

**Guy's Cancer
Charity**



Fundraising Guide

We're the Charity that supports the exceptional team at Guy's Cancer – fuelling innovation and advances in cancer care by bringing ground-breaking ideas to life.

Your fundraising can help create more moments of progress and transform cancer care, one person at a time. Whatever you decide to do, we'll be with you every step of the way.

Looking for inspiration? Here are some fundraising ideas to get you started:

- Pancake day party
- Easter egg hunt
- Spring clean
- Plant sale
- Car wash
- BBQ or garden party
- Summer baking competition
- Wimbledon finals gathering with Pimm's and strawberries
- Camp out
- Outdoor film night
- Halloween fancy dress or pumpkin carving competition
- Bonfire night with fireworks
- Carol singing
- Make your own Santa's grotto
- Christmas present wrapping
- Bag packing at your local supermarket
- Unwanted gifts sale

Fundraising A-Z

- A** Abseil/Afternoon tea/ Arm wrestle/
Art exhibition/auction
- B** Bake sale/BBQ/ Bingo/ Birthday
Giving (donations instead of gifts)
- C** Car wash/Cocktail night/Coffee
morning/Crafts/ Sponsored cycle
- D** Dinner party/ Dance-a-thon/Darts/
Drawing contest/ Dog show
- E** eBay sale/Egg painting/Etsy/
Exercise marathon
- F** Fashion show/Film night/Football
match/Fancy dress
- G** Give something up/Games night/
Golf day
- H** Head shave/ Hiking/ Housework
hour – offer services for a donation
- I** International food party/ Iron-man
challenge/ Ice cream tasting
- J** Jam making/Jazz night/Puzzle
marathon/Joke-a-thon/Jumble sale
- K** Karaoke/Kayaking/Kick-a-habit/
Knitting
- L** Learn a new skill/Live-stream/
Loose-change collection
- M** Makeover/Mobile free day/Mountain
climb/Music concert
- N** Nail art/ Name-the-blank contest/
Netball tournament
- O** Obstacle course/Onion chopping
Challenge/Open mic night/Original
recipe contest
- P** Penalty shootout/Plank and press
up challenge/ Poetry day/Poker
night/Potluck event
- Q** Quiz night/Quids in (collect
donations and run, cycle, swim
the distance)
- R** Retail therapy (sacrifice items in
your shop and donate the money
you save)/Raffle
- S** Spring clean (sell unwanted items)/
Step challenge/Skydive
- T** Talent show/Tribute fund to
celebrate or commemorate a loved
one/Tea party
- U** Upcycle/University student union
fundraising event
- V** Volunteer/ Vegetable patch/
Vinted (sell your preloved items)
- W** Wine and cheese evening/
Wear-a-colour-day/Walk
- X** ‘X Marks the spot’ sponsored
treasure hunt
- Y** Yogathon (hold your own yoga
class, ask people to donate)
- Z** Zumbathon/ Zip wire



Things to consider:

- **Start brainstorming** some fantastic fundraising ideas with friends, family and colleagues.
- **Draw up a plan and budget.** Can you get sponsorship, discounts or a free venue for any of your activities?
- **If you're planning an event,** check that it doesn't clash with anything important, like school holidays or a major football match.
- **Make sure you have enough time** to promote what you're doing and get everything ready.
- **Review your plan** and budget regularly to stay on track.

Becoming a Fundraising Superstar

1

Kick-start your fundraising journey by setting some ambitious goals. Make sure everyone you know is aware of what you're doing.

2

Give regular updates on key milestones. Challenge friends and family to help you smash your fundraising target with prompts like, "I've hit £150! Now let's get to £200."

3

Publicly thank your donors to create a positive vibe around your fundraising. For example, "Big thanks to Jen, Sunita, and David for their donations – I'm now at £100. Thanks everyone for your outstanding support."

4

Keep everyone interested with regular updates on what you're doing; the more amusing, the better!

5

Bring your fundraising to life with plenty of inspiring photos and videos – before, during and after your event or activity.

6

Do a countdown as your big day approaches to build excitement and anticipation. For example: "Can you believe it? We're just one week away from ...! Huge thanks to everyone who's helped me raise £600 so far. Who's ready to help me smash £1,000?"

7

Tell everyone why you're fundraising and how it will help us make advances in cancer care that enhance lives.

8

Capitalise on special dates, like Christmas or your birthday, by asking for donations instead of gifts. Send a reminder of what you're doing around pay day when people have more money.

Make your fundraising stand out

- **Use the power of social media** to raise awareness of what you're doing and encourage friends and followers to donate.
- **Create a unique hashtag** so people can easily follow your fundraising journey and give when they're ready.
- **Spread the word in your town or city.** Write a punchy press release and send it to local media two weeks before your fundraiser.
- **Create some eye-catching posters** to promote your event or activity. Add a QR code that links straight to your fundraising page.
- **Don't go it alone** – ask for help from friends, family and colleagues to share what you're doing far and wide.
- **Star in your own video** that brings your fundraising story to life.



[How to fundraise using social media](#)

Company matched giving

Contact your company and ask if they have a matched giving scheme. Many companies will match whatever amount you raise or even donate straight to the charity you're supporting. It's a great chance to give your fundraising a boost!

[Fundraising in the workplace](#)

Press and social media

Media is a fantastic way to spread the word about your outstanding support for our Charity. Not only does it supercharge your fundraising efforts, but it also highlights how we're helping Guy's Cancer go beyond what the NHS can provide.

Press release advice:

Before you fire off your press release, please forward us a copy. That way, we're ready for any follow-up questions. You could send it to:

- Local newspapers and magazines.
- Local and regional radio and TV stations.
- Churches and community hubs.
- Your old school – they might give your fundraiser a mention in their newsletter.
- Your company's website, newsletter and intranet.

Follow up your press release a couple of days later by ringing the news desk and mentioning your recent press release. When you call:

- Have a summary of your story at hand to ensure a smooth conversation.
- Be upbeat about your fundraising and answer any questions with enthusiasm.
- Speak with clarity and confidence to keep them engaged.
- Send over any extra information or images they request, or resend the press release if needed.

Social media tips:

Tweet, post, snap – let the world know about your brilliant fundraising!
You can do this by:

- Tagging @guyscancerc to increase your reach.
- Including a link to your fundraising page.
- Calling or emailing our friendly team if you need some help or advice.
- Letting us know if you're appearing on the radio or TV so we can try to support you in any way.

Tag us using the handles below to increase your reach

f /guyscancerc  @guyscancerc  @GuysCancerC

7 steps to the perfect quiz night

Follow this step-by-step guide to help you organise a charity quiz night and smash your fundraising target!

1

Choose your quiz theme

Decide on the type of quiz you want to hold. It may depend on the audience's interests or the time of year – for example, a Christmas, Halloween or James Bond theme.

2

Set the date and your fundraising target

Choose a date that doesn't clash with any big sporting occasions or other events. Then, set your fundraising target. Work out how many quizzers you need and what to charge. You could raise more money on the night by holding a raffle or auction.

3

Find the perfect venue

Look for a suitable place to hold your quiz night. It could be a pub, social club or community hall. If you need a PA system, check whether the venue can supply the equipment or if you need to organise it.

4

Spread the word

Send out invites to friends, family and colleagues and ask them to spread the word. Get creative and make posters and leaflets to display in your local area. Contact your local newspaper and radio station to see if they will advertise your quiz.

5

Create the questions

Consider your audience and tailor the quiz questions accordingly. Aim for up to eight rounds of 10 questions each and include a variety of questions spanning different categories.

6

Enjoy the night

Organise a small team of helpers so things run smoothly. That way, you'll be able to relax and enjoy the night. Make sure you take lots of photos to share with us!

7

Count donations and say thanks

Work out how much you've raised by adding up all the donations and deducting your expenses. Don't forget to send a big thank you to your helpers and supporters.

How to organise a raffle

A raffle is a fantastic way to boost your fundraising while involving friends, family and colleagues. Follow our step-by-step guide to make sure your raffle is on the right side of the law.

1

Keep it legal

The simplest way to organise a raffle is at an existing event, like a quiz night, party or fete. There's no need for a license if you're selling tickets and drawing winners right there. If you're planning to sell tickets over a longer period of time or at more than one venue, contact your local authority to check if you need a license. Need help? Get in touch – we're here to help.

2

Source your prizes

Organising raffle prizes can take a few weeks, so allow plenty of time. Approach local businesses via email or letter – we have a template – or in person. You can also ask friends, family and colleagues to donate items.

3

Get some tickets

Raffle tickets are available online and in most stationery shops, or make your own. But remember to double up – one for the buyer, one for the draw. You can use your raffle funds to cover ticket costs, up to £100.

4

Spread the word

Tell as many people as possible about your raffle. You can do this via posters around your local area and talking to friends, family and colleagues.