound.
<b>Expert Seminar</b>	Use an expert or well-known personality who is prepared to donate their time or give a talk or performance. Charge admission, have a break to sell refreshments and an auction of a signed book or autograph.
<b>Fashion Show</b>	Ask a local store to put on a show in conjunction with your company.
<b>Golf Tournament</b>	Organise a golf tournament for all your friends and colleagues – charge an entry fee and leave MAG collection tins around the club house.
<b>Halloween Ball</b>	Sell tickets to a fancy dress Halloween Ball
<b>It's a Knockout</b>	Challenge your clients and other companies to a fun day!
<b>Jail Break</b>	Dress up as jailbirds and see how far you can get from the starting point – don't forget to get sponsored for every mile you cover!
<b>Karaoke Evening</b>	Ask a local pub to host one for you and charge people to get in or take part.
<b>Lunch Money</b>	Ask all your colleagues to bring in sandwiches for their lunch and donate the money saved to your sponsorship fund.

# A-Z Fundraising Ideas

- Masked Ball**      Everybody wear a mask of their choice. Have a competition to guess who's who. You could hijack a local work event like the Christmas Party!
- Night in for MAG**      Stay in for an evening and donate the money saved to MAG.
- Only the Lonely**      Arrange a blind date competition with questions fielded by your chosen 'host' or asked and answered by email.
- Packing**      Ask your local supermarket if you can help customers with packing their shopping – do it in fancy dress to make a real impression!
- Quiz Night**      Pit your wits against teams of your colleagues – just charge an entry fee. Winning is usually enough for most people so you won't even have to worry about giving a prize!
- Raffle**      Ask local companies to donate the prizes, buy a book of raffle tickets and you're off!
- Sweepstake**      Organise a sweepstake for a big sporting event or for something you are doing yourself. Get everybody to give £1 to guess the correct time/distance/amount and give a prize for whomever guesses the closest!
- Tin Shake**      We can provide you with collection tins and MAG stickers so you can organize a tin shake in your local high street.
- University Challenge**      Collect together teams who attended the same or nearby universities and hold a quiz to see which university comes top.
- Variety Show**      Round up your talented friends and put together a show with entry fee, refreshments and collection tins to maximize your fundraising.
- Wine Tasting**      Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds of his sales to MAG – remember to charge that entry fee!
- Xmas Party**      Be daring, be dull! But be sure to do something that raises funds! Give the party a Middle Eastern theme or do something very simple. It's your decision!
- Your own idea**      You know better than us what you think will work best in your area. If you need any advice or resources, just get in touch with MAG at any time.
- Zzzzzz**      Arrange a sponsored sleep-out

# Fundraising for MAG

This information should hopefully give you a good basis for your fundraising target.

Remember to contact the MAG Events Team if you need any of the following materials:

- Posters
- MAG leaflets
- Balloons
- Collection tins
- Sponsor forms

MAG is very grateful for the time and effort you are putting in to raise valuable funds for our work clearing landmines and bombs. We hope that this event will give you an unforgettable experience, making a positive difference to your life as much as it will to the victims of conflict.

If you need any help, materials or advice with your fundraising, please just ring the MAG Events Team on 0161 236 4311.

**Finally, thank you for raising money for MAG and good luck!**