

# CHAMPION BUDDY BUMF

- Choose what to do...
- How to do it...
- Action plan...
- Make noise...
- Put plan into action...
- Invoke everyone...
- On the day...
- Nearly finished...



**This little kit should get you started. Good luck!**

## Choose what you're going to do (the idea)

You can take part in a sponsored event, or you can organise an event of your own.

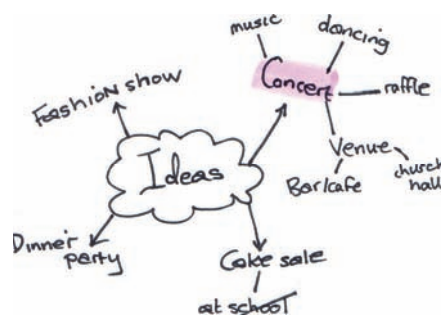
We have a calendar of events you can choose from, including Bristol's half marathon, our annual GOLF events, skydives, overseas challenges and more.

Alternatively you can dream up something yourself.

The simplest ideas are often the most powerful- why not have a dress-down day at your school, college or workplace and ask everyone to pay a pound? Or hold a quiz night, a sponsored silence, a donations-dinner party, a talent show, a competition, a cake sale... You could even introduce a 'swear box' in the office, or a 'late for registration box' in class.

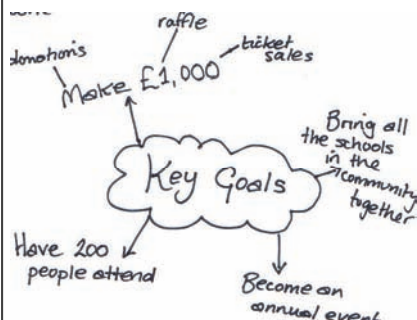
We're also always on the look out for volunteers. This can range from giving your time to collect at a local football match, to speaking publically about the Charity at a group or committee you're a part of, or spending an hour a week maintaining our garden. If you are interested in volunteering individually or as part of a team, we'd love to hear from you.

See where your imagination takes you and decide to do it! Don't forget to fill out a Buddy Registration form and return it to us so that we know who you are and can keep in touch.



## How are you going to do it? (key goals)

You've got your idea and you're raring to go, but first make sure you clearly set-out what you plan to achieve. If you don't know where you're going, you won't know which direction to take.



First things first- Decide upon the amount you're aiming to raise. Make this ambitious, but realistic.

There may then be other key goals to set, depending on the type of event. A family fun day would have different targets to consider than a sponsored swimathon.

## Action plan (step by step)

Every good idea requires a plan. Keep this as simple as possible but make sure you cover the following points:

Where will you hold it? How much space do you need? Can you get the venue for free?

When will you hold it? If you are aiming it at children you'll need to hold it outside of school hours unless the school agree to host it. Make sure it doesn't clash with any event that may compete for your target audience.

How will you be collecting money? Can you charge for tickets, or ask for a donation? Or are you collecting sponsorship money? Will there be extra ways to bring money into the event such as a raffle, auction, donation appeal, competitions and so on?

Make a list of the key tasks and spread them around amongst a willing and reliable team. Don't take on all the work yourself and be realistic about what can be achieved within the timeframe you have.

### Action PLAN.

1. Choose suitable date ✓
2. Choose venue ✓
3. Set budget
4. Recruit team
5. Source supplies
6. Promote event!  
And sell, sell, sell!
- 7.

## Make lots of noise about it (publicity)



Is this an event you can tell the world about? If so, tell all your friends and then tell them to tell all of their friends...! If it is a public event you can contact your local media, business', schools, churches, community hall, sports club, pubs- the list is endless.

Useful tools available from our website or by contacting us include posters, leaflets, press releases, and sponsorship forms.

Don't forget online methods such as Facebook, Twitter, blogs etc. Do create a fundraising page on Just Giving and if you tell us about your event we can feature it on our website as well.

## Put the plan into action (do it!)

For public events you should plan way in advance- at least 10 weeks- and get acting on it asap! The earlier you start, the more successful and the less stressed you'll be.

For smaller events you may only need a few weeks, but give people enough warning to keep the date free so that they are without excuse...

If you are taking on a Challenge for a sponsored event, make sure you have a training timetable (if required) and that you have enough time to collect heaps and heaps of money to make it worth your while!

## Invite everyone you know (incl online)

Don't underestimate the power of friends and family. They are the people who are most likely to support you in your fundraising event or challenge, and the chances are they will give you the most money! Start with the people you know the best and work your way through your contacts.

Does your husband play cricket with the CEO of a multi-national, or is your hairdresser also a stylist for the Hollyoaks cast? Ask the people you know and can meet with face-to-face, and don't be afraid to be a bit cheeky- it's all for a good cause and these people will love you all the more for it.

Use every opportunity, be confident in your approach and follow-up every interested response until they're onboard.

## On the day

Have a few things close to hand to ensure you get through the day without a panic:

- A checklist of things to remember
- A schedule, programme or running order of the event
- A contact list (with your team and key contact's mobile numbers)
- An income sheet (to record any money incoming or outgoing on the day)

### Day's programme

10 am - arrive & set up hall  
 11:30am - soundcheck  
 12:30 pm - Lunch → order pizzas at 12pm  
 1pm - final linechecks/techie stuff

Leave yourself plenty of time to set-up and pack-down the event.

Make spares of anything you are relying upon on the day (eg. CDs, DVDs, tickets, presentations)

Make sure you have enough people involved that will be helping you (ask people you know

and trust, or recruit some willing volunteers).

Collect as much money before or during the event as possible- it's much more difficult once the excitement is over.

Take as many pictures as possible- people who couldn't make it on the day may give after the event and photos can help to encourage this.

Have fun, remember why you're doing it and be proud of all your hard work finally paying off.

## Nearly finished ...

Phew! You've climbed your mountain, you've sung your heart out, you've swam with sharks, you've said goodbye to your very last guest- you've made it!!! You can be proud of yourself and know that all you have achieved will be going towards making people's lives better when they really need the help we can give them. But don't forget (and this is very important)... we do need your money.

Fill out a donation form (included in this pack or downloadable on our website) and then you can;

- \* send all the money directly to us
- \* total your proceeds and write us a cheque at 'Ronald McDonald House Bristol'
- \* make a bank transfer (we'll give you our details if you call 0117 9081375)

### How to make even more of your money;

The first and most simple thing to do is GIFT AID your money. Ask everyone who gives to write their full name and address and if they are UK tax payers to tick the Gift Aid option. Gift aid forms are downloadable from our website, and also included on the RMH sponsorship forms. This will mean 25p will be added to every £1 you raise- that's £25 for every £100!

Matched Giving is another brilliant way to further your funds. Many employers will match your fundraising efforts pound for pound, in some cases even twice that. It's seen as being a really good thing to do because it boosts staff morale, raises your company's profile and generates positive PR. Remember if you don't ask, you don't get...

17th June

Dear Ronald McDonald House,  
It is my pleasure to enclose the following event fundraiser total of £1025. I have gift aided the amount and will be sending out photos and reminders to all the per