

SPREAD THE WORD



Don't forget to make full use of social media to publicise your events and show everyone what a brilliant time you've been having raising funds for The Beatson.

We'd also love to see photos or a video of your event and may even feature them on our website.

You can:
Email your photos and stories to fundraising@beatsoncancercharity.org

Share them with us on our Facebook page at [beatsoncancercharity](https://www.facebook.com/beatsoncancercharity)

Post them on...
Instagram: [beatsoncharity](https://www.instagram.com/beatsoncharity)
LinkedIn: [beatson-cancer-charity](https://www.linkedin.com/company/beatson-cancer-charity)
Twitter: [@beatson_charity](https://twitter.com/beatson_charity)

Thank you so much for your support. Together, we are The Beatson – and, together, we are determined to beat cancer.



Office: 0141 212 0505
Email: fundraising@beatsoncancercharity.org
Beatson Cancer Charity, The Beatson West of Scotland Cancer Centre, 1053 Great Western Road, Glasgow G12 0YN
Registered in Scotland as a Charitable Company
Scottish Charity Number SC044442.

2542/DJA



We've enclosed some useful forms that you can photocopy. You can request additional fundraising materials by emailing us at fundraising@beatsoncancercharity.org

THINGS YOU MAY NEED...

YOU CAN HELP MORE PEOPLE BEAT CANCER

A cancer diagnosis is a traumatic and life-changing event not just for the individual, but for their family and friends too. It could happen to any one of us, at any time, often without warning and regardless of age or health.

At Beatson Cancer Charity, we are determined to beat cancer. We work in partnership with The Beatson West of Scotland Cancer Centre to fund care, treatment and research to beat cancer. Your support will make a huge difference to the lives of cancer patients and their families by helping us to fund those all-important extras, over and above what the NHS alone can provide. It could be anything from funding enhanced equipment or novel research to help to beat cancer to funding specialist radiography and nursing staff who treat patients and support them to manage the symptoms of their illness. Above all, you will play an essential role in improving the care and comfort of patients who are going through the hardest of times.

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The Beatson serves around **50% of Scotland's population**, some 2.5 million people

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Glasgow has the highest incidence of cancer in Europe and we treat more than **8,000 new patients each year**

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We are one of **Europe's leading centres** for non-surgical cancer care

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We are determined to **beat cancer** and with your support, **we believe we can**

ACTIVITY KEY:



Clubs



Offices



Schools



SHOUT ABOUT YOUR FUNDRAISING EVENT...

If you want to publicise a fundraising event, challenge or just want to shout out about the incredible money you've raised for Beatson Cancer Charity, you can enlist the help of the local media. It's the best way to spread the word and let the whole community hear about it.

Local papers and radio stations are always on the lookout for stories involving people in their areas and they should be able to help you with the publicity you need to raise vital funds for Beatson Cancer Charity.

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1 FIRST STEPS...

Call your local paper or radio station – details can be found on their websites – and ask who covers charity and community stories and find out when the best time to call with a story is. If you're promoting an event, it's best to call up about two weeks before the event date.

2 BE PREPARED...

When you call the news desk, have all the details of your event to hand. Journalists will be really interested if there's a VIP attending the event or if there's a personal connection to The Beatson West of Scotland Cancer Centre.



3 WRITE a PRESS RELEASE...

Follow up the phone call by emailing a simple press release with all the essential information you want to promote. Make sure to add a quote from the organiser or celebrity if you have one attending. A template press release is available to download at www.beatsoncancercharity.org or email us at fundraising@beatsoncancercharity.org.

4 SNAP!

Local papers will always be looking for a photograph of the fundraising event and the people involved. A good photograph will give the story more impact. Make sure to send high quality, clear photographs preferably with lots of Beatson yellow in them!

5 DON'T FORGET...

Remember to include your contact name and phone number in case a reporter would like to do a follow-up interview or attend your event.

6 WHAT ELSE?

There's a poster in your fundraising pack for promoting your event or why not make your own? Place them on noticeboards around your local community and ask shops to display them. We kindly ask that you send your posters to our marketing team before they are displayed – please email fundraising@beatsoncancercharity.org. Local newsletters and websites have a section listing upcoming events so contact them and ask to be included.

7 BIG YOURSELF UP...



Don't be afraid of a little self-promotion. Call or email your friends, family, colleagues and let them know what you are doing. Encourage them to come along or ask them to help out.



Social media is a great way to reach even more people! Promote your event on Facebook, Twitter, Instagram or LinkedIn using video and photo content. Post your event on Beatson Cancer Charity's social media channels and get inspired by other people's fundraising achievements.

STAY SAFE AND LEGAL

Fundraising can be great fun and schools, clubs and companies often find it does wonders for teamwork, motivation and morale. Above all, we want you to stay safe – please keep it safe and legal by following our advice when you're organising any fundraising activities.

Don't collect money without permission

We're very happy to supply you with an official Beatson Cancer Charity collection tin. However, before you collect in public places such as shopping centres, supermarkets or pubs you should seek permission from the local authority or the individual shopkeeper or publican.

Don't serve alcohol unless you're licensed

You don't need a licence if you're serving alcohol at an event in your own home. However, if you're using another venue, please make sure it has an alcohol licence. If it doesn't, you will need to apply to your local council.



Do be careful when serving food

If you intend to serve food at your event, please make sure you comply with food safety laws. You can find more details at www.food.gov.uk.

Do make sure you stay safe

Whatever you do, the safety of all those taking part is paramount. Beatson Cancer Charity cannot accept liability for any loss, damage or injury as a result of your fundraising for us.

To help keep you safe, please observe the following advice:

- If you are using a venue, check what public liability insurance they have and carry out a risk assessment.
- If children are involved, make sure they are properly supervised and you have child protection plans in place.
- Please don't attempt a marathon or any other kind of physical challenge without first consulting a doctor and having a proper training plan.



need more advice?

You can find further fundraising advice on handling money or organising raffles and street collections at www.institute-of-fundraising.org.uk/guidance. Please note there are strict laws relating to lotteries and raffles.

USE OUR FUNDRAISERS CHECKLIST...

- ✓ Often, the simpler the event the better.
 - ✓ List everything you will need to make it happen, including how many helpers.
 - ✓ Set up a JustGiving page to make online giving easy for your supporters.
 - ✓ Choose a venue that meets all of your requirements. Do a risk assessment and check whether it has an alcohol licence if you need one.
 - ✓ Set an event date that gives you plenty of time to prepare, then make a time plan so everyone knows what needs to be done, by when.
 - ✓ If your event involves children, do you have appropriate child protection in place?
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- ✓ For sponsored events, ask people to tick the Gift Aid box on their sponsor form (enclosed).
 - ✓ Use Facebook, Instagram, LinkedIn and Twitter to publicise your event, write a press release for your local paper or contact us for further PR support and publicity materials.
 - ✓ Plan how you will deal with emergencies, security and first aid on the day and make sure you've also got a clean up plan once it's over.
 - ✓ Share pictures of your event on Instagram, Twitter, LinkedIn or Facebook.
 - ✓ Don't forget to send in the money you've raised, details on how to do this can be found on the back of the sponsor form.

WE'RE HERE TO HELP

We are enormously grateful that you're taking the time and trouble to fundraise for us. Don't forget to visit our website or get in touch with our fundraising team for any further support or advice to help you get started.

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Fundraising materials

From posters, balloons and banners to sponsorship forms, training guides and t-shirts; we've got lots of materials to help support your event. Contact our team to discuss what you'll need to make your event a success.

Promoting your event

We can give you some expert hints and tips about the best ways to spread the word about your fundraising activity online and in your local area. Why not contact your local paper/magazine and tell them all about it? Also, don't forget to harness the power of Facebook, Twitter, Instagram or LinkedIn to spread the net even wider.

- Twitter: [@beatson_charity](https://twitter.com/beatson_charity)
- Facebook: [beatsoncancercharity](https://www.facebook.com/beatsoncancercharity)
- Instagram: [beatsoncharity](https://www.instagram.com/beatsoncharity)
- LinkedIn: [beatson-cancer-charity](https://www.linkedin.com/company/beatson-cancer-charity)

Money Matters

To make a donation or pay in funds once all of your fundraising is complete, don't forget to get in touch with us to find out the best and safest way to do this. If you simply need a sponsor form or would like some support with online donation pages e.g. JustGiving, our team can guide you through all of this. Don't forget that personal donations can also be giftaided enabling us to claim a further 25p per £1 donated.

ORDER YOUR T-SHIRTS

You can order by emailing or calling us on the details below

WHATEVER YOU NEED, GET IN TOUCH

Email: fundraising@beatsoncancercharity.org
Call: 0141 212 0505



