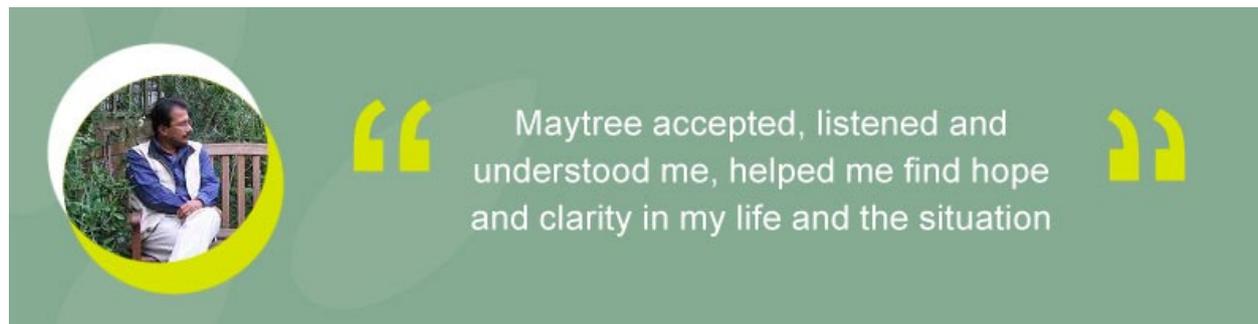


Thank you for supporting Maytree

Thank you so much for making the decision to raise funds to support our work at Maytree.

We support people through a suicidal crisis, reducing their suffering and helping them to re-engage with life and to restore hope. We provide a safe place to rest, reflect and be heard without judgment and to help people at risk of suicide consider their options and develop their resilience.

We run 24 hours a day, 365 days a year. Our warm and friendly volunteers and staff spend up to 77 hours with each guest over their stay, giving them the opportunity to talk through their fears, thoughts and troubles.



Maytree is the only place of its kind in the UK.

We desperately need your help to raise money for the work that we do.

We strongly believe that fundraising and awareness-raising go hand in hand and very importantly that it should be enjoyable and sociable and not put pressure on potential supporters by making them feel guilty.

Maytree fundraising guide

Here is a list of fundraising ideas to get you started. No doubt you will come up with many more innovative and exciting ways to raise money. Please send in your ideas and any photos you take during your fundraising events and we will include them in our newsletters to help inspire others.

A few pointers before you get started

- Many hands make light work – get a group of friends together, exchange ideas and organise activities. This will give you a wider pool of ideas as well as having many hands on deck to carry out the activities.
- Enjoy your fundraising and know that your efforts (however small) means that you are helping those at risk of suicide to come out of crisis and start their own recovery.
- There are hundreds of different types of events you could organise to fundraise for Maytree. It needs to be something that you, your family, friends, work colleagues or community will enjoy.

Raising money through getting people to sponsor you

We've teamed up with www.justgiving.com so all supporters doing sponsored events or activities can raise money quickly and easily online with their own personalized webpages. Friends and family will be able to donate online with a credit or debit card. That means no more running around with paper sponsorship forms, or chasing cheques and cash after your event. To set up your page visit www.justgiving.com/maytree. See also the special fundraising tips for using JustGiving later on in this guide. There's also a paper sponsorship form for those without access to bank cards.

Ideas for fundraising

Challenge yourself

The more adventurous of you can take part in crazy events such as skydiving and white water rafting.

- **Bike ride / Walk**

Why not get a group together and explore an area of natural beauty by walking or bike-riding and getting sponsored for it.

- **Sponsored silence**

People you know will probably welcome the break and pay you good money for it. ☺

- **Give up a guilty pleasure**

Whether your vice is chocolate, fizzy drinks, magazines or shopping, challenge yourself to giving it up for a day or a week and get friends and family to sponsor you.

Competitions

- **Art-attack**

Run a competition (and people donate to take part) for the best creative poster, photograph or greeting card for Maytree. To raise extra funds, make the competition entries into an exhibition and charge people to attend. You could invite a local artist or Maytree speaker to open the event and try to get local newspaper coverage.

- **Writing**

Organise a short story, poetry or article competition, and ask for donations to enter.

Auctions

Organise an auction and sell items to the highest bidder. See if you can get donations from local businesses. Hold in conjunction with a raffle so that everyone gets a chance to join in.

Events

- **Talent show**

Organise a show like X-Factor or Britain's Got Talent to showcase people's hidden talents. Invite friends and family who pay to get in.

Sales

- **Cake sales**

Make the most exciting cakes and sell them.

- **Christmas cards**

Design your own cards and sell to family and friends.

- **Clothes/books/CDs**

Why not get rid of your unwanted things and sell them for a small price to raise funds. Remember one person's trash is another one's treasure.



Planning and organising an event

The key to a successful event is to plan WELL in advance. If your planning is organised, you are more likely to attract a larger amount of people, and will therefore gain more support or raise more funds! Here are some important steps to help you organise any type of event:

Step 1: Aims

- Choose an event that most people in your social or work circle will enjoy

Step 2: Budget

- For some types of events, there may be very little or no cost implication to you. However, larger scale fundraising events will require more budget planning.
- You must firstly think about what resources you have available to you. Be realistic and make sure you won't end up out of pocket at the end. You need to make estimates as to how much the event will cost, what you will charge for entry tickets where appropriate, and how much money you will raise (and that this will cover the cost!).
- Local sponsorship: It's a good idea to try and involve local businesses or employers as they are often interested in supporting local events. They may be able to provide help with many things such as venues, raffle prizes or refreshments. Also think about what you can offer them before approaching them for sponsorship (e.g. publicity).

Step 3: Venue

Try and use venues that you can get for free, for instance, a local hall. Think about a venue that is suitable, for example, if you are organising a music event or a film screening you will need venues that can accommodate these things. Health and safety insurance: Please make sure that you have met any health and safety requirements for your event. Check with the venue managers for information about this (including fire escapes, disabled access and first aid). You may also need to purchase public liability insurance cover for some venues.

Step 4: Time and date

When choosing a date, try and make sure that it does not clash with any other major events.

Step 5: Assigning tasks

Be organised and make sure you know who is responsible for what tasks within the group. If you are quite a large group, it may help to have a smaller event organising committee. You will also need to think about what help you need on the night and who will do what.

Step 6: Publicity

- Letting people know about your event is very important so you will need to think about advertising and publicity. Here are some key ideas:
- Put up posters and hand out flyers to advertise the event- you could even design your own. Put these up in visible and appropriate places. You will probably need to ask permission first before doing this.
- Create a MySpace or Facebook page to advertise the event.
- Tell your friends and family and ask them to forward in an email or spread the word.
- Make sure you acknowledge sponsors and other official supporters in any publicity for the event.

Step 7: During your event

Please let people know that while they are having fun, they are doing it to raise awareness and funds to help those in suicide crisis.

Step 8: After your event

- Once it's all over, thank everyone who helped. Keep a record to help with any future events. Please do send us information about your event and some photos which we could include in our newsletter or website.
- Collect all the money you've raised, bank it and send us a cheque made payable to 'Maytree'. Please remember to include your name and address and tell us how you have raised the money. We would also love to see any photos you took of your event, so that we may include them in our newsletter and website to inspire other people.

Please also read the Fundraising Safely and Legally section at the end of this guide.

THANK YOU FOR YOUR EFFORTS!!!

Justgiving's top 10 fundraising tips

1. Personalise your message

The best fundraising pages tell a really good story. Let people know why you're going to the trouble of raising money, and they're much more likely to take the time to donate. Explain why your charity deserves support and what their donations will buy, eg £10 will buy a school desk or £20 will help restore someone's sight.

2. Add photos and video

Personal photos make your page much more engaging. Even better — add your own YouTube video. It gives you lots of scope to be imaginative and compelling and gives your supporters a good reason to send your page on to their friends.

3. Tell everyone about your page

Before you email your entire address book, ask your closest friends and family to donate first. An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones, all the better!

- Email your other contacts in groups — colleagues, running club, friends overseas, etc - personalising your message each time. Include our helpdesk email address (help@justgiving.com), so anyone who has difficulty donating can contact us directly.
- Use your own email system to set up groups, send emails to large numbers of people and keep your communications personal. Potential supporters are more likely to open an email that comes from you than an email address they don't recognise.

4. Publicise your page

You can share your page on Facebook with the JustGiving Facebook app, and on your blogs and websites with the JustGiving widget or badges. Ask your company if they'll link to your page from their website or intranet. Put up posters in your gym, college, church or school too.

5. Put a link in your email signature

Add your page's web address, or one of our 'sponsor me' badges, to your email signature. That way, every email you send raises awareness of your fundraising and attracts more donations.

6. Keep your page up to date

Post regular updates on your progress and upload new photos. It gives people a reason to come back to your page and encourages them to donate again or to send your page on to their friends.

7. Send a follow-up email

Be persistent. It takes more than one round of emails to reach your target. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and to ask them to send your page to their contacts.

8. Personalise your thank-you

You can edit the thank-you email that we automatically send to people who donate by logging in to your account and going to 'Edit your thank-you message'. Make sure you encourage people to send your page on to friends who might be interested in sponsoring you.

9. Contact your local media

A few lines in the local paper or an appeal on your local radio station can really help. By going straight to your JustGiving page, readers and listeners can sponsor you really easily.

10. Keep fundraising after your event

Around 20% of donations through JustGiving come in after people finish their event. So keep fundraising once you've crossed the finish line - it's a good chance to email an update and a final appeal!

Fundraising safely and legally

If you are organising an event to raise funds for Maytree, then there are some legal requirements that you will need to meet, along with health and safety requirements.

Here are some key points:

- Do not go knocking on doors or collect money in the streets – both are illegal.
- Try to work in groups – it is much more fun and safer.
- Have a first aid kit at your event and put someone in charge of first aid.
- Make sure cash can be locked away safely and always have two people present when handling or counting money.
- If preparing food from scratch, always wash your hands and make sure that the equipment you use is clean. Make sure raw meat doesn't touch other food. Always serve hot food piping hot and cold food, cold. Let customers know that you can't guarantee food is free from nuts.
- For raffles, draws or tombolas there are specific regulations. For example, if you hold a tombola during a dinner dance or fete, no cash prizes may be awarded. If you organise a raffle at school or college or youth club, you can only sell tickets to people at your school or college or youth club. The rules are different depending on the type of event you organise.
- Collections in public places are subject to local council or sometimes police regulations and a permit must be obtained from the licensing authority. For further information contact your local council. Stationary collection boxes or collections on private property are not covered by the regulation but a street or fully public space is.
- It is important that you advertise your fundraising event as being 'in aid or support of Maytree' and state that Maytree is a registered charity no. 1087668.

Preventing accidents by carrying out a risk assessment

A risk assessment involves examining whether anything at your event could cause harm to people attending. If you identify risks, you must take steps to avoid accidents. Please remember that Maytree cannot accept responsibility for accidents at your event. Your school or college should have public liability insurance, but please check that this covers your event.

Precautions to put in place for an event:

- Make sure that you have fire extinguishers and emergency exits clearly labelled
- Have an evacuation plan
- Don't overload electrical sockets and make sure all electrical goods have been tested
- Tape down cables and make sure exits and walkways are clear. Use a stepladder when putting things up (make sure it is on level ground and ask someone to hold it)
- Bend your knees when lifting heavy goods