

LOUD BUDDY BUMF

- Look at who you know...
- Organisations you know ...
- Uppdate us...
- Drum up more support...



This little kit should get you started. Good luck!

Look at who you know

So you want to help raise Ronald McDonald House's profile, and make some noise about the good work that we do. Firstly please fill out a Buddy Registration form and return it to us so that we know who you are and can keep in touch. Then, start with the people you know. Draw up a list of all the areas of influence you have in different areas of your life- this could include where you work, your friends & family, any sports clubs or gym you are a member at, your local pub, community hall, churches etc. If you have children you could include their school, the parents and teachers you know, the activity clubs they are involved with etc.

You'll find you know more people than you realised, and don't forget these people know more people and the list goes on.

Once you've made your list of contacts decide how you're going to approach them. It might be that you have an informal plan of telling people about us and encouraging them to support us whenever you get the opportunity. Alternatively you could hold a party where you can gather your contacts together and give a short presentation or speech about the charity. How and where you go about this may depend on the nature of your contacts- a coffee morning might suit one group, whilst a formal meeting may capture the interests of others. Whatever the approach, be confident in the cause you are promoting and let us know if we can help you in any way.

Organisations you know...

We're drawing special attention to this point because it is particularly effective when organisations are approached by someone they personally know. With hundreds of charities competing for 'Charity of the Year', or for payroll donations from employees etc, it is increasingly difficult to stand out and be noticed from the crowd. However when someone like yourself works within an organisation (currently or in the past) or knows someone that does, you can speak on our behalf and your words will go a lot further.

In particular we would benefit greatly from being nominated as Charity of the Year, which would mean the organisation commit to fundraising and supporting us as their chosen charity for a whole year. As you can imagine, this is a hugely beneficial partnership for us the charity, but also for the organisation who would receive recognition and good PR exposure, tax benefits and improved staff morale.

Payroll donations- or Give As You Earn (GAYE)- are also greatly beneficial to us as they are a means of regular support and they offer added value as the amount is taken from your pre-tax salary, so money that would normally go to the taxman goes to us instead. You can visit www.cafonline.org for more info and for GAYE forms. This is a simple and incredibly effective way to recruit support from your business contacts.

You might also be a member of trusts, committees, clubs, community groups, youth groups etc. Winning their support can make a huge contribution to our fundraising efforts. Thank you.

Update us...

By keeping us updated it means we can supply you with leaflets, posters and any other resources you might need. If you draw together a group of influential contacts and would like one of our team to attend your meeting to speak first-hand about the charity, we would always be more than happy to do so.

Drum up more support...

You never know when an opportunity may arise to speak for Ronald McDonald House on our behalf. The more voices we have, the more people we can reach and the more support we can gain. Thank you for joining the chorus.