Your guide to fundraising for NRAS
Within this guide you’ll find...

- Great fundraising ideas
- Hints and tips on how to maximise your fundraising
- Support with press and awareness raising
- Information on how to be safe and legal at all times
- Information on how your fundraising can help people with RA or JIA

Need help or have any questions?
Contact our fundraising team on 0845 458 3969 or email us at fundraising@nras.org.uk
Thank you

Thank you for taking the first steps towards doing something amazing.

You might have signed up to an event and want to get creative with your fundraising or you may know you want to do something fantastic, but don’t quite know what it is yet.

This guide provides you with the advice and tips you need to be successful in your fundraising.

Don’t forget, we are here to help you every step of the way, our contact details are at the bottom of this page.

Without fantastic people like you raising money for NRAS our work would simply not be possible.

Thank you and good luck.

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Where to start?

We know that Fundraising is always a challenge, but if you get the planning right it can also be good fun and very rewarding. So before you start, we suggest you think about...

How much can you raise?
Always set yourself a realistic target. Your supporters will really appreciate your determination and will be more likely to reward your efforts.

Who will sponsor you?
Think about all the people you know and split them into different groups. For example:
- **Family** – immediate and wider, their friends
- **Friends** – from school, university, clubs, other organisations, online social networks
- **Work** – current and former colleagues, customers, suppliers
- **Community** – pub, church, local shops

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Then think about how likely all these people are to sponsor you, and how much they might donate – you’ll soon see if your sponsorship target is achievable.

You could also...

Ask your friends to help fundraise on your behalf. For example, a friend who plays in a band could organise a gig, or your local pub could organise a quiz for you.

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An easy way to fundraise

Fundraising Online

Online fundraising is fast, easy, and safe. It lets you promote your challenge, contact all your supporters in one go (wherever they live), and raise funds securely.

If you fundraise online, the money comes straight to us so you won’t have to handle it yourself. Sponsors are also more likely to Gift Aid their donations, and online donors are likely to give more!

Setting up a page with Virgin Money Giving, JustGiving or BT MyDonate is simple, they send us what you have raised and claim Gift Aid on your behalf automatically.

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Raising money in memory

You can set up a tribute fund online, where you can create a special and lasting tribute to commemorate and celebrate the life of a loved one. As well as personalising the fund, sponsorship pages for your event can also be created adding to the fund total. See the NRAS tribute garden at http://tributes.nras.org.uk

Why don’t you...

Put the link for your page in the signature of your e-mails, telling everybody what you are up to?

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Organise a fundraising event

So, you want to boost your fundraising totals?

Hosting an event is a great way to publicise your challenge as people will have fun whilst supporting you. Here are a few simple steps to a successful event:

- **Decide** what type of event you want to organise (for ideas see page 10)
- **Choose** where to do it and when (and remember to book the venue and any equipment you need)
- **Ask** family, friends and colleagues to help you
- **Invite** everyone you know to attend

**Why don’t you...**

Find out if your employer has a matched giving scheme and ask them to match all or part of what you have raised?

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Fundraising activities

To get your creative juices flowing, these are a few of our favourite ideas. Choose one, combine several or do your own thing...

Run
Are you looking for a running challenge?
- Brighton Marathon
- London Marathon
- Great Manchester Run Half Marathon
- Vitality London 10,000
- Great North Run
- Berlin Marathon
- Royal Parks Half Marathon
- Muddy Runs

Walk and Trek
Put your best foot forward for RA and JIA
- Vietnam Hill Tribe Trek
- Great Wall of China Trek
- Thames Path Challenge
- London to Brighton Challenge
- Vietnam Hill Tribe Trek
- UK Survival Challenge
- Mount Kilimanjaro Trek
- Sahara Trek

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Cycle
Take on a cycling challenge for NRAS
- Prudential RideLondon 100
- London to Paris Cycle Ride
- Land’s End to John O’Groats Cycle Ride

Adrenaline Rush
For the adrenaline junkie!
- Zip Line
- Wing Walk
- Bungee Jumping
- Tandem Skydive

Fundraising Resources
Fundraising is vital for us, without your support we would not be able to carry on supporting people with rheumatoid arthritis.

- Host a Tea Party – Throw a tea party for NRAS... it’s a piece of cake!
- Play the NRAS Lottery – Play the NRAS Lottery and support NRAS at the same time
- Fundraise at work – There are lots of ways you and your colleagues can fundraise for us at work!
- Gifts in Memory of a Loved One – A valuable and positive way to celebrate the life of a loved one
- Other ways to give – You can also support us by shopping online, recycling, buying gift cards and much more!

Have a look at the fundraising section on our website at www.nras.org.uk/fundraise for more information on making the most of your event.
Keep it safe and legal

It is important that you ensure that any activity you run to fundraise in aid of NRAS is legal and safe for you and the public taking part. Here is some basic advice, but please get in touch with our Fundraising Team or your local authority website if you need any more information.

**Raffles and Lotteries** – small raffles held as part of a larger event are acceptable as long as ticket sales and the announcing of results take place during the event and there are no cash prizes. Raffles on their own have complex regulations, so please get in touch if you would like to hold a raffle.

**Licences** – to collect in any public place you will need a licence from your local authority for any of the following activities: sale of alcohol, extended hours, provision of food and drink, copyright and royalties for drama or film shows, collecting money or selling goods in a public place. We can also provide a letter of authority if required.

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And remember:

- Get parental permission if children are helping at your event
- If your event is on private property, get permission from the owner/manager
- Do not collect money from door to door – this is illegal without a licence from your local authority
- People collecting on your behalf must be aged 16 or over

This is basic advice, but please get in touch with our Fundraising Team if you need any more information.

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Promoting your challenge is key to maximising your fundraising efforts.

First you need to decide who you want to tell, what you want to tell them, and how. Remember a few easy rules:

- Be short, compelling and to the point
- Say what you are doing, how much you want to raise and how they can help
- Tell them why you’re supporting NRAS and where their money will go
- No two audiences are the same – think about how best to talk to them

Remember… if you are planning to use the media, it’s a good idea to contact us for help. Any fundraising materials you use should say: ‘In aid of NRAS, a private company limited by guarantee. Registered Charity Nos. 1134859 and SC039721.’

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Press release

If you want to contact your local newspaper to tell them your story, we’ve already prepared a press release example you can use, so if you would like it just get in touch.

- Decide what media might be interested in your story – your local newspaper, radio station or maybe TV channel
- Ask for the right contact and send them your press release (once you have made it more personal and relevant to your reader)
- Keep the information short for those busy journalists – keep it to one A4 side, and don’t clog up their e-mail with attachments
- Don’t forget to mention your fundraising events
- Follow up with a phone call a few days later, and offer to provide pictures and additional information if they need it

Online

**News travels faster on the net!** Now you have set up an online fundraising page you can reach as many people as you like. To talk about your challenge you can:

- Put the link to your fundraising page at the bottom of your personal and work e-mails (check with your employer if this is okay)
- If you have a page on a social networking site (Facebook, Twitter, Flickr etc) add your link there and tell your friends to support you
- Make use of other websites, such as your work intranet, your friends’ or your clubs’ pages. Ask them to write about you and promote your fundraising page
- If you have your own website or blog, update people about your training and fundraising efforts. You could even film yourself training and put it on YouTube

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Collecting money

Here are a few tips for collecting your sponsorship money:

Use your online fundraising page – money paid via this route will come straight to us, so you won’t have to chase anybody for their donation.

Start your sponsorship forms with your highest donations – those sponsoring you later on may look at the form for a guide of how much to give you.

Gift Aid

Thanks to Gift Aid, we can claim back the tax on some donations, at no extra cost to the donor! Here’s how:

- Ensure that all sponsors who are UK taxpayers tick the Gift Aid columns next to their name on the sponsorship form (or when they donate online)
- Make sure they write down their full name and full home address (including post code)
- When you collect the money, fill in the ‘amount given’ and ‘date given’ boxes to confirm the amount you have actually received
- Send the sponsorship forms to us, and we will claim the Gift Aid

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If your sponsors are donating online, they just need to tick the appropriate box if their donation is eligible for Gift Aid, and everything else will be done for them!

**PLEASE NOTE:** Gift Aid cannot be included in your fundraising pledge or minimum sponsorship target.

**When can Gift Aid not be claimed?**

- On payments for which the donor receives something in return – i.e. goods from a stall, raffle tickets, entrance tickets to an event
- On deposits and registration fees
- On donations made by the participant themselves or in certain circumstances donations made by people connected to the participant
- On company donations

If you have any queries call us on **0845 458 3969**.

**What to do after the event**

At this point you may be tired, but happy having completed your challenge. There are just a few more things to do:

- Pay in your ‘offline’ sponsorship – through our bank account (within 90 days of you receiving the money) or by sending a cheque made payable to NRAS
- Send in your sponsorship forms – so we can claim Gift Aid
- Thank your donors and let them know how you got on

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All for a great cause

We receive no statutory funding and so have to fundraise for every single penny we spend.

Your help will make a difference and ensure that we can continue to support people who live with rheumatoid arthritis or juvenile idiopathic arthritis and help them to lead as full a life as possible.

So, thank you for taking on a challenge and supporting us.

To find out more about how NRAS spends its money, visit www.nras.org.uk

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Tell your sponsors how much their sponsorship money can achieve:

£3 could provide someone with vital information in a time of crisis

£8 could support and reassure a caller, softening their concerns and fears

£10 could help ensure people with RA have 24/7 access to safe online information and support

£15 could help someone with RA to meet others living with the same issues

£25 could match two people with RA who desperately need someone to talk to with a volunteer

£50 could help a child with JIA learn how to express how their disease makes them feel

£250 could help us campaign nationally for improved care and access to health services for people with RA or JIA

£500 could provide a clinic with our materials to support families at the time of a diagnosis with JIA

£1,000 could help us invest in new services to help people with RA or JIA

£3,150 could help us to launch a new NRAS Patient Group helping people to support people with RA in their local area

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People we help

“Thank you for all the hard work and dedication you show in helping us all with RA. NRAS have provided brilliant information and support and I am very grateful to all of you.”

“I have just recently joined NRAS even though I was diagnosed with RA 47 years ago. I attended my first meeting quite recently and found it to be very informative and enjoyable. It was really good to meet with fellow sufferers and chat with them. I recommend to anyone who has thought about going to these group meetings to do so.”

“I wanted to email to thank staff at NRAS for organising my volunteer call – it was so good to talk, laugh and share our experiences in terms of the condition both negative and positive, it felt incredibly cathartic to hear similar issues/concerns and not feel bad, alone or a failure I wish I’d done this earlier instead of stressing!”

“I have used the helpline, it really made a difference on a bad day. I’m sure I will be using it again at some point..! I think NRAS is amazing, keep up the good work.”

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NRAS is amazing. Keep up the good work!

Informative and enjoyable

Thank you for all the hard work and dedication!

It was so good to talk, laugh and share

Brilliant information and support

NRAS is amazing. Keep up the good work!
Other ways to get involved

There are so many different ways you can support NRAS.

Here are just a few of the ways you can help us to help people with RA or JIA:

Volunteer to cheer

We are always looking for enthusiastic volunteers to come and cheer on our fundraisers at running and cycling events throughout the country. Our cheerers make a massive difference, motivating our amazing runners and cyclists to keep going to the finish line. All you need is a spare few hours to shout, whistle, clap and show your support.

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Take photos and send them to us

We love to see photographs of your amazing fundraising events so that we can let everyone know on social media and in our magazine what you have been doing.

Become a Friend of NRAS

By becoming a Friend of NRAS and giving a regular donation you will be supporting people in the UK who live with RA or JIA.

Regular donations help us plan our income to ensure our key services e.g. our groups, helpline, publications and peer to peer support, are available to everyone who needs them.

For more information on any of the above or other ways you can get involved with supporting NRAS, email fundraising@nras.org.uk
Changing Minds, Changing Services, Changing Lives

For people with Rheumatoid Arthritis and Juvenile Idiopathic Arthritis

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