

LET'S MAKE SOME NOISE



global's
**Make
some
NOISE**

makesomenoise.com |  

heart

CAPITAL

CLASSIC *f*M

Smooth

LBC



gold


global
thisisglobal.com

TOGETHER WE CAN CHANGE YOUNG LIVES

We would like to thank you for choosing to raise money for Global's Make Some Noise. It is with the help of people like you that we are able to continue our support of projects across the UK.



The thought of raising money for charity can be quite daunting, but do not fret; this booklet should supply you with all you need to know to make sure you exceed your target. In addition, we are always at the end of the phone, and we will be with you every step of the way!

We award grants to specially selected projects across the country that are making a big difference in their local communities. Your support of Global's Make Some Noise will mean that we can help these amazing charities to change more young lives.



SUCCESSFUL ONLINE FUNDRAISING

Setting up an online fundraising page is a quick and easy way to get sponsored and to spread the word of what you're doing. Visit: www.everydayhero.co.uk/event/globalsmakesomenoise click 'Create your fundraising page' and follow the instructions.

Here are a few tips to help maximise your page's effectiveness once it is all set up...

- **MAKE YOUR PAGE AS PERSONAL AS POSSIBLE:** People will be much more interested in your fundraising if they know your story, so include some details: Why did you choose Global's Make Some Noise? Why have you chosen this particular challenge? What do you hope to gain from the experience?
- **KEEP PEOPLE UPDATED:** Keep updating your fundraising page to give people a reason to come back. Treat your page like a blog, add photos, progress reports, anything you can.
- **KEEP GOING!** Even after your event has finished you can keep asking people to sponsor you. Once they've seen your amazing achievement, people who haven't sponsored you yet might be persuaded to when they see how much effort you put in.
- **PROMOTE YOURSELF:** Use your Facebook page and Twitter to tell your friends how your training or preparation is coming along. Share photos, videos, training logs anything you can think of.
- **SET YOUR FRIENDS TARGETS:** Motivate your friends around key targets with messages like 'Who's going to help me hit my £1000 mark?'. People will want the glory of being that great friend and donate a little more to hit the mark.
- **TIMING IS KEY:** Time your request around payday, people are much more likely to be feeling generous.
- **SET THE BAR HIGH:** Ask close friends and family to donate generously first as other people may then match their generosity.
- **KEEP IT IN PERSPECTIVE:** A £3 donation is the same as having 1 less pint on Friday night (unless you live in London, in which case ask for £5!).



15 EASY FUNDRAISING FAVOURITES

Here are some noisy fundraising ideas to get you thinking about how you are going to reach your target...

- **DRESS LOUD:** Wear something loud for the day such as your craziest shirt or fluorescent dress. You could even paint a bright pink stripe in your hair, just make sure everyone pays to get loud.
- **BAKE SOME NOISE:** Have a baking contest & see who can come up with the most original music-themed baked goods. How about Arctic Monkeys Roll, Florentines & The Machine or Pavlova Faith! Charge a fee to enter & then sell the cakes afterwards.
- **SAVE YOUR PENNIES:** Save your weekly change in a pot for 5 weeks and see how much you can accumulate. Make it a contest to see who can save the most.
- **CAR WASH:** Ask your local car park if you can ask drivers if they would like their cars or motorbikes washed in exchange for a donation. Get your friends involved too!
- **SWEEPSTAKE:** Make the most of any sporting events that are coming up and get everyone to pay to pull one of the contestant's names out of a hat, then come up with a prize for the winner
- **TALENT CONTEST:** Go all Britain's Got Talent & get your friends & family to perform their hidden talent.
- **BATTLE OF THE BANDS/CHOIRS:** Get your work colleagues, fellow pupils or friends together & battle it out to raise money.
- **CLOTHES OR ACCESSORIES SWAP:** Frock swap at a fashion swap party & donate money to the charity for the clothes you get.
- **MAKE SOME NOISE MUSIC QUIZ:** Hold a music quiz & test your knowledge of music from any era you choose. You could base each round on one of Global's eight radio stations.
- **ZUMBA-A-THON:** A mass, sponsored Zumba session. See how long you can all dance to the beat for.
- **CARBOOT SALE:** Have a clear out of your house (and ask your friends and family to do the same) and anything you don't need anymore, sell for donations in a car boot sale.
- **FASHION SHOW:** Hold a fashion show of loud outfits, go down the catwalk to rocking tunes. Charge for refreshments & a donation to attend.
- **50/50 RAFFLE:** The simplest form of raffle there is: buy a pack of raffle tickets and sell as many tickets to each person as they want to buy. The buyer gets one half and the other half goes in a bucket, the winning ticket is then drawn out of the bucket at random.
- **MUSICAL FUN-RUN:** You could dance, hop, skip or jump for a mile. Or if you're feeling daring, how about twerk your way!? Whatever suits your style for a mile, charge an entry fee & get sponsored to complete it in the funniest way possible.
- **MAKE SOME TEA FOR MAKE SOME NOISE:** Challenge your boss to make the tea or another job they wouldn't usually do for a week. £2 in the kitty for each cup of tea they make.

EVENT PLANNING CHECKLIST

Often the simplest fundraising ideas reap the most rewards. Here is a useful checklist of things to think about when planning your fundraising event...

- **COMMUNICATION:** Use posters, emails, local press and social media to publicise what you're doing, why you're doing it and when it is.
- **FUNDRAISING EXPECTATIONS:** Make sure that you're realistic with your aims and what you expect to raise - if you raise more it'll be an added bonus! Work out a budget for expenditure and stick to it.
- **SUPPORT:** Get as many people involved as possible to help you. Ask your friends, family, work colleagues and neighbours. Do not be afraid to ask, people are often willing to help but be clear about what you want, where and when.
- **VENUE:** The least amount of money spent on a venue means more sponsorship raised. Do you have a contact that could provide you a venue free of charge? Can you use your home, garden, a room at work or at a club you belong to?
- **PICTURES:** Remember to take lots of pictures of your fundraising and email the best pictures to us; we always love to see what our fundraisers have been up to and we'll post the best ones on our website.
- **HEALTH & SAFETY:** Remember that public events that present any hazards for participants or spectators require you to have appropriate insurance cover.
- **CAPTIVE AUDIENCE:** If possible, set up an event that revolves around the involvement of your workplace, your child's school, the local nursery, sports club, pub or bar to ensure you have a captive audience and can reach a large volume of supporters.
- **WE'RE HERE TO HELP!** Don't forget that we're here to help you every step of the way and can provide you with various fundraising materials to make the event as successful as possible.



KEEP IT LEGAL

COLLECTIONS

Organising a collection is a great way to fundraise, here are a few things to keep in mind.

- **STREET COLLECTIONS** require a permit from the local council so you will need to contact them about this.
- **COLLECTIONS IN PUBS, SHOPPING CENTRES, SUPERMARKETS ETC.** simply require the permission of the owner or manager.
- **HOUSE-TO-HOUSE COLLECTIONS** are governed by strict rules which vary from area to area and can make them more trouble than they're worth. Your council can help and advise you.



LOTTERIES, RAFFLES & TOMBOLAS

Lotteries, raffles and tombolas are a brilliant way to fundraise. They are governed by gaming law. Use this simple checklist to make sure you're doing things properly and you can't go wrong!

- All tickets are being sold during one event, or to people at one place of work (multiple buildings at one site are OK but multiple sites aren't).
- If tickets are being sold at an event, no money raised at the event is for private gain.
- No more than £500 of the proceeds will be used to purchase prizes.
- No more than £100 of the proceeds will be used to cover operational costs (i.e. printing tickets).
- Tickets are sold at the event/on the premises and the result is declared at the event/on the premises.
- There are no rollovers.

If your lottery, raffle or tombola ticks all these boxes then go ahead and get fundraising!

If not, don't panic - contact us for advice.



LET THE MEDIA KNOW

You may find that your fundraising event is of interest to your local community. Letting your local newspaper know and spreading the word online of what you're doing will not only help raise the profile of the challenge and the charity, but will also help you to reach your fundraising target!

BEFORE YOU CONTACT ANYONE, MAKE SURE YOU HAVE THE NECESSARY INFORMATION IN WRITING:

- **WHO** are you? A reporter will want to know your full name, age, occupation and street/town name.
- **WHAT** are you doing/what have you done to raise the money?
- **WHEN** and where is the challenge?
- **WHY** are you raising money? They will want to know a bit about the charity - we can supply you with this information.

GETTING YOURSELF IN THE PRESS...

- Find out the email address or phone number of your local paper's newsdesk.
- Tell them the basic facts about your fundraising activity.
- If the reporter finds the story of interest they will ask you to send in a press release (turn over the page for a template).
- Keep to the essential facts, avoid any emotive language and keep the 5 W's in mind (who, what, when, why, where).
- Try to send a photo too as this will increase the likelihood of your story being included!

OTHER WAYS TO SPREAD THE WORD...

- Tweet information about your event and ask for a retweet from your local community groups on Twitter - hopefully their followers will see and come along on the day.
- Search for groups on Facebook that are made up of people in your area and invite all the members to your Facebook event.
- Email local event listing websites and ask them to list your event.

Don't forget to tweet us @makenoise with what you're doing too!



SAMPLE PRESS RELEASE

Always insert the date you send it here

MEDIA RELEASE: (INSERT DATE)



Make your headline succinct & light hearted - have fun with puns & play on words!

(INSERT WHERE YOU LIVE)
INSERT FUN & SNAPPY HEADLINE THAT EXPLAINS WHAT YOU'RE DOING. MAKE SURE YOU INCLUDE YOUR NAME OR THE NAME OF THE COMPANY/GROUP WHO ARE DOING THE ACTIVITY.

(INSERT NAME), has set (herself/himself) a challenge by (INSERT DETAILS OF WHAT YOU WILL BE DOING & WHERE - i.e. pledging to raise £XXX or holding a fundraising dinner) in (INSERT TIME FRAME/DATE), to raise money for Global's Make Some Noise. (Add another line short to describe the event if relevant) (She/He/They) will (INSERT DETAILS i.e. host the event) on (insert date) at (location).

Be succinct & grab the reader's attention. It must be clear from this paragraph what the release is about - this may be all they read!

This paragraph should list key info: where, how what, when. It must reference everything that is in the title

(The (XX) year old (JOB TITLE / PROFESSION) / (Company Name)) hope(s) to raise an incredible (INSERT AMOUNT). (Add some more detail here about the news/event & its objectives). The money will be donated to Global's Make Some Noise which helps change the lives of disadvantaged children and young people in the UK.

This is where you can provide more detail to back up your title & opening paragraph.

(INSERT NAME) said: "..."

Add a quote. Make it about you, why you are doing this & what supporting the charity means to you

If you would like to sponsor/support/join (INSERT NAME), please visit (INSERT ONLINE FUNDRAISING PAGE LINK OR WEB LINK). If you would like further information on Global's Make Some Noise please call 0345 606 0990 or visit makesomenoise.com

Finish the release with Ends & contact details

-Ends-

For further information please contact:
(YOUR NAME) / (YOUR TELEPHONE NUMBER) / (YOUR EMAIL ADDRESS)

PAYING IN THE MONEY

If you raise any money offline (i.e not through your online fundraising page), these are the ways you can get the money to us:

- **PAYING BY CREDIT OR DEBIT CARD**

Please contact us either by phone or by email. Tell us your name, the donation amount and your account details so we can process the information and send you a receipt.

Alternatively, you can go to makesomenoise.com and make a secure donation online.

- **PAYING IN BY CHEQUE**

Cheques should be made payable to 'Global's Make Some Noise' and sent to:

Global's Make Some Noise, 30 Leicester Square, London, WC2H 7LA.

Make sure to include your name, address and the event it relates to on the back!

- **BANK TRANSFER**

You can pay the money directly into our bank account using the details below:

Account name: Global Charities Ltd

Account number: 4066 6084

Sort code: 20 - 05 - 75

Remember to put your name and the event you are taking part in as the payment reference.

CONTACT US:

Please give us a call on: **0345 606 0990** or
email us at: contact@makesomenoise.com



AND FINALLY

By fundraising for Global's Make Some Noise there are a few important things that we need to make sure you are aware of, and by raising funds for us you are agreeing that...

- You'll make it clear that you are raising money for Global's Make Some Noise at any fundraising activities that you hold.
- When collecting money in a public area, you'll ensure that your local authority has granted all permissions required.
- You'll follow all the rules around raffles and lotteries that are included in this pack.
- You'll ensure that a full risk assessment has been carried out ahead of any events (including fully briefing participants and making sure proper supervision of any children is in place).
- You'll not involve any organisations which go against the values of Global's Make Some Noise. If you're in any doubt, you'll check with us.
- You'll make sure that all of the money you collect is recorded correctly and transferred securely to Global's Make Some Noise as quickly as possible.
- You'll not use any of the money you've raised to cover the costs of your fundraising activities.
- You'll make sure you that you always use our full charity name, which is Global's Make Some Noise.
- If you use our logo you'll make sure you've done so in line with the logo guidelines that we'll send you.
- If you use our name or logo you'll make sure the following line of text is also present;
 - Global's Make Some Noise is an appeal of Global Charities, a registered charity in England & Wales (1091657) & Scotland (SC041475).
- If you're unsure about anything you'll get in touch with us by either calling us on **0345 606 0990** or sending us an email to **contact@makesomenoise.com**

We really want your fundraising to be a massive success, and we'll help and support you as much as we can. You're doing something brilliant and helping us change the lives of children & young people across the UK affected by illness or disability, **THANK YOU!**





SPONSOR FORM

Please photocopy this form as many times as you need it so you can raise even more money

Name:

Event:

Name	Your House Name or Number (Vital for Gift Aid)	Postcode (Vital for Gift Aid)	Amount	Gift Aid*	Date of Donation Received	Paid
Mr A N Other	30	HA1 9HA	£00.00	✓	1st October 2014	✓

***GIFT AID - HELP US RAISE MORE MONEY JUST BY TICKING THE BOX!**

If you have ticked the box headed 'Gift Aid' you have confirmed that you are a UK taxpayer and would like Global's Make Some Noise to claim Gift Aid on this donation. You must pay UK income or capital gains tax this year (this does not include VAT or council tax) at least equal to the tax the charity will reclaim on your donation. Please make sure you have filled in your full name as well as house number and post code of your personal address. For every £1 donated, Global's Make Some Noise will receive 25p from the Government.

NOTE TO FUNDRAISERS:

Once your sponsor has paid, do remember to tick the box.

When you are ready to send in the form make sure you tally up the total of your sponsorship so that we can match it with the Gift Aid.

If you're not sending us a cheque, make sure you tell us how and when you paid your money in.

Please make all cheques payable to Global's Make Some Noise.



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