

Let's go #TeamCardio!

Your fundraising journey starts here.



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Welcome to #TeamCardio!



Meet The Bishops



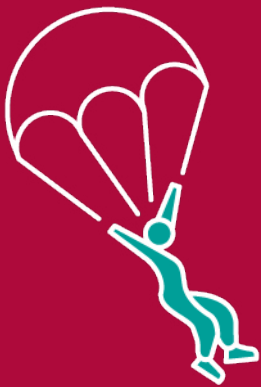
Sarah

“Over the past 12 years, my family & I have raised over £55k for Cardiomyopathy UK through Marty’s Penny Bank.

With the help of our incredible friends and family, we have organised and taken part in every fundraising category that you can think of over the years, from raffles, bake sales and music nights, to marathons and skydives!



We have loved fundraising for Cardiomyopathy UK and helping to make a difference, and we know that you will too. If you’re unsure where to start, reach out to the Cardiomyopathy UK fundraising team, they are just lovely!”



Sarah’s Top Tips

How do I get given prizes for raffles?

Don’t be afraid of being told no. For every 10 letters I send about prizes, I may only get 1 yes. The people who will offer support will usually be those who have a personal connection to the cause. The more people you reach out to, the more successful you will be!

How do I ask for donations & reach my target?

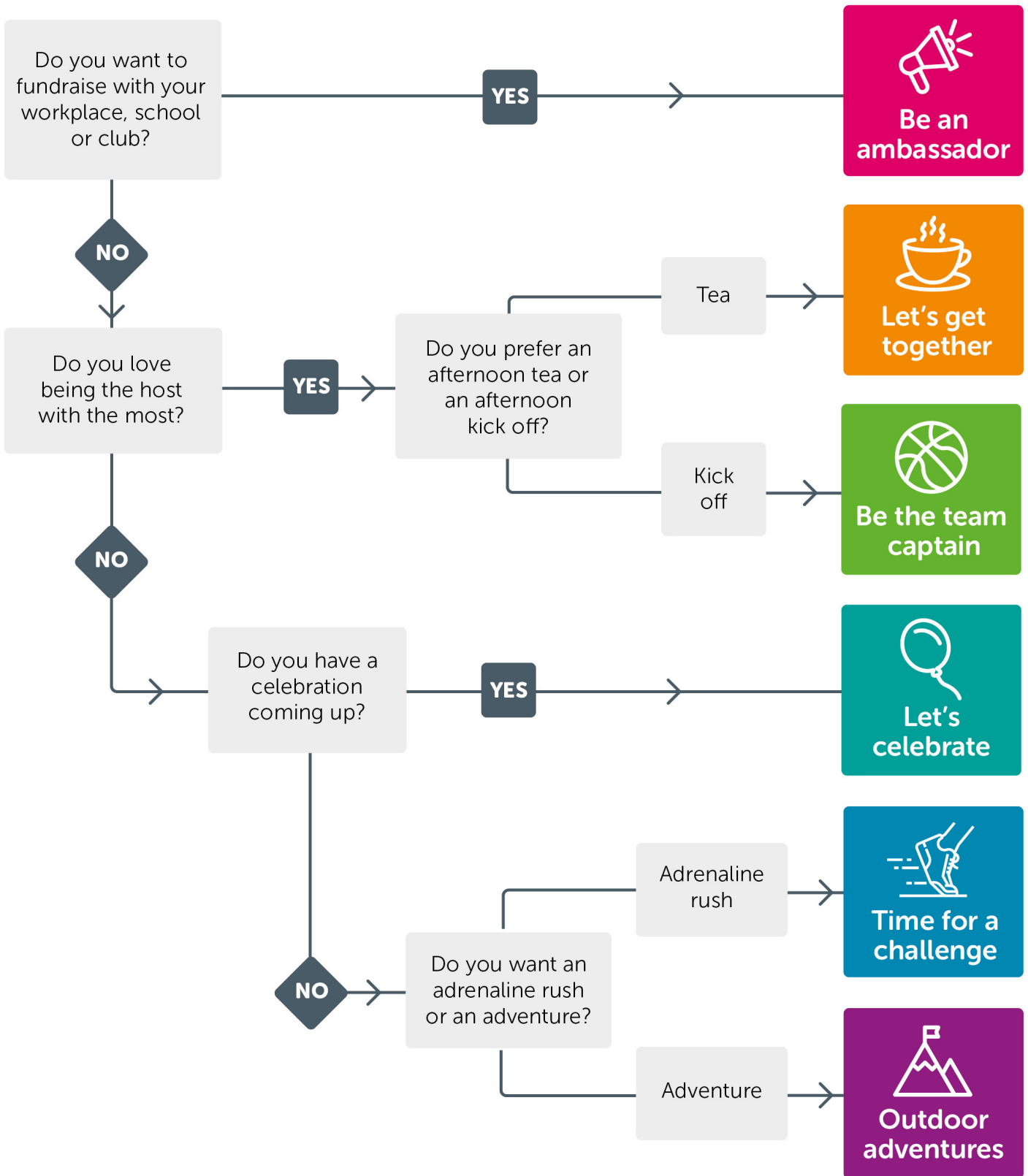
If you don’t ask, you don’t get. Tell people what you’re doing, and more importantly why. Try and find connections in your network. For example, ask friends and family to share your story and shout about your fundraising at work.

I’m worried I won’t be able to raise a lot of money.

All you can do is your best. Some people work for a big company or may be part of a large club - but don’t be disheartened if that’s not you. All you need is a lot of heart, every penny counts!

What Kind of Fundraiser are You?

Fundraising ideas and inspiration:



Be an ambassador

Charity of the Year - Nominate Cardiomyopathy UK to be the charity that your school or workplace supports for a year or term. You could organise a series of small events throughout the year and build up to a big team challenge or a charity ball.

Bake sale - Bring out your inner Mary Berry and bake some heart shaped goodies. Everybody loves a sweet treat at work!

Hold an event – Raise funds and awareness at your workplace, school or club by organising an event. It could be a 5km run, a quiz night or a raffle, whatever you like! We can send you any materials and provide any support that you need to make your event a success.



Let's get together

Coffee morning - Pop the kettle on, invite your favourite people round and have a natter. Indulge in some sweet treats, play some games or even get creative and make it a themed event.

Raffle - Host a raffle at your event or organise it as a stand-alone fundraiser. Use our Letter of Authority to gather prizes from local businesses to make it an irresistible fundraiser.

Pub quiz - Gather friends and family and put their knowledge to the test with your very own quiz night. Host it virtually, at home or at your local pub!

The team captain

Golf day - Gather your friends and family and host a golf day. You could have a ball, meal and raffle after too!

Football tournament – Turn your hobby into a fundraiser by hosting a football match or tournament. Prefer cricket or rugby? Switch it up!



Let's celebrate

Have a party – Celebrate a special occasion (a birthday, anniversary, any excuse!) and ask for donations in lieu of gifts. Kit out the room with Cardiomyopathy UK balloons or banners or keep it simple with a collection tin and information leaflets.

Weddings – Ask for donations instead of gifts at your wedding and make a difference with your special day. Get in touch with our team to request our heart pin badges for your wedding favours.

Facebook fundraisers – Set up a donation page on Facebook in two minutes and ask for donations for your birthday, wedding or anything else that you are celebrating.



Time for a challenge

30-day challenge – Choose to walk, run, swim or cycle every day for 30 days. Pick a distance or an amount of time to complete each day and get sponsored by friends and family.

Head shave – Looking for something unique and different? Brave the shave and support families affected by cardiomyopathy.

Join #TeamCardio – Run, walk, cycle or swim – from the London Marathon to skydiving, challenge yourself and get sponsored for your hard work.

Outdoor adventures

Walk – Pick a day to walk your favourite route or set yourself a daily step target and get sponsored for your challenge. You could even ask loved ones to join you on the route.

Go exploring – Take your adventure further afield, choose from a range of walks and treks including the National Three Peaks, the Jurassic Coast Challenge or the Thames Path. Check out our website for more information:

 cardiomyopathy.org/find-a-challenge



Get in Touch



Register your fundraising to receive support and tips from our fundraising team and get the ball rolling!



cardiomyopathy.org/fundraiser-form



Scan to register

Your support ensures people like Hayley receive the support they need.

"The nurses at the charity have been a great source of advice with an immense amount of up-to-date knowledge and compassion. The Northwest support group have worked so hard to support its members over the pandemic.

There have been talks from consultants on exercise, a psychologist for mental health and the genetics team on screening and so much more."



Hayley

Fundraising Pages

Whatever fundraiser you're doing, your first step should be setting up an online fundraising page.



Why use an online fundraising page?



It's an easy and safe way to collect donations. All the money you've raised is transferred directly to the charity.



It's quick to set up with lots of ways to personalise your page and keep your supporters updated on your progress.



It's convenient for friends & family. It's the quickest way to donate, they can do it straight from their phone.

Here are some of the platforms you can use:



JustGiving

Use their tools to create a story, edit the photo, set a fundraising target and post updates.



[justgiving.com/
cardiomyopathy](https://www.justgiving.com/cardiomyopathy)



Facebook Fund

Start raising money and share with your Facebook friends in a just a few clicks.



[facebook.com/fund/
cardiomyopathyuk](https://www.facebook.com/fund/cardiomyopathyuk)



MuchLoved

When raising funds in memory of a loved one, use MuchLoved to create events, donate & share memories.



[muchloved.com/
CreateMemorial](https://www.muchloved.com/CreateMemorial)

Remembering Zai

After losing his brother, Zai, in 2020 Andrew set up a **MuchLoved** page to remember him and raise funds in his memory.

Together, Zai's loved ones have raised over £2,000 through their online tribute, remembrance events and the Cardiff Half Marathon.

Andrew

"Zai meant so much to so many people. Raising awareness and funds for Cardiomyopathy UK is our way of celebrating the amazing person he was and honouring his name."




Safe and Legal

Make sure your fundraiser is safe for you and your guests.



Lotteries and raffles


If you're doing a lottery, tombola, fundraising draw or raffle, make sure you're up to date with the rules and regulations. Get in touch with our team to find out more, or check the Gambling Commission for the most up-to-date information:

 gamblingcommission.gov.uk/public-and-players/fundraising-and-lotteries



Food safety


From sweet treats to savoury snacks, any homemade food that is part of your fundraiser will need to follow food safety laws. If you're holding a foodie fundraiser, always consider allergen information for your guests. Check the latest safety laws before your event:

 food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events





Raffles

If you're approaching companies and asking for raffle prizes, they might ask for proof of your fundraising. We call this a 'letter of authority' and we can provide this for you. Simply email:

 fundraising@cardiomyopathy.org

If you're unsure about what's required to make your fundraiser safe and compliant, you can always contact us at:

 fundraising@cardiomyopathy.org

 01494 791224

Request Your Fundraising Materials

There are plenty of Cardiomyopathy UK materials that we can send to you for your event depending on the type and size of your fundraiser.

T-shirt



Banners and balloons



Collection tin



Other materials that we can send for your fundraiser include stickers, information leaflets and posters.



Sharing on Social

Sharing your fundraiser on social media is guaranteed to help your donations skyrocket. Here are **5 steps** to social media success:

1.



Share share share!

Post on your socials and let everyone know what you're up to and how they can support you.

2.



#TeamCardio!

Don't forget to tag us on social media so we can see, share and celebrate what you're up to with our community.

3.



Thank you!

Be sure to post a thank you message on your social media when someone donates – this shows your appreciation & encourages others to donate!

4.



Social media butterfly!

It's okay to post multiple times as long as each post is slightly different, for example posting facts about cardiomyopathy & giving updates on your progress. New and regular updates keep people engaged.

5.



Camera ready!

Take photos throughout your fundraiser to share on your social media and add updates on your fundraising page. If people can see what you're doing, they'll be more likely to donate.



"Promote your page on social media and let them come to you.

Also do Facebook posts thanking someone who has donated, and this will help jog people's memories of your event and will encourage other people to donate too"

Jon

Asking for Donations

We know some people may find it difficult to ask friends and family for donations, but with these **5 top tips** it couldn't be easier!



1. Add your fundraising page link to your email signature
2. Give back – for example, if you are doing a run, let everyone who donates to you choose a song to add to your running playlist
3. Set a fundraising target so people know how much you still need
4. Ask your workplace if you can set up a fundraising station with information leaflets and a collection tin
5. Share facts and information about cardiomyopathy so everybody knows how important your fundraising is. You could include:

'Cardiomyopathy affects 1 in every 250 people in the UK.'

'Cardiomyopathy is the main cause of sudden cardiac death in under 35-year-olds.'

'Cardiomyopathy can affect people at any age.'



Cardiomyopathy^{UK}
the heart muscle charity

#teamcardio
your support changes lives

www.cardiomyopathy.org

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Kirsty's Top Tips

Kirsty has raised £50,000 in memory of her husband, Lindsey. Here are Kirsty's tips to help you feel more confident asking for donations.

Kirsty



*'It is very important to not lose the sentiment of the reason **WHY** you are raising money and awareness for Cardiomyopathy UK. These tips have worked for me:*

- ✓ *Send a group message rather than personalised direct messages so that individuals do not feel pressured into donating*
- ✓ *Many people don't donate until just before the event or on the event date, so send a global reminder at fixed intervals to encourage those that need reminding, without people feeling harassed!*
- ✓ *Social media is a good way of advertising your event and raising awareness without the awkwardness of asking people directly too*
- ✓ *If you feel uncomfortable asking for sponsorship alone for an event, have a cake sale or offer to do jobs for people in return for sponsorship*
- ✓ *Mix things up to keep people interested – you have to accept that not everyone is going to care about the event as much as you and that's okay!*



Share Your Story

Sharing your personal connection to cardiomyopathy will help people to see why fundraising for Cardiomyopathy UK is important to you. It will also raise vital awareness of the condition and increase people's understanding.



Template help

It can be difficult to talk about something so personal. We have a template for writing about your experience to help you – [download the template](#).



Tell the media

Some local media outlets would love to hear from you. Send our press release template to local media outlets to create a buzz in your community & spark more donations!



Press pack tips

Our Press Pack has plenty of tips and advice on how to make the most out of this opportunity. Any questions contact our team:



media@cardiomyopathy.org



"I chose to support Cardiomyopathy UK through my local glee club because I find the website and Facebook group extremely helpful and supportive, especially since losing my heart failure nurse due to cutbacks. It's so comforting to know there is always somebody to turn to when things aren't going so well and to be able to reach out to others living with Cardiomyopathy."

Jane



Send us your photos on social media using:



@cardiomyopathy



@cardiomyopathy



@cardiomyopathyuk



The day of your fundraising event or challenge is finally here!

Make sure you enjoy every moment of today. Fundraising is about having fun and making memories, and we hope you do just that. Take lots of photos, have buckets of fun and we can't wait to hear all about it.



After Your Event

Match funding

Match funding is where your employer makes a contribution to your fundraising. They may even agree to double whatever you raise.

See if your workplace offers match-funding -you'll be surprised how many companies offer it! Speak to your employer and see how they can get involved.

Some companies will want to see confirmation of your fundraising and we can provide this for you.



Paying in funds

You can donate via our website, by direct bank transfer or by sending a cheque straight to us.



Bank transfer

Get in touch and we can send you our bank details, it is quick and easy to pay in your funds this way.



Online donation

Don't forget to add details of your fundraiser when you donate online:

 cardiomyopathy.org/donate



Post your cheque to us

Make your cheque payable to 'Cardiomyopathy UK', to: 75a Woodside Road, Amersham, Bucks HP6 6AA. Please remember to enclose a brief note with your name, phone number and/or email address and details of your fundraiser so that we can attribute your donation to your fundraiser and confirm receipt.

Thank you!

Your support is saving and changing the lives
of people affected by cardiomyopathy.



01494 791224



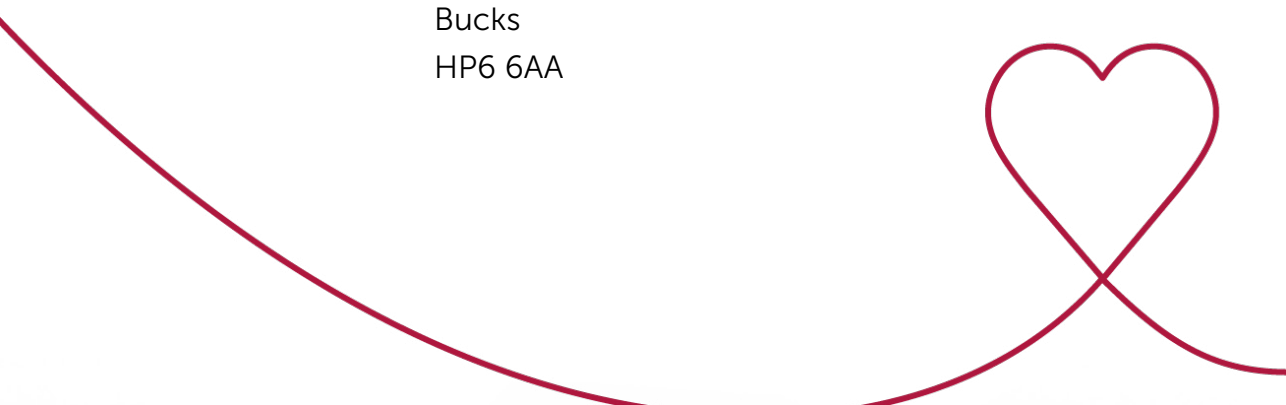
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