

Tips from a successful fund raiser:

“Set your sights high and go for as much as possible.”

“Be professional in all your fundraising requests and letters”

Introduction

Thank you for agreeing to participate in the 2012 Martin Currie Rob Roy Challenge. Raising £400 per person may seem a daunting task, but with planning and commitment it is easily achievable.

The first step is to sit down, either individually or as a team, and plan your strategy. Think laterally and positively. It is better to start sooner rather than later. You can manage your fundraising online.

Don't forget that the more you raise over the minimum sponsorship requirement, the more the charities will benefit.

If you are collecting cash, always keep a record on your sponsorship record form. This is essential for the Martin Currie Charitable Foundation to record donations. And always ask your sponsors to complete the Gift Aid box. You can download forms at www.robroychallenge.com.

I hope the ideas within this leaflet will motivate you to raise as much as possible for three superb charities.

Methods of communication

The best methods of asking for support, in order of effectiveness, are:

1. Face to face
2. By phone
3. By personal letter
4. By standard letter
5. By e-mail

Ideally choose a combination of the above, for example a phone call to establish verbal commitment, followed up by an e-mail or letter.

Some tried and tested ideas

- Write to all your family and friends, telling them what you are doing and why, and ask for their support. You will be amazed at the level of support you receive.
- Think about the opportunities to promote your fundraising at work. Is there a staff magazine or newsletter? If so, write an article to encourage others to help you. If you are part of a national organisation, spread the word and see what your colleagues across the country can do. Write to the chief executive or head of corporate affairs and ask for the company's support. If you work for a large organisation, don't just try one person; try different departments, they all have budgets.
- Draft an e-mail and send to those who you think may be willing to help you. Attach a sponsorship form, which is available at www.robroychallenge.com, or link people through to your personal fundraising page.
- List all the organisations or people with which you have had contact over the last 12 months. Ask them to sponsor you, or

donate a product or prize that can be raffled or auctioned. Companies are often happier to donate in this way. Offer to have your photo taken on the event wearing the company t-shirt for publicity.

- Consider writing to suppliers of the company you work for, explaining what you are planning to do. Letters sent cold are not often fruitful unless you have a personal contact.
- Don't be afraid of being too pushy! Try to get the money immediately from people who say they will sponsor you. Explain that the sponsorship money needs to be collected up front. Chasing people after the event can be very time-consuming.
- Take advantage of **Gift Aid**. UK based tax-paying individuals or companies can help by agreeing for Gift Aid to be claimed. This equates to approximately 25p in the pound and can help boost income. All they need to do is indicate on the sponsorship form. This extra money does not automatically go towards your minimum sponsorship target.
- Local newspapers are often keen to fill the paper with information about events within their immediate community.
- Contact your local radio, not only to gain publicity for yourself but to promote the charities too.
- Always try to ensure that people understand what you are raising money for.
- The website www.robroychallenge.com is a mine of useful information
- We do not advise that you participate in door-to-door collections.

An A-Z of fundraising ideas

We claim no copyright on any of these ideas. Indeed we have shamelessly stolen some of the best ones from other peoples' fund raising efforts. If it's a good idea and it has worked for other fund raisers, then it may be worth considering to help you raise your sponsorship target.

A Auction of Promises

Try to get people to donate a promise of their time, use of their belongings, or to donate a gift. You can even ask people to donate themselves and auction them as 'slaves for the day'.

B Bring a pound to work day

Simply ask all your colleagues to bring just a pound to work in aid of the charity, then collect together the money and send it to us.

Bungee jump

Sponsor a friend or colleague to take a jump of a lifetime, or better still, do it yourself!

C Cake bake

Suggest that colleagues bake cakes for you to sell at work, with the proceeds going to your fund raising targets. Offer a prize for the person whose cakes sell out quickest.

Cricket match

Have a knockout contest and charge people to join a team. Charge admission to all your spectators and sell refreshments.

D Dinner dance

Have a good band and good food and charge a good price. Organise a raffle and/or an auction.

E Expert seminar
Use an expert or well-known personality, who is prepared to donate their time to give a talk or performance. Charge admission, have a break to sell refreshments and an auction of a signed book or autograph.

F Fashion show
Ask a local store to put on a show in conjunction with your company.

G Give
Ask everyone in the company to give up one hour's salary to support you. Your HR team can arrange for this to be deducted from salaries.

H Help
Enlist the help of everyone you know and meet - family, friends, employers, colleagues, past employers, old schools, local shops and pubs.

Hijack

Take over a work social night with a raffle or auction.

I It's a Knockout
Challenge your clients and other companies to a friendly 'It's a Knockout' Competition.

J Just a Minute
Have a sponsored game show with - no repeating, hesitating or deviating. This could double up as a presentation training exercise!

K Karaoke evening
Ask a local pub to host one for you and charge people to get in or take part.

L Lunch money
Ask all your colleagues to bring in sandwiches for their lunch and donate the money saved to the charity.

M Matched funding
Ask your employer to match every pound raised by staff.

N Night in for the charity
Stay in for an evening and donate the money saved.

O Outward bound weekends
This is the perfect way to promote team work within your company while raising money for the charity.

P Publicity
Send a press release to all your local papers asking for sponsorship from the companies and individuals.

Q Quiz night
Challenge different departments or branches to a friendly inter-company quiz, with prizes for the best team, most inventive answer, wooden spoon etc.

R Race night
Hold a race night.

S Skills swap
Ask hairdressers, plumbers, taxi drivers - anyone you know - to donate their skills and have people pay for the privilege

Sponsored event

Swim, slim, headshave - ask your colleagues and friends to raise sponsorship money for you in a fun way.

T Treasure hunt
A challenging and fun way to raise big money.

Team training

Raise money outside a shopping centre using an exercise bike or treadmill.

U University challenge
Collect together teams who attended the same or nearby universities and hold a challenge to see which university comes top.

V Variety show
Round up your talented friends and tread the boards, charging for admission of course.

W Wine tasting
Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds of his sales to the charity.

X X-mas party
...or any other themed party with fundraising top of the menu of course.

Y Your own lottery
Works exactly the same way as the National Lottery, only you have a better chance of winning!

Z Z...
We're really struggling now. Zany dressing-up day?

And finally - even more fund-raising ideas

- Lawns need mowing in spring and summer. Why not offer to mow people's lawns and charge them?
- Car washes can also raise good sums.
- Ask local businesses/shops for raffle prizes. They are often more likely to give a prize than a donation - especially restaurants e.g. a meal for two
- Non-uniform days at school are great for kids - they pay a pound to go to school in everyday clothes.
- Job swaps can create a good deal of fun at work.
- Sell quiz sheets for £2 each, arrange a date for their return, enter the correct answers into a draw for a decent prize.

It is important that each team member **raises a minimum of £400, or £1,600 per four-person team**. All sponsorship cheques must be made payable to the Martin Currie Charitable Foundation, which will allocate the funds to our partner charities.

Cheque payments

Cheques should be made payable to the **Martin Currie Charitable Foundation** and sent to:

Martin Currie Rob Roy Challenge
Martin Currie Investment Management Ltd
Saltire Court
20 Castle Terrace
Edinburgh
EH1 2ES

Gift Aid

Gift Aid allows the Martin Currie Charitable Foundation to maximise the benefit from your donations. This means that for every pound you give, we get an extra 25 pence from the Inland Revenue, helping your donation go further.

This means that £10 can be turned into £12.50 just so long as donations are made through Gift Aid.

