



Your Fundraising Guide



You're making time count!


Since our charity was founded over forty years ago, we have been at the front line against MND in Scotland. We fund ground-breaking MND research and world-class clinical trials. We campaign to fix a broken system and to secure lasting change.

But much of our day-to-day work is in making time count for people with MND and the loved ones supporting them.

None of this would be possible without incredible fundraisers like you.

From everyone at MND Scotland, thank you. Together, we will make time count and beat MND.

Thank you



Ready? Let's do this!

We're here to support you, every step of the way...

This pack is crammed full of all the inspiration and information you need to make your fundraising a huge success.

We've got fun and simple ideas to get you started, top tips for setting up your online fundraising page and loads of downloadable resources.

Don't forget! Our very friendly fundraising team is here to help. If you have any questions, need advice or fundraising materials, we'd love to hear from you. Just email us at fundraising@mndscotland.org.uk or call us **0141 332 3903**.

Get Inspired

pages 5 – 6

First off, you're going to need a fundraising idea. It needs to be something that gets you excited – something you want to tell all your friends and family about. If you need a little help deciding, we've got a few thoughts to get you started.

Make A Plan

pages 7 – 11

What makes the difference between a good fundraiser and a great fundraiser is planning. Don't worry – we'll walk you through it step-by-step. By the time your Big Day comes, you'll have everything in place to maximise your efforts.

Take On MND

pages 12 – 15

It's why we're here – to drop kick MND into oblivion. So, it's important you know where your money goes, and just how much of a difference it really makes to people in Scotland affected by MND and those who care for them.

MND Scotland is a beacon of light for families devastated by a diagnosis of MND. I support the charity because as a family we are eternally grateful for the assistance we received over the years that our mum Christine had MND.

At each stage of our journey, there was friendly advice, and thoughtful and sensitive support. If our small contribution can allow this wonderful charity to continue to flourish, then it is very worthwhile.

David Sweeney,
MND Scotland supporter



Get inspired

Iris's Big Bake for MND

After Iris was diagnosed with MND, she gave up her hobby of baking goodies and selling them from her roadside fridge. Using leftover supplies, she rallied up friends and family to organise a cake sale for MND Scotland.

This simple idea snow-balled when Iris advertised the fundraiser on Facebook. Soon the 1,000 locals of Whalsay in Shetland joined the drive, offering prizes for a raffle and online auction. To cap it all, Iris then made a small recipe book with some of her 'Flour Power' favourites.

In total she raised an absolutely incredible £36,000.



Kai's Fun Run Relay

Kai, teaming up with his mum Dawn, took part in our Fun Run Relay and ran 10km for his Granda Paul. He promised that if he hit £3,000 he would also do the ice bucket challenge...and guess what? **They raised a whopping £3,674!**



My Dad has helped and carried us all through the years so now it's our turn to do the same for him. At the end of the day, my Dad's fight is my fight

_____ Dawn

Get inspired

We know that fundraising can feel a little daunting if you haven't done it before. Don't worry, we'll help guide you all the way.

Now, first things first – you're going to need a stellar idea to get excited about.

A

Afternoon tea

B

Bungee jump

C

Celebrate your Birthday

Setup a facebook fundraiser or JustGiving page

D

Do something together

From coffee mornings to barbecues!

E

Ebay things you don't need/use

F

Football tournament

G

Go the distance: run, walk, step, climb, cycle, swim

H

Head shave

I

Ice Bucket Challenge

J

Jumble sale

K

Karaoke competition

L

Ladies night

M

Matched Giving (ask your employer)

N

No-uniform day

O

Office sweepstake

P

Payroll Giving

Q

Quiz

R

Raffle

S

Skydive

T

24 Hour Sponsored Silence

U

Ultramarathon

V

Veggie for a month

W

Wee cup of tea for MND

Invite your friends and family round and raise a mug for MND

X

Xbox marathon

Y

Yoga challenge

Z

Zumbathon

Make a plan

We've got heaps of advice and tips to make sure your event is the best it can be. Don't forget, if you have any questions just give our fundraising team a call **0141 332 3903** or email us at fundraising@mndscotland.org.uk.

JustGiving™

Top tips for a successful online fundraising page

Setting up an online fundraising page – like JustGiving – is an easy way for people to donate or sponsor you. It's free to set up and a reliable secure service which people can access on computers, laptops, tablets and phones.

Get started here!

fun ways to fundraise!

Michelle bravely took a razor to her head for MND Scotland, raising over £400.



Don't forget

Gift Aid means for every £1 raised an extra 25p is donated to your total, so make sure all your eligible sponsors make Gift Aid declarations using their home address.

Jump first

People are more likely to donate if someone else has already. Make a donation to get the ball rolling.

Tell your story

People will give more if they know why you care. Add a story and pictures to your page.

Ready for your close up?

Fundraisers with photos on their page raise 14% more per photo. Time for a selfie!

Form a team

There is strength in numbers. People who are part of a team raise 10% more.

Link your company

Impress your boss by linking your company's profile on JustGiving. It could boost donations by 20%.

Smash your target

Pages with a target raise 46% more. Be brave and tell the world what you're aiming for.

Update your friends

Been out training or have some news? Make sure to update your friends to keep them interested.

Share your page

Once your page is set up, make sure to share it on social media. Each share is worth £5 on average.

Add a summary

Give your supporters a quick snapshot of what you are doing. It could raise an extra 9%.

Get creative

Give people an extra reason to donate. "If I raise half my target I'll dye my hair blue."

It's all over. Or is it?

20% of donations come in after the event. You never know who still might be feeling generous...

Make a plan

Make your fundraising go further:

Gift Aid

If your donors are UK taxpayers and their donation is voluntary, they can add 25% at no extra cost to their donation. This really makes a big difference, so please make sure your UK tax-paying donors fill in their details on your sponsorship form. Please note that purchases of tickets or goods cannot be Gift Aided.

Matched giving

Lots of employers operate Matched Giving schemes that can double the amount of money you raise. Find out if your employer operates a scheme and if they'll match what you raise. Remind them that it's tax efficient for them and that it benefits MND Scotland. Let us know if they are able to help so we can look out for their contribution.

fun ways to fundraise!

8-year-old Scarlett
smashed 20km in
10 days in memory of
her friend Dick.

Make a plan

Keep it safe and legal

It's important to make sure your fundraising event or activity is safe and legal as well as great fun.

Here's what you need to know:



Insurance

MND Scotland has public liability insurance which covers the charity and its volunteers. You are responsible for your own fundraising activity/event and MND Scotland cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of this. If you are planning an activity which involves the general public, you may need to arrange insurance. Please contact us for advice.



Bucket collections

Collections on the street or in a public place require a licence from your local authority. Our team can provide advice to ensure your collection is legal, just get in touch and we would be happy to help.



Risk assessments

When organising an event, you should identify any hazards and assess any risks that you will need to consider. Ensure that you have adequate first aid cover available for the scale of your activity and that child supervision is provided.



Raffles and lotteries

There are strict laws in place therefore please contact us before you start organising a raffle or lottery.



Using our logo

If you would like to use our logo we are happy to send you an 'In aid of MND Scotland' logo. Follow the branding guidelines which are available on request. Please get in touch.

If in doubt – ask us! We are always happy to help.

Make a plan

Tell everyone about it

You are doing an amazing thing – now it's time to tell everyone about it!



Posters

Use our template poster to advertise your fundraising event or activity. Downloads on the next page.



Newspaper story

The local media are often looking for stories about local people doing great things. Get in touch if you would like some advice on this.



Email signatures

Change your work and home email signature to include a link to your fundraising page or the details of your event.



Social media

1

Tell people why you are fundraising and how they can help

2

Wear your MND Scotland t-shirt with pride, take some snaps and then share on your social media

3

Post regular updates about your progress and tell everyone how it went afterwards

4

Don't forget to always include a link to your fundraising page

Follow & tag us!

 @MNDScotland

 @MNDScotland

 /MNDScotland

fun ways to fundraise!

Grant took to the sky and braved a big bungee for his beloved Gran.

Make a plan

Your fundraising kit



1 MND Posters

MND Scotland posters – you can print our posters so people know who you are fundraising for.

Poster 1

[DOWNLOAD HERE](#)

Poster 2

[DOWNLOAD HERE](#)



2 'Make Your Own' Posters

Make your own – fill in your event details and create your own event poster.

[DOWNLOAD HERE](#)



3 Sponsor Form

Download and print this sponsor form for your friends and family who aren't online. Make sure they fill in the Gift Aid details.

[DOWNLOAD HERE](#)



4 Money Box

You can print and build your own money box for events. Or you can get in touch and we'll send you collection cans and buckets.

[DOWNLOAD HERE](#)



5 Tribute Panel

Print off your tribute panel and fill in who you're fundraising for. You can pin this to your t-shirt, or take a photo with it to post on social media.

[DOWNLOAD HERE](#)



6 Bunting

Jazz up your event space by decorating it with our branded bunting!

[DOWNLOAD HERE](#)

Take on MND

Your support makes our work possible

Without your kind and generous support, families and individuals would have to face MND on their own. And that is simply unthinkable. Thank you for everything you are doing.

£10

Information & support

£10 could help us keep in touch with people with MND, provide information, and even arrange practical support to make living with MND easier.



£20

Innovative research

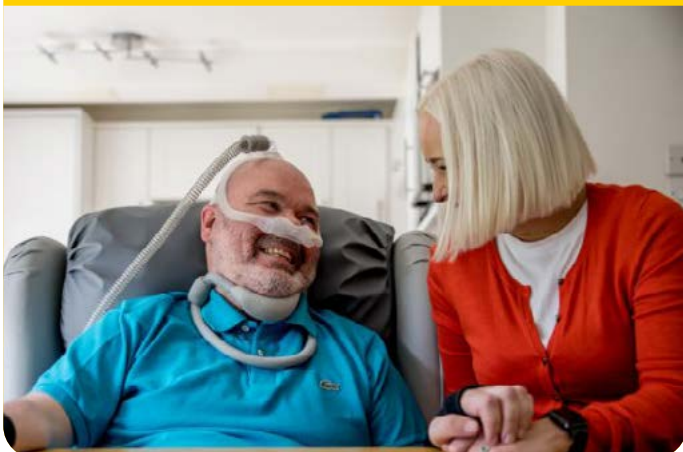
£20 could help us invest in innovative research projects to develop our understanding of the underlying causes of MND and bring us a step closer to finding a cure.



£50

Fight people's corner

£50 can help our Advocacy Service to resolve issues many people with MND are experiencing, and take stress away from them and their loved ones.



£100

Clinical drug trials

£100 could bolster our efforts to fund world leading MND clinical trials which aim to develop new treatments to fight back against MND.



Jo Knowlton, from Dundee, used MND Scotland's Time-Out Grant to help create precious memories with her family:

MND Scotland helped me to tick traveling to Reykjavík, Iceland off of my bucket list. I was able to make lasting memories with my family and had the most fantastic experience. I used the photographs from the trip to create a memory book for my family for when I'm not here. Without MND Scotland's help, the trip wouldn't have been possible.

Jo Knowlton,
Time-Out Grant recipient



Take on MND

How to send us your hard-earned money

So, you've finished your fundraising – go you! You really are a total legend.

Well done and thank you so much for all your amazing effort. Now you just need to pay in your hard-earned money to MND Scotland.

Online fundraising pages

If you have set up an online fundraising page (such as JustGiving) there is nothing you need to do. The money from here will be transferred automatically to MND Scotland. Easy!

Cash donations

There are a few ways you can send in a cash donation:

Online

Make a donation at mndscotland.org.uk/donate (remember to tell us about your activity/event)

Pay directly into our bank account

You can transfer money straight from your bank account to ours or deposit the money at any Bank of Scotland branch. Please contact us for bank details and a reference code.

Donate by phone

Call **0141 332 3903** (and please have your bank card to hand)

Send a cheque

Send a cheque made payable to **MND Scotland** to **MND Scotland, 6th Floor, Merchant Exchange, 20 Bell Street, Glasgow, G1 1LG**





Here to support you, every step of the way...

Have questions?

Need more fundraising materials?

Please get in touch – we are here to help.

Drop us an email at fundraising@mndscotland.org.uk

or give us a call on **0141 332 3093**.

From all of us here at MND Scotland, thank you so much for your incredible support and for helping to fight back against MND.

Together, we will make time count and beat MND.

Good luck with your fundraising!



@MNDScotland



@MNDScotland



/MNDScotland

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**MND
Scotland**
Making time count