

# Fundraising Toolkit



Medical   
Detection Dogs

Patron: HRH The Duchess of Cornwall



# How you can help?

Medical Detection Dogs relies on donations from supporters like you for all of our funding.

# We need to raise over £2 million a year

£5,500  
a day

£4  
a  
minute





# Planning your activity

## Pick an Idea

What interests you? Are you a good swimmer or runner? If you love being active, you could organise a sponsored fun run or sporting event. Perhaps social events are more your thing so why not arrange a coffee morning? Or get crafty and bake cakes to sell. You will find a list of ideas on the next page.

## Plan your Activity

Even the simplest activities require preparation and the better prepared you are the easier your event will be. Think about how you are going to raise the funds and what will work best for you. We have given you some hints and tips on how to make your event legal in this pack but if you need further advice and guidance please contact the team on 01296 655888 or email [fundraising@medicaldetectiondogs.org.uk](mailto:fundraising@medicaldetectiondogs.org.uk)

*Tip: ask local businesses for support. A financial contribution is always welcome but you could also ask them to donate a raffle prize.*

## Promote your Fundraising event

Once the details for your fundraiser have been decided it is time to drum up interest from your friends, family and work colleagues. The more people you tell the more donations you will attract.

See the Publicity and Social Media page in this pack for more information on getting your event out there.

## Pay in your money

Once the fundraising is over it's time to collect donations and send them to us. If you have raised the funds online, then all the money will be sent directly to Medical Detection Dogs. If you have collected donations yourself there are several ways for you to get the money to us. Find out more in the Sending in your money pages in this pack.

## Well Done

All your hard work has paid off. The funds raised will make a huge difference to Medical Detection Dogs and the people that we support.



# A-Z of Ideas

## A

Auction  
Afternoon Tea

## B

Bag Pack  
Bake Off  
Barn Dance  
Beauty Night  
Bike Ride  
Bingo  
Birthday Celebrations  
Bowling  
Book Sale  
Bridge Tournament  
Bring & Buy Sale

## C

Cake Sale  
Car Boot Sale  
Car Washing  
Carol Signing  
Cheese & Wine Night  
Clothes Swap  
Coffee Morning  
Comedy Night  
Concert  
Craft Fair  
Come Dine with MDD

## D

Darts Match  
Dinner Party  
Dog Walk  
Dog Show  
Dress Up / Dress  
Down

## E

Easter Egg Hunt  
Ebay your items

## F

Face Painting  
Fancy Dress  
Fashion Show  
Fetes & Fairs  
Fun Day  
Fun Run

## G

Garage Sale  
Garden Party  
Golf Day  
Guess the baby photo

## H

Head Shave

## J

Jumble Sale

## K

Karaoke

## L

Ladies Lunch  
Letter to Santa  
Line Dancing

## M

Masked Ball  
Murder Mystery  
Music Quiz

## N

Netball Tournament  
Non-Uniform Day  
Night In

## O

Open Garden  
Office Party

## P

Pamper Day  
Pancake Race  
Pub Quiz

## Q

Quiz Night

## R

Race night  
RAG Week  
Raffle  
Recycle

## S

Silent Auction  
Spinathon  
Sponsored Silence  
Street Collection  
Store / Station  
Collection  
Swear Box  
Swimathon

## T

Talent Show  
Tombola  
Treasure Hunt

## U

Unwanted Gifts

## V

Volleyball Tournament

## W

Waxing  
Walks  
Wine Tasting

## X

X-Factor Competition

## Y

Yogathon  
Yo-Yoing

## Z

Zumbathon

## Taking part in an organised event

Medical Detection Dogs have an exciting diary of events planned for this year – see our website [medicaldetectiondogs.org.uk](http://medicaldetectiondogs.org.uk) for further details.

Why not get a group of your friends, family or work colleagues together and share in the fun!

Whatever you are interested in there is something for everyone...

# Publicity & Social Media

## Social Media

It's never been easier to connect with family, friends and colleagues and to call on their support. By using social media sites such as Facebook, Twitter and Instagram you are now able to reach a large audience with the touch of a button. If you send us information about your Fundraising Activity we can also help to promote your activity on the Medical Detection Dogs Social Media Pages.

### Facebook

Facebook is a fantastic way to help promote your fundraising activities. You can post updates, photos, videos and links to your online donation page.

- Become a fan on our official Facebook page (see below)
- Use your own status updates to let people know what you are doing
- Ask your friends to talk about what you are doing in their status updates
- Ask your friends to like and share your updates
- Create an event and invite your friends and family to join it
- Tell people about Medical Detection Dogs Facebook page and send them the link

 [facebook.com/MedicalDetectionDogs](https://facebook.com/MedicalDetectionDogs)

### Twitter

With regular 'tweets' on Twitter you can promote your fundraising and keep your followers updated on your progress.

- Follow us on Twitter (see below)
- 140 characters isn't a lot so tweet little and often about your fundraising activity
- Whenever you talk about your fundraising activity make sure to tag us (@MedDetectDogs) so that we can hear about what you are up to and share it with our other supporters.

 @MedDetectDogs

### Instagram

Posting photos on Instagram is a great way to raise awareness.

 [medicaldetectiondogs](https://www.instagram.com/medicaldetectiondogs)

## Posters and Flyers

Spread the word about your fantastic activity – we can send you a template or you can download it from our website [www.medicaldetectiondogs.org.uk/fundraising](http://www.medicaldetectiondogs.org.uk/fundraising), which has a space to include the details about what you are planning and when. Put them up around the community, on noticeboards and in local shops and supermarkets.

## Write a Press Release

The local media are often looking for stories about people who do extraordinary things. The best way to get noticed is to write a press release. We can send you a template or you can download it from our website [www.medicaldetectiondogs.org.uk/fundraising](http://www.medicaldetectiondogs.org.uk/fundraising) and email it to the editor of your local paper or radio station.

## Whats on guides

Local newspapers and websites usually have a section listing events. Contact the editor or the website and ask for your event to be included.

## Promote your activity in your email signature

Change your work and home email signature to include an appeal for sponsorship with a link to your fundraising page. This is a great way to raise awareness of what you are doing to lots of people.

If you need a copy of our logo, you can request it by emailing [fundraising@medicaldetectiondogs.org.uk](mailto:fundraising@medicaldetectiondogs.org.uk)

## Tell us about your activity

We can supply you with resources to help you raise sponsorship, but please bear in mind when ordering t-shirts, buckets etc that these items cost the Charity money to produce. Please only order what you know you will use and ensure you return all buckets, tins and unused materials to us, so that we can pass them onto the next fundraiser.

## Top Tips

- Tell people what you are doing and why you are doing it - keep them updated on your progress.
- Use photos and videos as well as words to tell your Medical Detection Dogs fundraising story.
- When you have completed your fundraising, social media is a great way to say THANK YOU to all those that have supported you.



# Making your event safe & legal

**There is certain legislation that must be followed when organising or helping run events:**

## Food hygiene

If you are handling or selling food you must do so safely. If you are using a catering supplier you will need to ensure that they are licensed. Get the latest food hygiene regulations at [www.food.gov.uk](http://www.food.gov.uk)

## Public liability

When you organise a fundraising event, you're responsible for making sure it poses no risk to others. That's why we'd recommend you take out public liability cover for events such as a sponsored walk or sports event. Unfortunately, Medical Detection Dog's own policy won't cover you but we can advise you about the kind of cover you need. Resources that you may use for some events, such as burger vans, bouncy castles and ice cream vans, should all come with their own public liability insurance. Ask to see copies of these before agreeing for them to come along to your event.

## Data protection

Be aware of data protection if gathering contact details or taking photographs. Ensure that you have permission to use photographs.

## Raffles and lotteries

Raffles, lotteries and prize draws are all governed by legislation – so before holding one and spending money on getting tickets printed, please check out the rules at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk). Also,

be aware that lottery laws cover any events which are purely down to luck or chance, such as duck or balloon races even.

## Licenses

Contact your local authority to find out whether you need to obtain any special licenses (e.g public entertainment, collection or alcohol licenses). If you are holding an event in a public place you must have permission from the council or landowner.

## Collections

It is illegal to carry out house-to-house or public street collections without a license. If you want to do a collection on private property e.g train station, supermarket etc. you must get permission from the manager.

## Gift Aid

Gift aid allows us to claim back the tax on every eligible donation. This means for every £1 you raise; we can claim an extra 25p. Ask your sponsors to choose the Gift Aid option to boost your total.

## Risk Assessments

Identify any hazards and risks at your activity and assess what you will need to consider. Ensure you have adequate first aid available for the size of your event. If you are not sure, check with your local council for advice.



# Sending in your money & raising funds

## Sponsorship

Setting up your own online sponsorship page is the easiest and quickest means of collecting immediate support from friends, family and work colleagues.

There are a few options available where you can set up your own fundraising page and sponsorship form.



- You can reach more people and raise more money by setting up an online fundraising page
- You can create a page in less than a minute, and your friends and family can donate in less than 20 seconds.
- Sponsorship money donated via your fundraising page is sent direct to us, so you don't have the hassle of collecting all the money pledged to you.

## Text Giving

Why not make it even easier for people to support you with a unique text code? It will mean that anyone can send a donation by text and it will be added automatically to your JustGiving total.

First, you'll need to make sure your JustGiving page is set up, then you just log into your account at [justgiving.com](http://justgiving.com) and follow the instructions. Once you've got your code, make sure you let everyone know about it. Pop it on all of your fundraising materials and post it proudly on social media.

For more information and to download your free text giving support pack go to [justgiving.com/justtextgiving](http://justgiving.com/justtextgiving).

You can request an offline sponsorship form and give copies to your friends, family and colleagues to help you get extra donations. Please email [fundraising@medicaldetectiondogs.org.uk](mailto:fundraising@medicaldetectiondogs.org.uk) or you can download it from our website.

## Cash Handling

- Cash should be banked as soon as possible.
- Unsecured cash MUST never be left unattended or in an unattended environment.
- Cash not banked immediately should be placed in a safe place and never left overnight in a vehicle.
- Money from events should always be counted in the presence of two people.

Please refer to the Institute of Fundraising Guidelines on cash handling.

## Getting the money to us

Once the cash is counted it's time to send it to us. Please complete the Paying In form enclosed in this pack.

## By Phone

Call us on 01296 655888 to pay in your money. Please note that if you are claiming Gift Aid we will need to have a copy of the sponsorship form.

## By Credit/Debit Card or Cheque

Complete the Paying In form with your credit/debit card details or enclose a cheque (please write your event details on the back) and send along with any completed sponsorship forms to Finance, Medical Detection Dogs, 3 Millfield, Greenway Business Park, Winslow Road, Great Horwood, Milton Keynes, MK17 0NP.

## Tell us about your activity

If you are sending your funds by post, please fill in the paying in form enclosed. We would love to hear about what you did, so we can say thank you.

If you have any queries please contact [fundraising@medicaldetectiondogs.org.uk](mailto:fundraising@medicaldetectiondogs.org.uk) or call 01296 655888.

# Medical Detection Dogs

3 Millfield, Greenway Business Park, Winslow Road,  
Great Horwood, Milton Keynes, MK17 0NP

[medicaldetectiondogs.org.uk](http://medicaldetectiondogs.org.uk) | 01296 655888



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