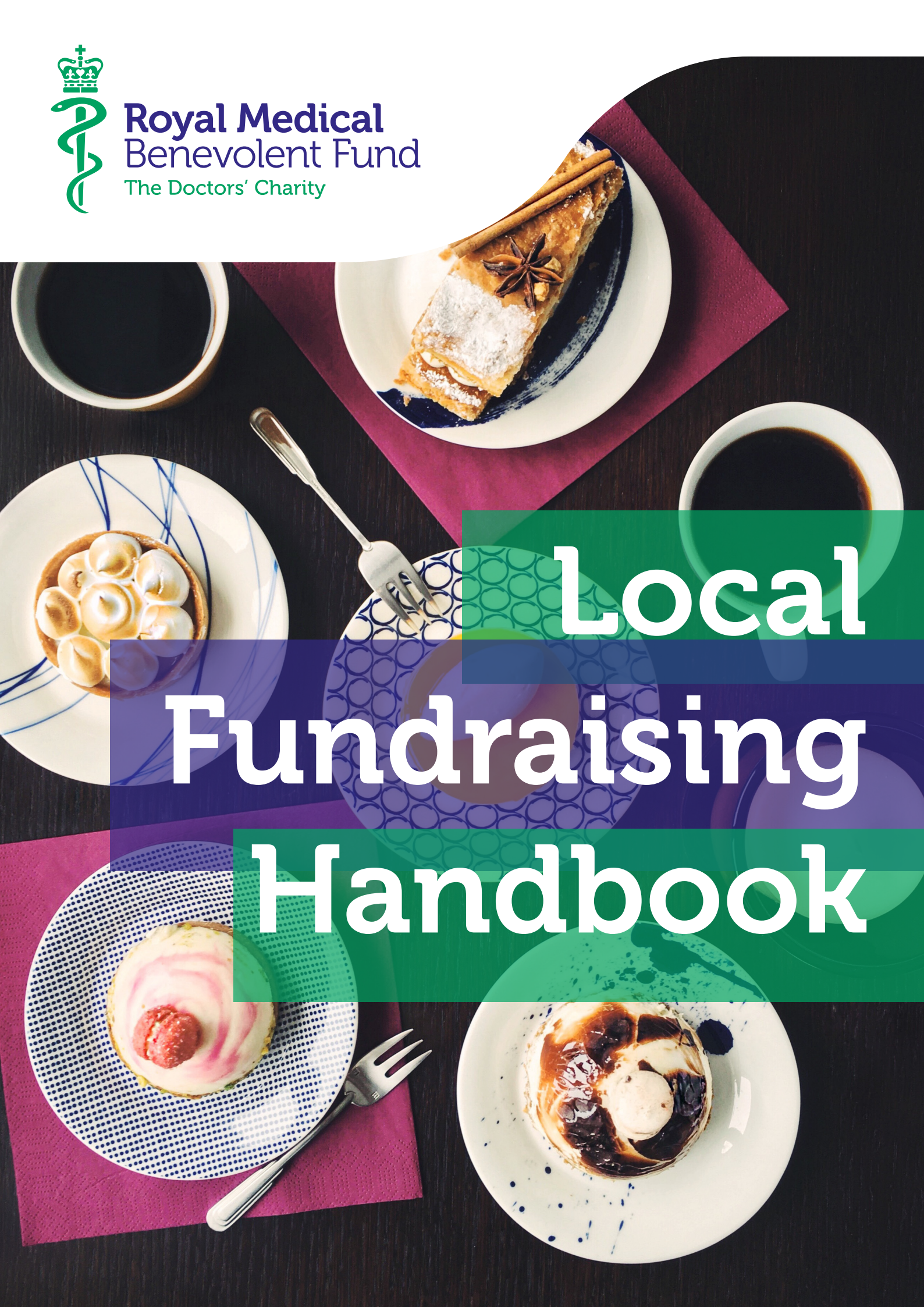




**Royal Medical  
Benevolent Fund**  
The Doctors' Charity



# Local Fundraising Handbook

# Thank you!

**Whether you have been fundraising for us for many years, or you are just starting out, thank you for choosing to support the RMBF.**

The RMBF has been at the heart of the medical profession for over 180 years.

While medicine is a unique and incredibly rewarding career, it is hard work, and doctors are only human. Having the support of colleagues and loved ones can make all the difference in a doctor's time of need.

Without donations from our supporters and fundraisers, we simply could not continue to provide vital support to people in the medical profession. Over the years we have been able to help thousands of doctors, medical students and their family members in their hour of need.

Fundraising for the RMBF could help a family rebuild their lives after a loved one's accident. It could help a doctor retrain after a long gap for cancer treatment. Or it could help a talented young medical student facing hardship to get through their final year and pass their exams.

Whether you're planning a bake sale or a gala dinner, we hope that the materials here will bring lots of enjoyment and help to inspire you!

## How your fundraising makes a real difference

**Raising**

**£50**

could provide one day of childcare for a parent returning to work

**Raising**

**£100**

could contribute to providing a disabled beneficiary with a wheelchair to help maintain their independence

**Raising**

**£500**

could cover essential exam fees to help a doctor get their career back on track after illness or injury

“

Words can't really do justice to the feelings of appreciation I have towards those who run and support the RMBF.

Thank you from the bottom of my heart for all of the kindness and benevolence you have shown me.

”

Message from an RMBF beneficiary

## Meet the Fundraising & Communications Team



**Joe Meredith**

Senior Communications  
Officer

**Sarah Stewart**

Head of Fundraising &  
Communications

**Charlotte Ward**

Community & Events  
Fundraising Officer

If you need any assistance planning your fundraising event, or you're not sure where to start, remember we are here to help! Charlotte is our expert in all matters Local Fundraising, so please don't hesitate to get in touch:

**Charlotte Ward | [cward@rmbf.org](mailto:cward@rmbf.org) | 020 8545 9946**

# Fundraising ideas



## Dinner dance

One of the most rewarding and enjoyable fundraising activities! It's a great opportunity to get dressed up and let your hair down with colleagues or friends. Make sure to take plenty of photos to share afterwards!



## How to maximise your fundraising at a dinner

**Raffle:** Local companies are often very happy to donate prizes for events, as it's a great opportunity to market their products as well as help out in the community. There are a few rules around running a raffle and selling tickets – please get in touch if you need any advice.

**Auction:** Is there anyone in your network who might be able to offer some big prizes to be auctioned off? If you're struggling, it doesn't need to be a physical item – you could auction a person's time or skills (with their agreement!)

**Wear purple or green:** Ask attendees to wear something green or purple in support of the charity. You could even have a prize for best dressed!

## Sporting league

Set up teams between different hospitals, surgeries or medical schools and start your very own medics' sporting league. It could be football, rugby, tennis, golf – anything goes. Ask everyone taking part to make a donation. A great way to get fit and support the RMBF at the same time!



## Cake break

Show off your baking skills and get friends and colleagues together for coffee, cake and a chat. An energy-boosting slice of deliciousness is sure to earn you brownie points at work!



## Quiz night

Put your general knowledge to the test to support doctors in need. We've developed a quizmaster pack to help you get started, but feel free to add your own questions and rounds to spice things up! Visit [www.rmbf.org/quiz](http://www.rmbf.org/quiz) to download questions, picture rounds and answer sheets.



## Open mic

Do you have any talented colleagues and friends who would love a moment in the spotlight – perhaps showing off their skills on an instrument, singing, or reading poetry? An open mic night can be a great way to meet new people and step outside of your comfort zone.

# Challenge events

**We have been lucky enough to have lots of RMBF supporters taking on a personal challenge to support us over the years.** In February 2019, junior doctor Michael Nally – AKA Dr Mike on a Bike – set off on his own personal journey of cycling around the world, a trip taking in 22 countries and 19,000 miles over the course of 8 months.



If following in Dr Mike's tyre-tracks might not quite be for you, remember that there are a wealth of challenge events up and down the country, suitable for all ages and interests. The most important thing is to have fun and do something out of the ordinary – and enjoy the feeling of achievement once it's all over!

If you're thinking of getting involved, the RMBF team are here to support you! We can provide help, advice and plenty of goodies:

- Free custom RMBF gear (a running vest, banners, bunting etc.)
- Sponsorship forms to help you gather donations
- Start-to-finish support and advice, from your first training session to the finish line
- Promotion for your fundraising page via social media and our newsletters



## Using online fundraising pages

We recommend using Virgin Money Giving to create an online fundraising page. We can help you set this up, and provide information and resources to create a compelling, attractive page that will make a fundraising splash.

# Our challenge fundraisers



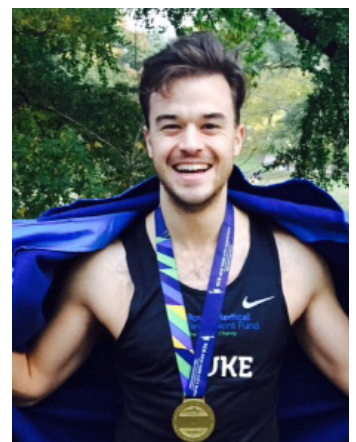
## Walking...

Dr Michael Lancaster-Smith, a supporter of our Bromley & Chislehurst Guild, walked solo from Winchester to Canterbury. This journey of some 150 miles takes in stretches of the historic Pilgrim's Way. "Overall, I walked for twelve days, averaging twelve miles on each stretch," said Michael, "plus probably six miles due to carelessly losing my way!"

## ...running...

In recent years, two hardy souls have taken on major marathons in support of the RMBF.

Christopher Welch (left) completed the London Marathon for the RMBF, 20 years after his father first ran to raise funds in support of the charity.



Junior doctor Luke Ker (right) had his own challenge across the pond, completing the New York Marathon to support doctors and medical students in need.

Both Chris and Luke have family members who have been heavily involved in supporting the RMBF through Guild events and other activities – just going to show that fundraising for a good cause can become a great family tradition!



## ...and riding

Husband and wife team Dennis and Ursula Ferriday put a bicycle made for two through its paces, on a tandem ride from John O'Groats to Land's End. Covering nearly 900 miles over the course of a month, they contended with potholes, adverse weather, and fallen trees, and chronicled the whole journey with blogs and photos along the way.

# Running an event

## A step-by-step guide

### 1. Decide what you want to do

- Is it going to be a small or large event?
- How many people are you going to invite?
- Do you have a fundraising target?
- What is your budget?



**If you have a set budget, track your spending carefully and keep costs to a minimum by asking for discounts or donations.**

### 2. Set the date

- Are there any big events taking place locally at the same time?
- Do you have enough planning time?
- Make sure any special guests are able to attend on that date before sending out the invitations!



**We would recommend a timescale of about a month for smaller events and 3-6 months for larger events. You always need longer than you think!**

### 3. Find a venue

- Is the venue available on the date of your event?
- Can the venue accommodate your maximum numbers?
- Are you happy with the venue's contract? If you're not sure, we will be able to check it for you.



**Make sure to mention that your event is for charity, as some venues will reduce or even waive the fee.**





If you're planning an event outdoors, make sure you have a back-up option, just in case of rain!

## 4. Spread the word

- How will you send out your invitations? Email/post/word of mouth?
- Have you promoted your event on social media?
- Send out reminders at least once
- Keep a record of those attending



The RMBF team can help with designing your invitations or posters, and promote the event via our newsletters and social media.

## 5. On the day

- Make sure all the members of your team are clear about their role on the day
- Most importantly – enjoy yourselves!



We can provide documents and templates that will help the day run smoothly – see page 11 for details.

## 6. After the event

- It's always good to let attendees and sponsors know the difference that they've been able to make. If there's anyone who deserves a special thank you, please let us know.
- Finally, it's great to celebrate your achievements – so if you have any photos that we can share in our newsletter or online, we'd love to see them!



# Money matters

## What to do with funds raised

### Cheques & donation forms

We have a Freepost address to save you the cost of postage. Simply write FREEPOST RMBF on your envelope in block capitals (you don't need to add anything else) and put it in the post. We can also provide pre-printed freepost envelopes for your convenience.



Alternatively, you can send a letter to our address below, but you will need a stamp:

Royal Medical Benevolent Fund  
24 Kings Road  
Wimbledon  
London SW19 8QN



**If you are part of a fundraising group or RMBF Guild, it's really helpful if you ensure that the name of your group is included with any donations that you send to us.**

### Card payments & bank transfers

We can take payment over the phone, so please call 020 8540 9194 with your card details. Alternatively, we can provide you with our BACS details for a transfer.



**Please make sure that any cash is banked as soon as possible after the event before transferring to us. We strongly advise not to send any cash to us through the post.**



**For cash donations, remember that we have collection tins available on request - just let us know how many you need for your event.**

# Gift Aid

If you'll be asking people to make donations as part of your fundraising, don't forget to encourage them to make a Gift Aid declaration and help their funds go the extra mile.

For every £1 donated, HM Revenue and Customs will give the RMBF an extra 25p at no extra cost to the donor or to the charity. To be eligible, donors must confirm that they are a UK taxpayer and make a Gift Aid declaration instructing the RMBF that we can claim Gift Aid.

This is very simple: donors just need to fill out their name and address details and tick the Gift Aid box which can be found on all RMBF donation forms, sponsorship forms, and online giving platforms.



**Gift aid is valid on donations only. We can't claim it for things people buy, such as raffle tickets, event tickets or an auction.**

## Documents and resources

We offer lots of free resources including leaflets, sponsorship forms, pens, stress balls, printable RMBF bunting and many other goodies! To see what's available, please visit:

[www.rmbf.org/fundraising-resources](http://www.rmbf.org/fundraising-resources)

We also have the following documents available on request:

- Donation forms
- Health & safety information
- Risk assessment form
- Information about protecting people's data and privacy
- Gift Aid information
- Letter templates (press releases, sponsorship requests, prize requests etc.)
- Invitation templates

# Good luck... and have fun!



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