



Fundraising Pack

www.dmws.org.uk





**Bolt
Burdon
Kemp**

With grateful thanks to Bolt Burdon Kemp Solicitors for the generous sponsorship of this booklet
www.boltburdonkemp.co.uk

About DMWS

We provide welfare support to Service personnel from all three services and their families when they're in hospital, rehabilitation or in recovery centres. In some areas we also provide support to Veterans too.

We are unique - the only civilian welfare agency to be deployed alongside the Armed Forces to areas of conflict. We currently have staff based in Camp Bastion, Afghanistan, providing support to staff and patients regardless of nationality and previous to this supported the troops in Iraq, Kosovo, The Falklands and World War II to name a few.

Our service is vital in maintaining military capability and morale and we support troops from the frontline right through to recovery



What we do

Our vital service provides:

- 24 hour response 365 days of the year
- Assistance and support in the event of death or bereavement
- Visiting soldiers in hospital or rehabilitation
- Help with accommodation for family visiting wounded, sick or seriously ill patients
- Supporting staff exposed to the challenges of caring for wounded, injured or sick members of the Armed Forces
- Signposting or referring to other agencies

Fundraising for DMWS

We are really grateful that you have decided to raise money for DMWS. Your help will enable us to continue to provide much needed services to the Military community that sacrifice so much.

How your money helps



£10

could help pay for a
Welcome Pack for patients
and their families





£15

could help pay for two Kids Activity Packs



£100

could help fund a day out for a family having to come to terms with a life changing injury or illness



£200

could help towards the funding of a Welfare Officer

Getting Started

There are many ways you can get involved in fundraising for DMWS either individually, with friends, colleagues, or as part of an organisation. We're here to help and support your ideas and plans but here are a few just to get you started:

Take part in an organised sponsored event – register for one of the many sporting events such as the London Marathon, London Triathlon or Great South Run and nominate DMWS as your chosen charity

Plan your own sponsored event – anything can be done (within reason!) from a head shave to a sponsored slim

Involve your colleagues – have a dress down day or challenge your boss to do something outrageous!

Organise your own event – get some friends together and organise a charity ball or auction. Here are a few more ideas to get you thinking:



Barbeque
Beard Shaving
Bingo
Bring & Buy
Cake Sale
Car Boot Sale
Car Washing
Carol Singing
Dinner Party

Disco
Dress Down Day
Eighties Night
Fancy Dress
Fashion Show
Fun Run
Golf Tournament
Ladies Lunch
Leg Waxing

Quiz Night
Raffle
Silent Auction
Sponsored Silence
Sponsored Slim
Talent Competition
Valentines Party
Wine Tasting
Xmas Fair



How to do it

Everyone can make a difference to DMWS regardless of whether it's a large event or a small donation. We would love to hear about what you do, just have fun, keep it legal and donate all money raised to DMWS.

Whatever you decide make sure you enjoy it. Choose something that fits in with your lifestyle and that is achievable. Often the simple things are best.

Having a plan is key to your success, and we have listed on the following page some of the main headings you need to think about

WHEN – Choose a date that is best for you and your supporters and remember to give yourself enough time

WHERE – Choose a venue that is large enough and has all the required amenities. Remember to have the necessary licences if you want to sell alcohol or have live music

BUDGET – We suggest you work out a simple budget at the start of your planning. Include all costs you expect to incur (promotion, equipment etc.) and estimate how much money will come in (donations, tickets, sponsorship). Try and reduce your costs by getting donated goods or company sponsorship

PUBLICITY – It's important that you let people know about your event. Think about the best way to advertise such as banners, invitations, emails, posters etc. Tell your local media, we have template press releases and letters to editors you can use

EQUIPMENT – Write a list so you don't forget anything. Additional Sponsorship Forms and Gift Aid Declarations are available from our website

HELPERS – what help will you need? Remember to ask them in plenty of time

CONTINGENCY PLANS – What if it rains? Do you have a Plan B? Don't be afraid to cancel or postpone an event if necessary

FINAL CHECKS - Write a checklist of all the things you need to do so you don't forget

THE AFTERMATH – Account for the money that has been raised and let DMWS know. Celebrate the success!

DON'T FORGET TO THANK EVERYONE WHO HELPED YOU

Maximising your fundraising

You have an idea – how do you make it successful?

Talk it through with friends, family or colleagues. Ask them if they think it will work, if they will support you and whether they know of anyone else who can?

Talk to us, we're here to help. Give us a call on 01264 774001 or email info@dmws.org.uk. We've got lots of experience you can benefit from

Think about your fundraising target, how you're going to achieve it and the time you have available to dedicate to your chosen activity

Does your employer run a "matched giving" scheme? Many employers will double any funds raised by an employee for charity. Speak to your HR or Marketing Team

Can you get any supplies as a "gift in kind"? The most successful fundraising is where all necessities are donated and you don't have to pay for anything

Register with online donation sites like virginmoneygiving.com and justgiving.com. Online sponsorship sights are an excellent way to save time and reach a wider audience at the same time. You can also personalise your message to your event and claim gift aid automatically



Creating your page on the Virgin Money Giving Site

Go to www.virginmoneygiving.com

Click on “Create your page”

Choose Defence Medical Welfare Service as your charity

You will then need to sign in if you already have an account or create an account if you don't. You will then be asked for a web address for your page

Select what type of event you are taking part in

Complete further details on your event, including Event Name and Date

You will then be able to customise your page including a page title, photos and other various features that are available

Once your page has been created you will then be able to email it to everyone about your fundraising and invite friends and colleagues to sponsor you

If you need help at any stage when creating your profile, simply click on the “Help Guides” in the top right hand corner

Tips for your fundraising page

Add a photo of you so that donors can identify with you and tell them how much their donation means to you. Be creative your message.

Try and make sure the first donation on your page is a large one – this helps other following decide how much to give themselves. You can also add offline donations to boost your total

Tell people about your fundraising page – include a link on your email signature, plan a weekly email to your contacts telling them how your fundraising is going and tell everyone via your Facebook page or Twitter

Your online fundraising page has an option to link directly with your Facebook page – simply click on the Facebook icon

Keep fundraising after the event – approx. 20% of donations arrive after the event

Your money will automatically be sent to us, saving you time



Promoting your Activity

Success of any fundraising campaign is mainly down to communicating what you are doing. People are more likely to donate and help if they understand your project or event, what they can do to help and that you are raising funds for DMWS

Explain why you are supporting DMWS and how much you're hoping to raise

Send a letter to all your friends

Create your own posters and leaflets

Contact your local paper; they are always looking for interesting stories. Please use one of our standard press releases

See if your local supermarket, church, library, school, council or club have a notice board.

Don't forget your workplace, doctors surgeries and community centres

Online: visit www.virginmoneygiving.com to create your own fundraising page

Set up your own web page or blog on networking sites such as Facebook, LinkedIn or Twitter to tell people what you are doing

Make a video and upload it to YouTube – it could be about what you're doing and why, or even while you're doing the event. Make it original, creative as short – you never know it might go viral! Tag you video with keywords like charity, fundraising, DMWS

Tell us about your event and we will promote it on our website, Facebook page and our Twitter stream

Don't forget to email us your fundraising photos!

Keeping it legal

When you're fundraising for DMWS you are acting "in aid of" DMWS rather than "on behalf of" or "representing" DMWS. This means you are operating independently of DMWS and what you do does not fall under control of the charity. Please make sure any publicity material including posters and tickets include the line "In aid of DMWS registered charity no 1087210"

Other things to be aware of:

First Aid Cover – for larger events you may well require first aid cover. The amount of first aid cover required will depend on the size of your event. Do check with your local council for advice. First Aid providers you may want to try include St John Ambulance www.sja.org.uk or The British Red Cross www.redcross.org.uk

Temporary Event Licenses – If you are having alcohol and/or live music at your event you will need to apply for a temporary event license, if you are not using a licensed premises (pubs, bars and restaurants should all be fine). If you intend to serve cooked food after 11pm you will also need to apply for a license. Please contact your local council to apply for a license

Collections – It is illegal to carry out house to house or public street collection without a license. If you want to do a collection on private property (a train station, supermarket etc.) you will need to get permission from the Manager. DMWS will need to see written proof that you have permission to collect

Raffles & Lotteries – If you're holding a raffle and have a single prize worth more than £200 or you are selling tickets prior to the date of your event, you may need a license. Please contact your local authority and look at the website www.gamblingcommission.gov.uk for further information

Food Hygiene – If you are selling food to members of the public you will need to ensure the vendor/catering supplier is licensed. Contact your local council for food hygiene regulations and take a look at the website www.food.gov.uk

Sending in your money

Congratulations you've done it! Please remember to send us the money you raised within three months of completing your fundraising event. The quicker you send us the money the quicker we can put it to good use.

If you have collected cash, please do NOT send it by post. Contact us for a Paying in Slip. Send us a postal order or cheque made payable to the Defence Medical Welfare Service along with your completed Event Result Form. Don't forget to write your name, address and event name on the back and post to:

DMWS

Old Stables, Redenham Park

Redenham, Nr Andover

Hampshire, SP11 9AQ

Don't forget to Gift Aid it: Gift aid allows us to claim back the tax on every eligible donation from the Inland Revenue. That means for every £1 you raise we'll be able to claim up to an extra 25p

Do use our pre-designed Sponsorship Form which you can download from our website and return this with your sponsorship monies. Please make sure the sponsor gives their name and address (including postcode) and ticks the Gift Aid box. We can't claim the extra cash otherwise

Finally – now's the time to thank everyone involved in helping you raise your fantastic total. Why not send another press release to the local newspaper telling them how well you did. Include some digital photos to show what a challenge it was!

General Checklist

What to do?	Who will do it?	Done
Date		
Site/venue booked		
Budget		
Public Liability Insurance		
Council permission/ licences required		
Admin helpers		
Marshalls		
Security		
Military liaison		
First Aid cover		
Toilet facilities		
Seating		
Confirmation of bookings in writing		
Police liaison		
Fire Brigade liaison		
Car parking/directions signs /car passes		
Rehearsal/run through		
Health & Safety		
Risk Assessment		
Stalls/side shows		
Loading/unloading arrangements		
Planning permission for signs/ banners		
Sponsor Forms		

What to do?	Who will do it?	Done
Entry fee/admission		
Bands/entertainment/taped music		
Sound system/lighting		
Changing facilities		
Refreshments/catering		
Programme design/print		
Certificates/t-shirts ordered		
Marquee/shelter		
Press release		
Photographer/media cover		
Letters to companies for sponsorship/gifts in kind		
MC/announcer		
Celebrities & VIP's		
Letters/invitations to participants		
Print & distribute posters		
Advertise widely		
Refuse collection		
Raffle/tombola prizes		
Thank you letters		
Wash-up meeting		

EACH EVENT IS DIFFERENT AND THIS IS ONLY INTENDED AS A GUIDE



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