



# Challenge Event Fundraising Pack

Make-A-Wish®  
UNITED KINGDOM



**A huge thank you for  
choosing to support Make-A-Wish® UK  
by taking part in a Challenge Event.**

## About Make-A-Wish UK

Make-A-Wish creates life-changing wishes for children with critical illnesses.

We were established in the UK in 1986 following the success of seven year old Chris Greicius' wish to be a policeman. This wish took place in the USA, and was the inspiration for Make-A-Wish to be formed. We have since granted more than 12,000 wishes.

This year alone we will be granting and funding around 1,200 life-changing wishes, with the average cost of a single wish being £xx.

## Fundraising Inspiration

**Now that you've registered to take part in an event, the next stage is to raise sponsorship money and reach your target. Your event may not be for another few months, but the sooner you start your fundraising, the less you'll have to worry nearer to the event.**

## First Steps

- Set up an online fundraising page with JustGiving. It's a fast and easy way to collect your sponsorship, and all funds are transferred directly to us. Make sure to personalise it as much as possible with your target, images and a personal story - [www.justgiving.com/makeawish](http://www.justgiving.com/makeawish)
- Download the JustGiving mobile app so you can share your page on the go.
- Try to recruit your biggest sponsors first as their donations will set a trend for others.
- Take a sponsor form with you wherever you go!
- Promote your fundraising via social media platforms such as Facebook, Twitter and Instagram.
- Add a link to your fundraising page in your work signature to inform people of your event.
- Find out if your company offers Match Funding as they may be able to match all or a percentage of your fundraising.



## Gift Aid

Help us to take advantage of the Government's Gift Aid scheme. If you or your donors are UK taxpayers, Make-A-Wish may be able to claim an extra 25p for every £1 donated, at no extra cost to you or them.

All you need to do is ensure that your donors tick 'Yes' on the Gift Aid box if they are eligible for the scheme. This can be done online or via an offline sponsor form. We will just need their full name, address and postcode.

giftaid it

## Fundraising ideas



Dress down day at work



Be the office tea maker; get everyone to donate £1 and you make the drinks for the day



Have a car boot sale or sell your unwanted items on eBay, Gumtree and Facebook



Organise a Pub Quiz



Host a dinner party; ask your friends to donate £10 towards an evening of food and wine



Hold your own cinema night; charge £5 for entry and popcorn, and it's still cheaper than the real thing



Host a coffee morning



Office swear jar



Bag packing at your local supermarket



Find loads more ideas in our Fundraising A-Z [here](#).



## Fundraising materials

We have a variety of materials to help you with your fundraising journey. To request any of the items below, simply let the Fundraising Team know the quantities at least two weeks in advance. Please only request the items that you know you will use and that will enhance your event.

- T-Shirts
- Event Posters
- Make-A-Wish Posters
- Lapel Stickers
- Collection Tins
- Collection Buckets
- Balloons
- Banners

*I wish to be a teacher for the day*

Leah, 7  
Brain tumour



# Publicise your events

Make-A-Wish relies heavily on publicity so we can carry on granting life-changing wishes. Your fundraising event will work best for you and for us if you create as much awareness as possible.

## Where? Think Local

- Your local newspaper
- Community newsletter
- Local magazine
- Corporate magazines (perhaps your company has one?)
- Local event websites (just search online for events in your town)
- Local freesheets (the newspapers which come through the door)

Get in touch with these publications to find out what will make them interested in your event, and then send them a press release. They receive hundreds every week, so make sure yours stands out.

If you would like to receive a FREE electronic press release template, email: [challenges@makeawish.org.uk](mailto:challenges@makeawish.org.uk)

## Social Media

With so many people using Social Media, it's a fantastic way to publicise your fundraising events.

**Twitter** – often used for fundraising, Twitter provides short updates in live time. Hashtags and mentions can help you to join in with wider conversations.

**Facebook** – with more characters available to you, posts can be longer and more detailed. Facebook invites your followers to start a conversation by allowing comments and feedback on your posts, and as it acts on more of an algorithm than Twitter, your updates are more likely to be seen by a closer network of friends.

**Instagram** – a great platform for visually promoting your fundraising journey. Use hashtags, tags and trending keywords to connect with potential donors, and make sure to include your fundraising link in your profile bio.

**Snapchat/Instagram Stories** – you can't link directly back to your fundraising page, but these platforms are great for live 'storytelling' about your training and fundraising. The fact that your photos and videos disappear after 24 hours means your sweaty post-run face won't be around for long!



## Social Media Top Tips

- Always include an image with your post if possible – social media is very visual, and posts with more photos get more engagement.
- Always include a link to your fundraising page where possible.
- Start competitions with your followers to generate more interest and provide an incentive – e.g. ‘The person that tips me over the £200 mark will get a homemade cake’
- Make your event into a Facebook event – invite your close family and friends into it and update them regularly on your progress.
- Avoid repetitive posts. Provide training updates, photos and screenshots to vary the content you are posting.
- Tag us in your posts (Facebook - @MakeAWishUK, Twitter - @MakeAWishUK, Instagram - @makeawishuk) so we can engage with you and share your posts where possible.

## After your Fundraising Event

- Be proud of your successful event, and remember to thank anyone involved.
- Open and count any collection tins or buckets you have used. If possible, post them back to us so they can be reused by other fundraisers.
- If you would like to pay the money in via the Make-A-Wish bank account, please contact the Fundraising Team for details. Make sure to include a reference when paying in your fundraising e.g. ‘London Marathon 2018’
- If you are sending in a cheque, please include a note with your name, address and how you raised the money. Cheques need to be made payable to Make-A-Wish Foundation UK and sent to the following address: Make-A-Wish Foundation® UK, Seventh Floor, Thames Tower, Station Road, Reading, Berkshire RG1 1LX
- If you would like a certificate to display how fantastic your fundraising has been, now is the time to let the Fundraising Team know. We think it’s incredible that you have spent time organising an event, and it’s important to show people how much you have raised.
- If you are happy for us to use your photos, please send a copy to [challenges@makeawish.org.uk](mailto:challenges@makeawish.org.uk), or share them with our supporters on our [Make-A-Wish Events Facebook page](#).





# Keep safe and legal

**Fundraising is great fun, but please make sure you are following the law and staying safe at all times.**

## Make-A-Wish Logo/Branding

There are various rules and regulations in relation to the Make-A-Wish logo and branding. If you would like to use the logo on any of your promotional materials, please let a member of the Fundraising team know and we can advise you further.

## Street Collections

Children and young people under 16 must not collect money in public. Anyone wanting to do street collections must first seek permission from the Fundraising Team before approaching their local council for the appropriate licence.

Please note that knocking door-to-door is illegal without the appropriate licences.

## Alcohol

Licencing is needed for the sale of alcohol. Please speak to your local council for more information on obtaining a licence.

## Food and Drink

Please ensure that all food is prepared in a hygienic manner and complies with the Food Safety Act.

## Entertainments Licence

If live music or dancing is involved in your event, you will need to find out if the premises has an entertainments licence, or apply for an occasional licence from your local council.

## Draws and Raffles

If selling raffle tickets, please note that tickets can only be sold at the event and drawn on the same day. To sell tickets prior to the event and to people who may not be at the event requires a licence from the local council, evidence of which must be on printed tickets.

*I wish to be a guard at  
Buckingham Palace*

Liam, 10  
Sickle cell disease



**Thank you for choosing to  
fundraise for Make-A-Wish UK.  
We really do appreciate your support**

To make a donation or talk to a member of the team  
about your event or any part of this pack, please contact:

Challenges Events Team

Make-A-Wish Foundation® UK, Seventh Floor, Thames Tower, Station Road,  
Reading, Berkshire RG1 1LX

Tel: 0118 304 2775

Email: [challenges@makeawish.org.uk](mailto:challenges@makeawish.org.uk)

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