

British Thyroid Foundation

Fundraising Guide

Do it for the BTF!

By choosing to raise money for the BTF you will be making a difference to thousands of people living with thyroid disorders across the UK.

- £5 provides an information pack for five newly diagnosed patients
- £10 enables us to reply to two patient medical queries
- £25 pays for the BTF telephone helpline for one month
- £35 gives funding for a local group meeting with a medical speaker



Fundraising for the BTF

Raising funds can be fun and challenging. Here are a few points to consider before you start

- brainstorm your ideas with friends and agree on something that seems realistic and you will enjoy doing
- set yourself a fundraising target
- allow time to prepare and promote your fundraising activities

You can raise funds in all sorts of ways. Here are a few ideas

- cake stall, coffee morning, a BBQ around a sporting event
- sponsored beard or moustache growing (or losing) challenge
- clear the attic or garage and hold a car boot sale
- hold a clothes swap party or fashion show and ask for an entrance fee
- sporting challenge – walk, run, swim, skydive, cycle, bungee jump, golf competition
- hold an online gaming event, quiz night, tombola or raffle

Once you have decided how you will fundraise for the BTF, get in touch and ask for a sponsorship proposal form or download the form from the BTF website <http://www.btf-thyroid.org/get-involved/118-sponsorship-packs>



How to maximise your fundraising

Online fundraising

Set up your own page on a secure fundraising platform such as JustGiving or BT MyDonate. Sponsors can donate quickly and easily online with a credit or debit card and money raised comes straight to the BTF. If your supporters are UK taxpayers, remember to ask them to Gift Aid their donation.

Use photos, add a story and your fundraising target and then let everyone know. Share your fundraising page, you can even add it to your email signature and social media profile.

Match Funding

Ask if your workplace offers match funding. It's a great way to boost the money you've raised and gives an extra incentive to all your supporters.

Top tips to increase donations

- remind people again about your fundraising, nearer to your event
- if you're doing a sporting challenge, think about organising a sweepstake on your finishing time. Ask people to donate £2 to guess your finishing time and give a prize to whoever has the closest guess!
- do your event in fancy dress, or colour your hair for extra attention and pledges
- keep your fundraising page open after your event for a month or so, especially if you've shared photos and details of your challenge because 20% of people donate at this time



Sending in the funds you raise

The sooner you are able to send in the funds you raise, the sooner we can use the money to help people with thyroid disorders.

Online

The safest and most secure way to raise funds is to ask your supporters to use your online fundraising page.

Cheques

Wherever possible encourage people to write cheques made payable to the 'British Thyroid Foundation' and send them to the BTF.

Cash

If you receive cash or cheques payable to yourself, bank them into your account and write a cheque payable to the 'British Thyroid Foundation' for the full amount and send it to the BTF.



Bank Transfer

You could also transfer the money direct to the BTF (please get in touch for details).

All funds should be accompanied by details of your fundraising event, a contact name, email or postal address so we can identify and acknowledge your donation. Please do not send cash in the post.

Get in touch

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www.btf-thyroid.org

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The BTF is entirely dependent on amazing people like you whose commitment and enthusiasm is inspirational. Thank you so much for your support!

BRITISH
THYROID
FOUNDATION®
Registered Charity No: 1006391, SC046037

Legal and Health and Safety considerations

When fundraising, it is important to bear in mind a few things to ensure your plans are in line with legal and health and safety regulations.

- All publicity material should state 'All proceeds/profits will go to the British Thyroid Foundation'
- Events should be held 'In aid of the British Thyroid Foundation, Registered Charity No: 1006391, SC046037'

Raffles are regulated and the only type of raffle that can be operated without a licence is one where tickets are sold and the prize draw is held on the same day. You cannot pre-sell tickets without obtaining a licence from your local council. You must do this directly with them, and not through the BTF.

For further information please contact the BTF.