

# Your guide to success



Help us stop prostate disease ruining lives



## Fundraising for us

We rely on voluntary donations for 100% of our income. Through the money you raise, we are able to provide free information on all prostate diseases, run campaigns to increase public awareness and fund both medical research and the training of healthcare professionals.



### Other events:

Don't have time to organise your own event? Why not participate in one of the following events and raise money for Prostate UK.

- φ Pants in the Park
- φ London Marathon
- φ BUPA 10K
- φ London Triathlon
- φ Annual Lunch
- φ Carol Concert
- φ Overseas Challenges



For more information about these events please call the Fundraising Hotline at 020 8788 7720 or email us at [fundraisingteam@prostateuk.org](mailto:fundraisingteam@prostateuk.org).

### Online fundraising with Justgiving

Justgiving is an excellent way to raise money securely online - it is extremely easy to use and tax efficient. Visit [www.JustGiving.com](http://www.JustGiving.com) to set-up your sponsorship page.

- φ Raise money securely online.
- φ Build a free sponsorship page in minutes.
- φ Personalise your page with photos and email your friends.
- φ All donations go straight to the charity - saving you the hassle of collecting sponsorship.
- φ Justgiving process your donations online and reclaim 28% tax on every pound donated by UK taxpayers.



### Simple Do's and Don'ts:

- Do find out if your employer offers match giving
- Do ask us for advice
- Do give incentives
- Do use our approved materials
- Do keep a record of all income and expenditure
- Do keep it simple
- Do make yourself aware of rules and regulations for collections and lotteries.

- Don't forget to thank your volunteers and donors
- Don't underestimate the amount of planning an event takes
- Don't lose sight of your target
- Don't wear yourself down
- Don't forget to have fun!

Good luck and thank you!



# 7 easy steps to holding your event

## Step 1: Choose your event

Decide on the type of event you would like to hold. Imagine who you will want to invite and what type of event will be most appreciated by your guests. Here are a few ideas:

- φ Golf day or sports day
- φ Casino night
- φ Have a themed tea party
- φ Fashion show
- φ Host your own bonfire night
- φ Halloween party
- φ Valentine's day champagne brunch
- φ BBQ
- φ Family fun day
- φ Bake-off
- φ Craft sale
- φ Pub quiz
- φ Easter egg hunt
- φ Singles night

For more ideas, please contact the fundraising team.

## Step 2: When and where?

Now that you've figured out the type of event you are holding, be sure to choose a date that does not clash with any other major events and a location that is easy and accessible by all.

Some things to consider would be:

- φ How many people are you inviting?
- φ Can you hold your event at home or do you need to book a bigger venue?

Tip:

If you speak to the manager of the local pub or other venues, they might be inclined to hire out the establishment to you for free if you are raising funds for charity.

## Step 3: Set a realistic target

Setting a realistic fundraising target will not only make your event seem less daunting, but once you reach that goal you will feel a sense of pride knowing that you have achieved what you set out to do. Also ask your contacts to donate items that you could auction off at the event. Remember, every little helps.

## Step 4: Spread the word

- φ Colleagues, friends, family—Word of mouth is the strongest way to spread the word.
- φ Make flyers and drop them off at the local community centre or library.
- φ Use the internet: [www.JustGiving.com](http://www.JustGiving.com) is such a quick and easy way to raise money, you'll reach your target in no time! Also try getting the word out there by using social networking sites such as Facebook, Twitter, Flickr, Bebo or even your work place announcement board.
- φ Inform your local newspaper or radio station about what you are doing. It's a great way to gain publicity for your event as well as building your network.

## Step 7: Tell us all about it

We would love to hear about your event and the experience. Without your wonderful support it would be impossible for us to do the work we do so please do not hesitate to send us your story and pictures. We love to read all about your inspirational stories as do other volunteers.

## Step 6: Send us the money

All cheques should be made payable to 'Prostate UK' and be sent together with sponsorship forms so that gift aid can be claimed. Please feel free to photocopy the sponsorship form if you require more copies. Please send all monies raised to:

Prostate UK,  
6 Crescent Stables,  
139 Upper Richmond Road, London,  
SW15 2TN

Please do not send cash through the post.

## Step 5: Reaching your goal

Get your family, friends, and colleagues involved! You'd be surprised at how big your network is!

- φ Auction off items
- φ Hold a raffle
- φ Gift Aid
- φ internet
- φ Tell everyone your target, this will give them the extra push to help you raise more.



### Remember!

Even if it's your first time fundraising, don't be intimidated. Once you get going you'll see how easy and exciting the experience can be.

Bear in mind the worthy cause for which you will be raising vital funds for!



### Katy's Story:

"My boyfriend Lee has suffered with Prostatitis for many years. I knew nothing about the illness before we met and have been astounded by how little other people know about it, especially the health profession. Lee has been passed from pillar to post in search of a cure and only through this have I realised how little research for a cure has been done.

There are lots of charities that support Prostate Cancer but Prostate UK is the only one, which helps and researches all areas of prostate illness. The first time I picked up the phone to them they just knew and understood not only my boyfriend's situation but also what it can be like for the people surrounding the person who is suffering."

