

First of all, thank you VERY MUCH for choosing to support Star Throwers. We are grateful for your support. The money you raise will help us to provide information and support for cancer patients and their families.

Here are some best practice tips for a successful fundraising event. You do not need them all, the best events are often the simplest ones but we hope you find them useful.

Before your event

1. Let people know what you're doing

- Spread the word! Ask your friend, family and colleagues for their support by email or in person. Explain what you are doing and when, how much you hope to raise and that Star Throwers is a charity that supports cancer patients and their families.
- Try to personalise each appeal email/letter- people really appreciate this.
- An empty sponsorship form (if you're obtaining sponsorship) can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors.
- Write to local companies or businesses you have an existing connection with. You'll find that smaller, local companies and businesses are often more than willing to help support your efforts- if not a donation then sometimes they're happy to provide a raffle prize.
- Consider setting up an online fundraising page, using a service like Virgin Money Giving. This is easy to do, money is forwarded directly to Star Throwers, Gift Aid is automatically collected, and makes it easier to spread the word by email. If you need help setting up a page, please contact us.

2. Set a target.

- Any amount is wonderful and will go toward helping people affected by cancer but we've found setting a target helps to focus and motivate.

3. Raise 25% more with just a tick

- Please encourage your sponsors/donors to tick the Gift Aid box on your sponsorship forms. Gift Aid means that for every £1 given, the charity will receive an extra 25p from HM Revenue and Customs.
- In order for us to claim Gift Aid, sponsors need to write down their first name and surname, first line of their home address AND their postcode. (Note home addresses are invalid for Gift Aid).
- Please reassure them that we do not use their details for marketing or fundraising purposes unless permission is given.

4. Be clear on collection

- We know it can be very difficult and time consuming to collect donations once the event is over, so we recommend to keep in touch with your sponsors leading up to an event and about one or two weeks before the event, we recommend sending an email to everyone who has pledged.
- Gently remind them of what you're doing and that you'll be in touch soon after to collect their donation.

5. Need Help?

- We're here for you if you need help or advice. We can provide you with fundraising materials such as collection buckets, tins, lapel stickers, T-shirts*, fundraising authorisation letters and leaflets.
- You are always going to get some knock backs but don't let them put you off, it's all part of the challenge of fundraising. Keep going! We will always be here to help you if you need any support or advice.

*Due to cost to the charity, a donation to cover the base costs may be required.
30 Melton Road, Wymondham, Norfolk, NR18 0DB info@starthrowers.org.uk 01953 423304

After your event

Congratulations! You completed your event!

- Send a one-page newsletter or email to all your sponsors letting them know you have finished the event.
- Include a photograph of yourself taking part in the challenge or of your fundraising event-wearing your Star Throwers T-shirt if possible!
- Make arrangements to collect sponsorship if necessary.

Remember to thank everyone

- Try to thank all your sponsors/donors in person but, if you can't, try to personalise your thank you letter and emails. Where possible, and if requested by the donor, Star Throwers will also send a thank you letter acknowledging their kindness.
- Don't forget to thank all the people who helped run your event too, such as tea lady or event just friends who gave you moral support.

Forwarding donations to Star Throwers

- Cheques are payable to 'Star Throwers'. If your donors make cheques payable to you, you should bank these funds, keep records in case anyone queries it, and finally send us a cheque for the total you have been given.
- Typically, most people forward the amount raised within a month of the event finish date. It's not unusual to receive further donations weeks or even months after an event. If this happens just send them to us with a covering letter and we'll make sure we update your grand total.
- You are more than welcome to present the amount you've raised in person. We only ask that you give us at least a day's notice beforehand. Alternatively please send a cheque(s) through the post or pay via bank transfer (sort code 20-99-08, acc no. 33303454). If you pay via bank transfer, please send us a covering letter.
- Don't not send cash through the post. If you have a lot of donations in cash, you should either bring this in directly to Star Throwers or pay this into your own bank account and send us a cheque of the total. Remember to ask for a receipt at the bank in case of any queries.
- Don't forget to send in your paper sponsorship forms too. We will need them to apply for Gift Aid.
- Finally don't forget to leave your contact details and a list of people to thank. We always acknowledge our supporters.

Thank you again for all of your efforts. Your help will enable us to carry on reaching out and supporting people affected by cancer.