

The Little Book of Big Ideas

Fundraising for the
National Osteoporosis Society



Introduction

Welcome to the world of inspiring and entertaining fundraising. Thank you for making a decision to make a difference.



The world has some remarkable people in it. People who think about more than just themselves, who refuse to believe that it's all doom and gloom and who know that with a bit of imagination, energy and support it is possible to make life better for others. **YOU** are one of those people and we are thrilled that you have chosen us.

The good news is that we are **BRILLIANT** at supporting people like you and we will do all that we can to help you along the way. As a team of fundraisers ourselves, we know that yes – raising money is a challenge, but it is a rewarding and enjoyable one.

This little book of fundraising will give you loads of ideas, tips and advice that will fill you with confidence and make you into an instant expert. There is information about three of our most popular fundraising events – **Tea Parties**, **Go Orange** and **Big Bone Walks**, and our newest idea – **Retro Sports Days**. As well as this essential guide, you can speak to one of our team on **01761 473103** or you can email us at **events@nos.org.uk**.

We would love to be part of your fundraising adventure so please feel free to get in touch whether you want advice, to talk through a new idea or tell us about the amazing things that you have been up to.

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The Impact

How will my money make a difference?

We know you haven't taken the decision lightly to raise money for us, and we won't spend it lightly either – every penny will help us work towards a breakfree future. We want to eradicate unnecessary broken bones, saving thousands of lives and helping people to live their lives without pain and disability.

The National Osteoporosis Society is the only UK-wide charity dedicated to improving the prevention, diagnosis and treatment of osteoporosis and fragility fractures. We estimate that three million people in the UK have osteoporosis. Fragile bones lead to 300,000 fractures in the UK annually and compared to 275,000 heart attacks and 110,000 strokes.

Over 13,000 people call our helpline every year, reaching out to our nurses for essential information and support.

Your fundraising will help us to give strength to people with fragile bones.

“When I was at my lowest ebb, miserable with the constant pain and confused by the medical advice I was getting, I rang the National Osteoporosis Society’s Helpline. They were wonderful, knowledgeable, caring and supportive. I honestly don’t know how I’d have coped without their expert help, and their compassion.”

Christine



The Big Idea

**Pub Quiz • Comedy Night • Fashion Show • Cake Sale
Craft Hour • Apprentice • Come Dine With Me • Fancy Dress Day
Talent Show • Street Collection • Sports Competition
Raffle • Highland Games • Beard Competition • Ice Cream Party
Miniature Golf • Barn Dance • Pamper Night • Wine Tasting
Clothes Swap • Movie Night • Book Sale • Bean Bath • Sports Day
Dog Walk • Art Sale • Zumba • Knit-A-Thon • Bachelor Auction
Bingo • Duck Race • Formal Dance • Dog Wash • Face Painting
Poetry Slam • Party • Snail Racing • Superhero Day • Busker Battle**



A sports quiz or sweepstake for football fans, a clothes swap or catwalk show for fashionistas – at home, at work or out and about, think about who you want to get involved and what their interests are. Here are a few ideas to get you started, and we'd love to hear all about your other big ideas too...

Tea Party

Some things in life are inevitable. One of them is that the British LOVE a tea party. Cake, tea, treats and a chance to catch up with friends, whilst supporting the National Osteoporosis Society – fantastic!



Invite your friends, family and colleagues round and ask them to contribute donations, or hold a bake sale at the same time to bring in the cash – it's amazing how generous people become when baked goods are involved!

We can send you posters to help you advertise your tea party and even recipes from our very own patron Mary Berry to help you get started. You can either call the **Events Team on 01761 473103** or go to **www.nos.org.uk/teaparty** to register.

We'd also love to hear from you if you have any recipes that always go down a treat in your house!

Big Bone Walk

Our Big Bone Walks are a huge part of our fundraising at the National Osteoporosis Society, with thousands of miles raising thousands of pounds towards our work.



On May 25th, 2012, 25 people walked for 25 hours to raise £25,000 for the National Osteoporosis Society and another charity. It was an amazing adventure, covering 50 miles of London through the night led by intrepid adventurer Michael Dooley, who organised the whole event. To date, the walk has raised over **£55,000** and has had a phenomenal impact on both charities that were supported by the event. Along with lots of blisters and some very sore feet, the event will be remembered by everyone who was involved as a really wonderful day and an amazing achievement.

As well as promoting positive bone health, a **Big Bone Walk** is a great way to get together with a group of friends, family or workmates and to meet new people. You'll see familiar places in a whole new light, and you can even theme the walk – in the past people have organised coastal walks, Christmas themed Santa Strolls, ghouling ghost walks and historical city tours.

If you want to put on your own walk, contact events@nos.org.uk or call **01761 473103** to request sponsorship forms, posters, Big Bone Walk T-shirts for the organisers and even medals for the best fundraisers!

Go Orange

At work, at school or in your local community, you can Go Orange to show your support for the National Osteoporosis Society.

You can sell our Orange Ribbons, organise an orange fancy dress day, host an orange tea party or make fresh orange juice to sell – the more original, the better. Here are a few ideas about how you can **Go Orange for Osteoporosis...**

- Make orange decorations – bunting, streamers, flags or paper chains
- Have an orange buffet at work – with orange jelly, fruit smoothies, carrot sticks, marmalade and orange juice
- Have an orange themed fancy dress day – pumpkins, carrots, or just as much orange as you can find
- Have an orange tea party - everyone loves a slice of carrot cake
- Put on an orange game of basketball or rugby



So, to get going for Go Orange...

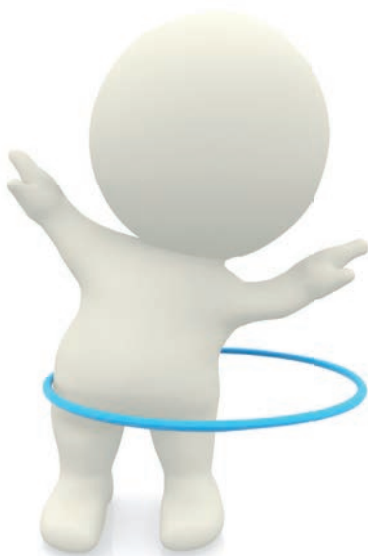
- 1. Choose your orange plan and have a look through the advice on pages 9, 10 and 11**
- 2. Set a date**
- 3. Get in touch with our Fundraising Team for any resources you need**
- 4. Advertise your Go Orange event and tell as many people as you can**
- 5. Enjoy the event and take loads of photos**
- 6. Gather all the money you've raised and send it to us so that we can put it to good use making a difference to the lives of people with osteoporosis**
- 7. Feel lovely about the wonderful things that your orange day has done!**

Retro Sports Day

Bring back those hazy days of summer by teaming some old-school sports day events with some classic 80s lycra, leg warmers and sweat bands and you have a guaranteed winner! Perfect for work or an afternoon in the park with your friends, just ask for a donation from each person joining in and you could even do a sweep stake on who the winner or winning team might be.

Our top tips for making it a fun afternoon are:

1. Nominate a 'Headteacher' referee who can be in charge of the day, and dress them in a suitably retro outfit – a head band, some ankle warmers and a whistle and you'll be good to go!
2. Choose your Sports Day activities
3. Get the sportspeople to form teams and choose some great 80s names for their teams – bands, cartoon characters or TV shows all work fantastically



4. Make sure you get some great photos to send in to us of everyone in the middle of the action
5. Have a medal ceremony and party to congratulate the winners!



Here are some of our ideas for an amazing retro sports day:
Tug-of-war • Egg and spoon
Sack Race • Obstacle Course
Three-legged Race
Space hopper challenge
Timed hula hoop challenge

Picture Perfect Planning

Who?

Invite the right people for the event and give them plenty of notice. Set up an event on Facebook and ask your friends to invite people too – word of mouth is a brilliant marketing tool.

When?

Is your idea best suited to an evening, a weekend or a lunch hour? Think about how easy it will be for people to join in – will they need time off work or a babysitter? Make it as easy as you can for people to come along.

Where?

Find a venue that suits what you're doing – outside or inside, public or private, at work, school, college or in the gym. Dare to be different – a yogathon on the beach or a fashion show on your local high street will get you more attention and maybe more donations!

Do the maths

Work out what your event will cost, why people would pay to join in and how much they would be likely to give. Think about extra ways to make a bit of cash too – souvenir photos or refreshments on the night?

Be realistic about how much you can raise through your event and keep your costs low – don't be afraid to ask for favours or freebies to keep costs down. If people know that you're doing a charity event they might offer you some free support, and always get your friends and family involved in organising the event. If you want an example budget, just ask the events team on events@nos.org.uk.





Read All About It

Good promotion is the key to any successful event – eye catching and unique advertising will help attract an audience.

Online Fundraising

These days the number one way to increase your fundraising total is to use an online fundraising page and we recommend www.virginmoneygiving.com. The fundraising team are really happy to talk you through setting it up, or you can ask them to send you some step by step instructions.

Social Media

Use Facebook, Twitter or any other social media site to shout about your event and get people involved. If your family or friends are using it, get them to shout about it too!

Posters

We can provide you with a template for your poster, or you can create your own. Either way make them clear, simple and think carefully about where you display them to reach the right people.

Invitations

We can provide sample invitations for you to use to create your own unique invitations for your fundraising event. Make them a bit different to attract attention!

Press Release

To obtain wider publicity for your event, you can write a press release and send it to your local paper, radio and community newsletter. We're happy to help you with writing a press release – just email Siobhan on s.hallmark@nos.org.uk for advice.

Advertising

There are lots of places within your community where you may be able to get free advertising including local websites advertising upcoming events, some local shops and supermarkets, parish newsletters and other free community magazines.

Sponsorship

If any companies are supporting your event, ask them to help you promote it too – they will often happily use their websites and twitter accounts to help you out.

If you would like to produce materials for your event, please clearly state who is organising the event. Please contact us to use the charity logo.

Fundraising Materials

To make your event a real success, we can provide you with lots of resources to help with promotion including t-shirts, collection buckets or tins and sponsor forms.

The Sensible Bits...

There are of course a few things you'll need to think about when organising your event to make sure that it runs smoothly and is safe, but don't worry – we're more than happy to talk through all of this with you if you'd like some advice!

Food

Check the food hygiene regulations for your event. Your local council can advise you on this.

Alcohol

If you are including alcohol in your event, check whether your venue is licensed or if you need to obtain a temporary licence.

First Aid

Talk to your local council to identify the cover you need. First aid is available from a number of reputable organisations.

Licences

It is best to check with your local authority to discuss with them whether you need a licence.

Helpers

Please ensure you brief your helpers. Include health and safety information and what to do in case of emergency. Don't forget to say thank you to all who help.



Collections

To carry out a house to house or street collection, you will need a licence from your local council. If the collection is on private property you do not need a licence but permission from the owner.

Venue

Ensure there is full disabled access to your venue for those who need it. Ensure you do not exceed capacity.

Raffles and Lotteries

The Gambling Commission will provide you with up to date information about holding a raffle or lottery.

Money

Make sure you keep all money in a lockable box. Always count and record the money received with at least one other person. Never put yourself or your helpers at risk whilst carrying money.

Risk Assessment and Insurance

Identify hazards that may be present at your event and minimise any risk that could be involved. Some venues require a risk assessment. We can help you with this.

Well done you!

Once your event is finished it is time to give yourself a huge pat on the back and thank everyone who was involved in helping to make it a success. Your efforts will help us work towards a breakfree future.



It's time to start collecting and banking the money that you have raised. There are a number of ways you can get your fundraising to us.

Online

You can submit all of your fundraising onto a **Virgin Money Giving** or **Justgiving** page. Once it is submitted, it is transferred directly into the charity account after approximately one week.

By post

Please send your fundraising by cheque to

The Fundraising Team
National Osteoporosis Society
Camerton
Bath
BA2 0PJ

Make sure you include who you are, your contact address and how you raised your money. Please avoid sending cash through the post as this is not advised.



At your local bank

If you would like to pay your fundraising straight into the charity account please contact us and we can send you a paying in slip. You can take this, with your fundraising amount, to any local branch of high street banks across the UK.

Please use a charity paying in slip as it enables us to match your fundraising to you.

With your debit or credit card

We are able to process donations from your fundraising event securely over the phone using your debit or credit card. Please be aware that we are unable to process payments using American Express.

Send us photos and video of your event – we'll put it online so that your ideas can inspire others to fundraise too!