

Planning ahead

Fundraising is a central part of the work of our branches and groups. Not only in terms of the difference you are making to the lives of people living in your area in a very timely and practical way, but also by the contributions you make both in response to specific project appeals, through annual transfers to care and research and other donations you choose to forward that will influence the care and treatment for people now and in the future.

In 2012/2013 branches and groups raised £2.4million. The hard work of all our volunteers has enabled us to:

- Run the Equipment Loan Service which includes the purchase, transport, service and maintenance of riser/recliner chairs, portable suction units and Lightwriter communication aids for people living with MND
- Support the developing network of Care Centres
- Develop and produce literature for people with MND and Health and Social Care Professionals
- Provide educational opportunities for Health and Social Care Professionals
- Provide ongoing financial support which might include, stair lifts or grants towards a wet room.
- Support research projects.

Many of these will have benefited people in your locality, so by working together we are ensuring the best quality of service provision and care we can.

While it is hard work, fundraising can be fun and rewarding and the variety of ways we can do this is only limited by our imagination, but as competition for support increases, it is important to ensure that the energy and enthusiasm you invest in your activities is focused and well planned. This will ensure that the time and resources you use, result in the best outcomes for your branch or group and ultimately achieve our aim of making a difference for people affected by MND, their carers and families.

Financial planning – why plan?

It is important that branches and groups take some time to look at financial planning for the year ahead, especially if there have been large numbers for requests for funding, or the Association Visitors (AV's) or the Regional Care Development Advisor (RCDA) have said there has been an increase in the number of people living with MND in the area, this could result in an increase in requests for financial support sometime in the future.

Good planning is essential and requires a great deal of attention at an early stage. A useful exercise to assist in planning for the next year's activities is to undertake a review of the previous year

- What did you do?
- Who was responsible?
- How were they organised?
- How much was earned?
- How much did it cost?

This will help you to take stock of the main sources of your funds, and is helpful to consider which of these brought in the highest level of income, taking into account the amount you invested in terms of time and money.

Using a year planner to record all your fundraising activities on a month by month basis lets you and others see at a glance what is planned throughout the year and you can also include other activities being undertaken by the branch or group such as meetings, national events such as Walk to D'feet and spring conferences and the Annual Conference to ensure that dates and times don't clash. It can also prevent you organising events on key days such as Mothering Sunday.

How can we raise money?

There are a whole variety of ways to raise money and it is worth bearing in mind that very often successful fundraising is achieved by getting others to do the work for you. Local Rotary clubs, Women's Institutes, can be persuaded to raise money on your behalf. And think about your contacts; friends, family, colleagues, acquaintances, where do they work? Could they involve their organisation in fundraising for you?

Once you have decided on your plan, break each activity down into bite size chunks and allocate these to different people.

Top Tip:

If there are enough people in the branch or group, it would be helpful to appoint one person to co-ordinate each fundraising activity and make the most of the time and expertise of the rest of the team and other people who are willing to be drafted in to help out on a one off basis.

First steps

The next stage of planning for your fundraising activities is to know how much you need to ask for. However you approach, whether you decide to apply to a trust or a local company for support you will need to describe what you are aiming to do and how this will make a difference to people living with MND.

Checklist

- How many people do I need to help organise the event? To a certain degree, 'too many cooks *do not* spoil the broth'. As long as everyone has defined roles – the more the merrier

- Give yourself plenty of time to plan, it depends on the size of the event, but a large event could need a year's previous planning
- Decide what sort of event you want, social, sporting, or competitive?
- Decide on your aims. Do you want to raise funds, raise awareness, or both?
- What activities do you want to include. A raffle, auction refreshments, catering?
- Make sure you are aware of the legal requirements
- Check the diary for any other major local or national events that might fall on your date.
- Don't forget to take account of any overheads, such as the cost of hiring a venue, telephone, postage, printing, publicity, refreshments and any other related costs.

Further information about planning events is available on the Volunteer Zone.

Accepting sponsorship

It may be worth considering asking/ applying for possible sponsorship for your branch or group newsletter and often this will be to cover the printing costs and possible delivery costs.

Start with asking for quotes from two or three printing companies for the number of newsletters required and how often, for example three or four times per year. It will help if you can give an example of an existing newsletter with the correct logo and a layout/ design that can be used each time to keep costs to a minimum.

Who can you approach?

Once costs are agreed with a printing company you can then consider who in the local area might support these costs. These could be through:

- Company community grants from commercial sources
- Local community action groups
- Personal contacts
- The printing company.

Most of the above will require an application form including costs, type of audience and how many will be circulated and what difference this will make to how many people. From time to time details of this type of funding may appear in *The News* and often the Regional Fundraiser can help to identify such sources of funding.

Further information

For advice and guidance on planning your fundraising visit our fundraising section. Your regional fundraiser will be able to help with planning your fundraising.

For more information contact your Regional Fundraiser or the Volunteering Team:

Phone: 0345 6044 150

Email: volunteering@mndassociation.org

Website: www.mndassociation.org/volunteerzone

