

Rome or Bust – guide to fundraising



Thank you for signing up to our 2024 car challenge – Rome or Bust. To help you reach your £1,500 target we've put together a fundraising guide, packed full of ideas and tools to help you kick start your fundraising.

Martha Trust

Martha Trust is an extraordinary charity that supports extraordinary people. We provide respite and residential care for people with profound physical disabilities and multiple learning disabilities across Kent and Sussex. Our aim is to provide a safe, loving, stimulating and happy home for our residents and to ensure that they enjoy the very best opportunities in life. We can't do it without your help.

Your guide to fundraising

When it comes to fundraising, the sky's the limit. We've put together some suggestions to get you started but please share your own winning ideas and we'll make sure we pass them on.

Good luck!

Get cracking

Kick start your fundraising with our specially designed toolkit available to download from www.marthatrust.org.uk/romeorbust or call Carol on 01304 610448. It contains all the basics you'll need for your fundraising including sponsorship forms, letter templates and posters.

Just Giving

Fundraising websites like **JustGiving** (www.justgiving.com) are a great way to raise sponsorship and you'll get advice about online fundraising and a simple guide to setting up your fundraising pages.

Just Giving is our preferred online giving portal, so please use this where possible.

When you go to Just Giving and you select 'Start Fundraising' you will be asked 'What are you raising money for?' And you will then have two options:

- ▶ A charity
- ▶ My own cause

Please select 'A charity' and then you will be able to link to the Martha Trust Rome or Bust 2024 event when you set up your page.

By selecting that you are raising money for charity it also allows Gift Aid to be claimed on donations where the person sponsoring you ticks the Gift Aid box. Which means these donations are worth an extra 25% to Martha. We do ask if possible that you avoid using the online giving portal 'go fund me' as we have experienced issues in receiving funds from them in the past.



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Network

Social networking can give you a massive boost. Get in touch with family and friends on Facebook and send regular updates on your progress through Twitter. Include the link www.marthatrust.org.uk/romeorbust so that people can find out more.

And if you're using **JustGiving** make sure you include a link to your pages so that people can sign up to sponsor you immediately.

If you aren't on any social networking sites then get in touch by email, phone or better still in person. You could even organise an event or a coffee morning to bring people together and ask for their support.

Mix it up

Dom Murphy and Jamie Roe held a Vinyl evening to raise funds for Rome or Bust in 2012. They invited friends and family along to a café in Margate run by Jamie's partner, and charged their guests £20 a head for food and drinks.

Everyone was asked to bring a vinyl record with them and, in return for a small donation, their record was played. To round off the evening, a raffle was held for a chance to see an England world Cup Qualifying game at Wembley. And because the raffle was run by two volunteers from Barclays, the company then match funded every penny raised by their staff.

Use what you've got

Dom and Jamie's car, which came complete with lights and customised paintwork, inspired the pair to dress as aliens and call themselves the Space Invaders. The car became the focus of much of their fundraising and everywhere they went, people were invited to write on the bodywork in permanent marker in exchange for a small donation.

The car was taken to a local boot fair having been loaded up with goods donated by friends and family and every penny raised on the day went towards their fundraising total. As a final boost, several local companies which sponsored the car had their logos proudly displayed on it.

A bit of a do

Why not organise an event or host a party? You could sell tickets or lay on some entertainment or a quiz, raffle or bingo and raise money that way. Pull in a few favours and reduce your overheads, especially if you know someone useful like a DJ or the manager of a local venue. If you can find a business to host your event you could share the profits between you like Lynne and John Hadley.

Clean up for charity

Lynne and John Hadley came up with a charity car wash to raise funds for Rome or Bust in 2014. The idea can easily be replicated with the help of a local car wash or by organising one on your own. The couple held theirs one Sunday in August. They teamed up with a local car wash who agreed to donate all profits on the day to their Rome or Bust fundraising target.

The event was well publicised ahead of the date using an outdoor banner sited at the car wash, social media, friends and family and local radio and press. You do need to be organised and ensure you focus on raising awareness ahead of the date but it proved to be a successful fundraiser for the Hadleys.

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Corporate muscle

If you work then ask your employer to match your fundraising total or sponsor your car in return for putting their logo on it. Use the intranet, notice boards and newsletters to drum up support and run a sponsored silence, themed day or offer to make the tea and coffee for a week.

And don't just limit yourself to your own company. Get in touch with other companies you have a relationship with, like suppliers, and ask them for sponsorship. We've even included a couple of template letters in our Fundraising toolkit, including one from Mark Scott.

If you don't ask...

Mark Scott and co-driver Andy Clarke raised a staggering £3,000 in corporate sponsorship when they set about fundraising for the Trail of 3 Cities.

Mark runs Mark Scott Arenas, and decided to contact his suppliers to ask for sponsorship. Crucially, every email was sent to a named individual and as part of the deal, he offered any company donating £100 or more the chance to have their logo on the side of his car.

His email generated some great responses and anyone who didn't get back to him was followed up by phone.

Mark gave us a copy of his original letter which we've included in our Fundraising Toolkit. Let's hope it brings you as much success as it did Mark!

Get others involved

If you have children then talk to their schools about running a non-uniform or themed day, cake sale or coffee morning. And if your children are members of any local clubs like the brownies or scouts then why not get them involved too?

If you're a member of a community group, sports club or church then ask for their support - you'd be amazed at how willing people can be to help.

Make a song and dance about it

Whatever success you have in your fundraising let us know about it and we'll post your news online, on **Facebook** and on **Twitter**. If you've done something amazing, secured some corporate sponsorship or organised an event that you need to promote then we'll drum up some local PR for you.

Gift Aid it, Gift Aid it, Gift Aid it!

Ask everyone who sponsors you or makes a donation to **Gift Aid** it. It's worth an extra 25% on everything you raise and won't cost you a penny. As long as your sponsor is a UK taxpayer then they simply need to tick the **Gift Aid** box on the sponsorship form, provide their name, address and postcode and we'll do the rest.

You raise
£1,500

Gift Aid could be worth an extra
£375*

Total raised with Gift Aid
£1,875*

* where all donations are eligible for Gift Aid

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Please note for this type of fundraising event unfortunately we are unable to claim Gift Aid on sponsorship made by people 'connected' to the participant.

A person is 'connected to a donor' if they are:

- ▶ The donor's husband, wife, civil partner or linear relative – for example son, daughter, parent, grandparent or grandchild
- ▶ Any linear relative of the donor's wife, husband or civil partner
- ▶ A company under the control of the donor, or under the control of any of the above.

The good news is we can claim Gift Aid on Sponsorship payments made by people who are not connected to the participant.

Say 'thank you'

It's incredibly important to thank your sponsors and to let people know how you got on. Facebook and Twitter are ideal ways to post updates, photos and keep in touch but if you don't use the Internet then send a letter or pick up the phone.

In brief...

- ▶ Kick start your fundraising with our fundraising toolkit www.marthatrust.org.uk/romeorbust or call Carol on **01304 610448**
- ▶ Get online with **Just Giving**
- ▶ Use social media like **Facebook** and **Twitter** to spread the word
- ▶ **TALK to people** – face-to-face can be really persuasive
- ▶ Host an event and share the overheads with a local venue
- ▶ Get your employer involved and talk to other companies about sponsoring you or your car
- ▶ Exploit your networks and get support from your local community groups and clubs
- ▶ Keep everyone updated on your progress and let us hear your success stories
- ▶ Boost every penny you raise with **Gift Aid**
- ▶ Don't forget to say '**thank you**'

And remember, you're not alone

Whatever you do to raise your £1,500 for Martha Trust remember we're here to help every step of the way.

Call us on **01304 610448**

email fundraising@marthatrust.org.uk

or visit www.marthatrust.org.uk/romeorbust

