

Your guide to becoming a fundraising hero



All the information you'll
need to raise vital funds for
life-changing medical research

www.medicalresearchfoundation.org.uk

Funding the research our society needs

We are a purely research-led organisation, meaning all our efforts are centred around funding scientists and research. This has allowed us to focus solely on finding and funding medical research that has the potential to change lives now, or that may become important in the future.

In this booklet you will find some ideas, hints and tips to help you along your fundraising journey.

A man with a full beard and a blue button-down shirt stands with his arms crossed in front of a computer monitor. The monitor displays two brain scan images with colored overlays. Behind him is a shelf with books and a white mug. The overall setting appears to be a research or clinical office.

Dr Lorenzo Fabrizi from UCL uses brain imaging techniques to understand how a baby's brain processes pain, in order to develop new treatments aimed at alleviating pain in premature babies.

Your fundraising makes a difference

All of your fundraising efforts help to support cutting-edge medical research, where it is needed most.

Thanks to the generosity of amazing people like you we've been funding the highest quality medical research for over 100 years, in areas of health that are often overlooked.

Our researchers are helping young people with intellectual disabilities, giving greater certainty to children and families about what the future holds, and what support might be required.

Nicole, 10, has a genetic disorder called '16p11.2 deletion', which can impair language development and delay milestones, like talking or interacting with others.

"If it wasn't for this research, I never would have known that I had the same condition as my daughter," says Nichola, Nicole's mother. "As I didn't find out until adulthood, it makes you wonder how many more people live with these conditions, without knowing about it."



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Nichola – mother of 10-year-old Nicole

Fundraising ideas

Sweepstake

Enter your friends and family into a prize draw, in exchange for a donation. Running a half marathon? Ask them to predict your time, closest guess wins. Tour de France, World Cup or Grand National coming up? Randomly assign everyone a rider or team.

Quiz Night

Stage a quiz night, with each person making a donation to take part. Your local pub, village hall, work canteen or friend's garden are all great venues! There are loads of free quizzes available online or you could write the questions from scratch based on your interests.

Bake Off

Whether you're a keen baker or just love eating cake, everyone loves a bake off! You can charge a small fee for each piece of cake or turn it into a competition and ask each baker to make a donation to enter their creation. Why not make it themed? Whoever bakes the best medical research themed cake wins!

Dress Up Day

Hold a fancy-dress day at your school, university or workplace and ask everyone who takes part to donate. You can add a competitive element with a prize for the best dressed.

Prizes

The chance of winning a prize is exciting and will encourage more people to get involved with your fundraising! Local businesses are often happy to provide prizes for charity fundraising for free.



“I’m so proud to be a part of this event, raising vital funds for an incredible charity like the Foundation.”

Ryan Cook is a PhD student who is helping to tackle the threat of drug-resistant infections. He ran the Bournemouth Half Marathon for us, raising over £4,000.

Get in touch with as many businesses as possible explaining what you are doing and why you are doing it.

Cashless Donations

Fewer and fewer people carry cash nowadays, but that shouldn't get in the way of your fundraising. Ask for donations directly to your fundraising page at your event, printing the URL or a QR code to show people where to donate.

Our top 5 tips to get you started

1 Create your personal fundraising page online

justgiving.com/medicalresearchfoundation

2 Personalise your page!

The more unique your page is to you, the better. Add your own title, story and photos.



People who add photos to their pages raise 14% more on average

3 Spread the word

Make sure everyone knows what you are doing, why you are fundraising and when you are doing it.



TOP TIP

Send a lot of emails? Add your fundraising page link to your email signature – you'll be surprised who donates.

4 Keep everyone updated

Nailed a training run? Booked the venue for your event? Made it halfway through dry January? Post an update on social media and let everyone know how it's going!

3

DID YOU KNOW?

It often takes three reminders for people to donate to a fundraising page. Don't be afraid to ask, ask and ask again!

5 Take your fundraising to work

Your workplace is a great place to fundraise. You could organise some fun social activities to engage your colleagues such as a bake sale, dress up day or Friday drinks trolley.



Many employers will make a donation equal to what their employees raise. This is called matched giving. Ask your boss and you could see your donations double!



Did you know?

35% of donations are made after a fundraising event has taken place. Make sure you keep sharing your fundraising page even after your event has passed – why not share some pictures and updates from your big day whilst asking for donations?



Don't forget to use the hashtag **#ResearchHeroes** and tag **@MedResFdn** on Twitter!

Virtual events

Virtual events came of age in 2020 – why not use those digital skills for a fun gathering online?

Whether you're fundraising with friends, family or colleagues, virtual events are a great way to connect with people anywhere in the world from the comfort of your own home. Just ask for a donation to your fundraising page from those taking part.



TOP TIP for online success
Practice makes perfect! Get the hang of the tech before your event by doing a practice run and ironing out any technical issues.

Online event ideas

- **Virtual quiz** – the classic quiz night taken online
- **Live stream** – take on a challenge and stream for the world to see
- **Book club** – have a weekly or monthly get-together with friends to discuss the latest bestseller
- **Murder mystery** – dress up as your character and work together to solve the crime



Getting your donations to us

Once the donations start rolling in there are plenty of ways to make sure they reach us.

Online fundraising pages

If you collected your donations through an online fundraising page on JustGiving or a similar website, there's nothing you need to do! All donations are transferred to us automatically so just sit back and relax.

Cheques

Make sure any cheques you receive are made payable to "Medical Research Foundation". You can then post them to us at:

Fundraising Team
Medical Research Foundation
99 Charterhouse Street
London
EC1M 6HR

Include a brief covering letter with the cheque so we know who it's from and how you raised the money.

Cash Donations

You can pay cash donations into your own bank and then make an online donation through our website <https://www.medicalresearchfoundation.org.uk> or a bank transfer to:

Medical Research Foundation
Lloyds Bank
Account no: 01506552
Sort code: 30-97-81
Reference: Your Name

Sponsorship forms

If you received any donations in cash or cheques, make sure you get the donor to fill in a sponsorship form and send it to us.

Completing sponsorship forms could let us claim Gift Aid on the donation and make your fundraising go 25% further!

You can download sponsorship forms from our website or get in touch with a member of the team and we will post some printed versions to you.

Here to help

Our dedicated fundraising team would love to hear from you and help out with your fundraising plans. Get in touch with us if you have any questions or need any fundraising materials.



Contact us

Call 020 4581 2404

Email fundraising@medicalresearchfoundation.org.uk

Visit www.medicalresearchfoundation.org.uk

Follow [@MedResFdn](https://twitter.com/MedResFdn) [@MedResFdn](https://www.facebook.com/MedResFdn)

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Registered charity number: 1138223

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