

# Fundraising Guide



Challenge yourself  
Fundraise for The Mulberry Centre

Thank you for supporting us  
[www.themulberrycentre.co.uk](http://www.themulberrycentre.co.uk)



# Fundraising Tips and Ideas

Your support is vital to everyone at The Mulberry Centre and it makes a real difference. Here are some of the ways that your sponsorship money could help:

- ♥ £10 a month helps to run a support group so that people can talk with others going through a similar experience.
- ♥ £20 a month helps to provide guidance to someone who may be experiencing financial worries.
- ♥ £30 a month helps towards providing a counselling session for someone who needs emotional support.
- ♥ £50 a month helps pay towards registering a client and providing tailor-made, personalised one-to-one support.
- ♥ £100 a month helps to provide a course of complementary therapies for someone undergoing chemotherapy.
- ♥ It costs over £1,700 to keep our doors open and provide services for a day.



# Fundraising Online

**Raising sponsorship money** – We use Enthuse fundraising platform to provide you with an easy way to ask everyone you know to sponsor you, it's quick, easy, and safe with space to add your own personal story and why you are raising funds for The Mulberry Centre.

- ♥ Visit [www.themulberrycentre.co.uk](http://www.themulberrycentre.co.uk), click on the "Fundraise For Us" section and follow the instructions to set up your page.
- ♥ Once you've set up your fundraising page, ask your most generous family and friends to sponsor you first.
- ♥ Email everybody in your address book or copy to your social media pages, don't forget to include the link to your fundraising page.
- ♥ Let everyone at work or school know that you're taking part and encourage them to sponsor you or even to take part themselves.
- ♥ Don't be embarrassed to ask people you haven't seen for a while - it's a good excuse to get back in touch with those you've lost contact with.
- ♥ You can send gentle reminders and updates regarding your progress - either by text, email, or post, especially around payday.
- ♥ After you have completed the event, update your fundraising page with a picture of yourself taking part. Email everyone with the link to your revised page and they might even donate a little bit extra.
- ♥ Ensure that you thank all your sponsors for donating money to your fundraising target and helping to support you and The Mulberry Centre.

## Get Social

If you haven't already, you can set up an [Instagram](#), [Twitter](#), [LinkedIn](#), or [Facebook](#) account. Creating a social media group is a great way to help reach your fundraising goal. You can keep your followers and supporters up to date with your progress sharing photos and document your efforts.

Create a hashtag for your event and include it in your posts.  
#themulberrycentre #runningforTMC #fundraisingforcancersupport.

If you 'like' or mention The Mulberry Centre we will retweet and share your posts. This will increase the chances of other supporters sponsoring you.

# Fundraising Ideas

## Cake or bake sale

Hosting a cake or bake sale is a fun and profitable way of raising money. Get your friends and family baking and turn it into a bake-off competition to see whose cakes are the best. You could also combine with a coffee morning.

## Fancy dress party

Why not organise a fancy-dress party and charge everyone a ticket price to attend? This is a very fun way to get fundraising.

## Talent show

Organise a talent show to take place at your school, workplace, or with friends and family. You could ask those wishing to take part to contribute towards your fundraising efforts as well as those who wish to watch.

## Give it up

Do you have a bad habit that you would like to kick? Why not give it up and raise money for The Mulberry Centre at the same time? If your habit costs you money, you could donate the money you would have spent. Perhaps you'd like to give up chocolate, alcohol, smoking, or the morning coffee shop run. Get your friends and family involved too, this will make it more fun as well as providing greater encouragement for you.

## Head shave

This is a bold way to raise awareness of cancer! Ask people to bid to shave your head. You could make it more noticeable by dying your hair vivid colours in the week before the shave. Ask someone to film it and share the footage on your social media and link it on your fundraising page.

## Sports day

Arrange a sports day that includes a whole variety of events, from running to a tug of war. Sports days can be fun for the whole family, so see if you can get parents and guardians involved as well.



## **Car wash**

Volunteer to wash the cars of those living nearby, in exchange for a small donation towards your sponsorship total. To raise a greater amount, ask your workplace, school, clubs you are involved with or local businesses if you could use their car park for a fundraising car wash.

## **Quiz night**

Speak to your local pub or community venue about whether you would be able to host a quiz to raise money, with entry fees going towards your fundraising total.

## **Odd jobs**

Offer to help family, friends and the local community out by doing some of their chores – take dogs for walks, babysit, do some ironing etc. As you are helping people out, they may be more generous with their donation.

## **Car boot sale**

Have a root round your house for any unwanted clothes or gifts, and either sell these items on eBay or arrange a car boot sale. If you make it clear where the money you receive for these items will be going, then customers may be willing to give a bit more for them.

## **Get crafty**

If you are a member of a craft group or make crafts yourself, you could sell them in aid of The Mulberry Centre or donate them to the Centre.

## **Hold a music event**

If you are in a band or a member of a choir, you can arrange an event in aid of The Mulberry Centre. You could also increase donations by selling refreshments alongside tickets.

## **Bucket collections**

We can provide buckets, aprons, tabards and tips on holding a collection and help organize a collection spot if required.

## **Dress down day**

Ask your employer if they'll agree to let you have a dress down day in aid of the The Mulberry Centre, on which employees can wear more casual clothes, jeans or any other theme if they make a donation towards your fundraising total. Donations can be collected either on the day via a bucket collection or - because supporters can be more likely to give a greater amount once they know more about your event and the Mulberry Centre - you could send out a link to your fundraising page.

## **Sponsored walks**

Walking events are very popular. You could aim to walk 100 miles over a month, or complete a non-stop event to walk in some beautiful landscapes. Events can include an overnight element too, so you can complete your event over two days. Ask people to sponsor you per mile walked. You can record the walk on one of the many apps available on your phone and link this to your fundraising page.

## **Running events**

There are many running events across the country and they are a great way to ask for sponsorship.

## **Personal challenges**

There are many organised challenge events taking place around the country: bike rides, triathlons, runs, walks. We have access to entry to many of these, so get in touch with us and let us help you find the right one.

## **Matched giving at your workplace**

Why not check with your employer about whether they offer a matched giving scheme, where the company or organisation you work for matches the amount of money its employees (i.e. you!) raise for charitable causes. Let your manager know that matched giving boosts the morale of employee fundraisers, encourages team building – and that there are tax benefits for the company too.

## **Tell as many people as possible!**

Make sure you keep your friends and family informed about what you are doing – they're all extra potential donors for your challenge.

- ♥ Ask if you can put up posters and a link to your fundraising page on noticeboards or in other communal places, where students and staff members are likely to see it.
- ♥ Make some leaflets/flyers explaining what you are doing and hand them out!

For more fundraising ideas, please visit our A-Z ways to fundraise.



## Guide to building your fundraising page



## Creating your Enthuse Fundraising Page

1. Visit [www.themulberrycentre.co.uk](http://www.themulberrycentre.co.uk) and click on the "Fundraise For Us" icon
2. Select the "Create Your Own Fundraising Page"
3. If you are an individual raising funds click on "Fundraise for Us". If you are a team of people raising funds click on "Create a Team". If you would like to join an existing team, find the team page and click on "Join Team"
4. Follow the instructions to create an account
5. When you select a "Fundraiser Type" you'll have the option of "Taking part in an existing event". These are events set up by The Mulberry Centre. Click whichever is applicable to you, or chose our current years fundraising challenge to help us achieve our annual target.
6. You will be asked to upload a header image. The default image set is The Mulberry Centre which you can use or change if you prefer.
7. You will also be asked to write a few words about you are fundraising for The Mulberry Centre. Below is some suggested text that you can copy:

I am raising money for The Mulberry Centre, a charity that supports people who have been affected by cancer. The Mulberry Centre helps people throughout their cancer journey, from diagnosis, through treatment and post discharge, and they support anybody who has been affected by cancer: carers, family, friends, bereaved, not just those with a diagnosis. Your donations will help people rebuild their lives at a time when they are vulnerable by providing free and personalised services such as counselling, complementary therapies, wellbeing classes, information workshops, and social and creative activities.

Please help me raise money for this wonderful charity, I'd appreciate any donation you can make.

8. Customise your URL web address. Make this memorable to make it easier for your supporters to access. Please note that it will not accept spaces, so please use hyphens instead.
9. When complete, select 'Create your page' and you're good to go!
10. For Enthuse FAQ click <https://help.enthuse.com/en/collections/2091500-help-for-fundraisers>.



## Helpful tips

- ♥ Make your web address memorable and fun so people remember it.
- ♥ Remember to add photos and posts to tell your story.
- ♥ Set up a team page if you're fundraising with friends.
- ♥ Around 20% of donations are received after people finish their event, so keep fundraising once you've crossed the finish line. It's a good chance to email an update about how you did and a final appeal for donations.

If you receive cash donations do pay them in online via <https://www.themulberrycentre.co.uk/donate/> which saves the Centre having to pay any fees.

# We are here to help!

If you feel you need further guidance you can contact the fundraising team who is on hand to give you support, advice and help you with your fundraising plan.

Give us a call on 020 8321 6300 or email [fundraising@themulberrycentre.co.uk](mailto:fundraising@themulberrycentre.co.uk)



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