All you need to do is:

1. **Pursade your friends and family that brown dog is a great charity**
   - Talk to them and explain the things we do
   - Show them the ‘brown dog information pack’
   - Get them to look at our website – [www.cancerbrowndog.co.uk](http://www.cancerbrowndog.co.uk)

2. **Ask them if they would be prepared to make a donation each month**

3. **Tell them how to set it up – even help them do it**

4. **Remind them how by doing this they will make a real difference to someone who has cancer – thank them big time!**

<table>
<thead>
<tr>
<th></th>
<th>£3 per month</th>
<th>£5 per month</th>
<th>£10 per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 person</td>
<td>£36</td>
<td>£60</td>
<td>£120</td>
</tr>
<tr>
<td>3 people</td>
<td>£108</td>
<td>£180</td>
<td>£360</td>
</tr>
<tr>
<td>5 people</td>
<td>£180</td>
<td><strong>£300</strong></td>
<td>£600</td>
</tr>
<tr>
<td>10 people</td>
<td>£360</td>
<td>£600</td>
<td>£1200</td>
</tr>
<tr>
<td>20 people</td>
<td>£760</td>
<td>£1200</td>
<td>£2400</td>
</tr>
</tbody>
</table>

If you could persuade 5 of your family, friends or colleagues at work to give up £5 per month you would raise £300

Also for brown dog this would not be just a one-off – benefit would be continuous

**THIS IS A FUND RAISING ACTIVITY THAT BROWN DOG WOULD POSITION AS NO.1**
Dear XXXX

On the 30th and 31st May 2014 I’m taking part in an event that is going to be really difficult for me to do, but will be well worth the effort because it will enable me to raise money that can be used to help people fight cancer.

I’m taking part in the Wild Lands End Coastal Challenge – where I have to walk 55 miles in 24 hours over 2 days along the rugged and demanding south west coastal path.

The event is organised by a registered charity called Brown Dog who for 14 years has been raising money to buy vital equipment and infrastructure which has improved diagnosis, surgery, care and life expectancy.

Brown dog is quite unique as a charity as it has no overhead costs, which means that every single penny it raises goes directly to people who need the money and they always able to demonstrate where the money was used i.e. on specific and tangible things.

I’m writing to ask if you would be kind enough to support me - your money will make a real difference to people fighting cancer today.

Please help me by making a donation on My Donate page.

INSERT YOUR MY DONATE LINK HERE
Just click the link, quickly register and then transfer whatever amount you are able to give. Remember to agree to Gift Aid which will add 25p to every pound you donate.

I appreciate that there are only so many things you can support and that you don’t have a never ending pot of money to support this. However, if you can support me I guarantee that every penny you give me will go to the people who need your help and the scanner you will help purchase will save lives.

Many thanks in anticipation.

Yours sincerely

Your Name
Your e.mail address
mobile xxxxxxxxxx
Carry a sponsorship form around with you
e.g. pass it around at work

---

### Fundraiser

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Address</th>
<th>Town/City</th>
<th>Post Code</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Help Info

On 31st May 2014 I will be taking part in the Annual Brown Dog Fundraising Challenge, this year in Cornwall. My challenge is to walk 24 miles in 12 hours from Lands End to St. Ives in Cornwall along the rugged and often severe south west coastal path to raise money to help men, women and children fight cancer. Please sponsor me or ideally make a donation.

---

<table>
<thead>
<tr>
<th>Date</th>
<th>Name (first &amp; surname)</th>
<th>Home Address (including Post Code)</th>
<th>Amount Pledged</th>
<th>Amount Collected</th>
<th>Gift Aid</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

UK taxpaying sponsors can increase donations at no extra cost. To Gift Aid your donation, making it worth an extra 25p for every £1, simply tick here. It won't cost you a penny.

The information you give us will be used for no purpose other than reclaiming tax on this donation. By ticking this box you will be instructing Brown Dog to claim back from the Inland Revenue the tax you have paid at basic rate.
All you need to do is;
• Advertise a ‘Coffee & Cakes Day’ (print out some flyers- example top right)
• Distribute to your neighbours, friends, relatives
• People make you loads of cakes
• You open up your home or get a tent in the garden (as shown here)
• You sell the cakes
• You also sell coffee/tea, hold a raffle and have a donation box

For this to work best you need to identify some keen and willing cake makers. There is no question that the best people to engage is the older generation, Many of which would be Great Britain Cake International players (should such a Team exist)

This coffee day here raised £500

To make use of the marquee, this Coffee Day was held in the morning and Then a party was held at night (see next page)
Organise a Charity Party

All you need to do;
• Find somewhere to hold a party (home, garden, local hall etc.)
• Decide themed or not – this party was ‘Hawaiian’
• Print some tickets
• Invite people to come
• Put on some food (this party had chilli and rice)
• Arrange some games (like pass the orange – see picture on right)
• Charge £10 per person

This party raised £500

Because the marquee was used for the coffee day in the morning and Hawaiian party at night £1000 was raised in one day

It does involve quite a bit of work, but everyone really has a fantastic time.
Organise a Treasure Hunt

A Treasure Hunt is where people in a car travel through towns and villages collecting clues That eventually takes them to the treasure (the finish point – usually a pub!)

All you need to do is:
• Decide how far the route needs to be
• Select a pub to finish – maybe with it’s own room
• Select a suitable start – could be a large car park
• Map out the route
• Put some time aside to travel the route and create clue questions
• Type out questions
• Produce an invitation or flyer
• Distribute invitations to friends and family
• Charge £20 per car

If you can get 10 cars to take part you will raise £200
20 cars - £400

Hold a raffle at the pub or run a pub quiz to collect more money

Alternative – A Winter Treasure Hunt
Meet in a pub, give everyone 20/30 clues that they have to walk around a local town to find in a given time – extra points for things to collect along the way. Back at the pub the scores are counted and a winner declared £5 to enter – get 30 people and raise £150, plus run a raffle
All you need is two captains who are prepared to build a team.

We ended up with 28 players who all paid £10 for the privilege which (after a reduced pitch fee) resulted in raising over £200 for the 2010 appeal.

Everyone really enjoyed the game which finished 2-2

The next year we organised a 6-a-side tournament and over 80 people took part – we raised over £800
Or a netball Competition or ANY SPORT

Young women and men paid just £5 - 16 teams – plus substitutes – raised nearly £600

90 young people took part in our very first brown dog netball tournament at Castle Rock School Coalville, Leicestershire raising nearly £600

Doesn’t have to be football or netball – could be any sport e.g. basketball, hockey, rugby, golf
Raise Money via your local school

Ask your local school to support brown dog by organising;

- School Disco
- A dress down day
- A Fancy Dress Day
- A Charity Sports Day
- Bring and Buy Sale
- Sponsored Walk around playing field
- etc.
Raise Money in your own home

Fundraising Dinner Party

Invite family and friends to a charity ‘come dine with me’

You prepare and cook the food and your guests pay (as they would in a restaurant)

Theme Night at Home

Organise a quiz night, talent show or fancy dress night - set an entry fee, and give away prizes to the winners

Run An Online Auction

The Internet has made it easier than ever to fundraise. You can use your computer to sell unwanted household items on Internet classified boards or online auction sites, raising money for your charity or organisation.

If you plan to run a charity auction, make sure you state this in your auction listing. Let your bidders know that you're cleaning your house and giving money to a worthy cause!
Organise a Charity Concert

Find an up-and-coming local band who would perform on stage for free. (maybe 2/3 bands)

Find a venue – negotiate free use (if possible)

Produce and sell tickets

50 people at £5 each = £250 raised in one evening
Using Social Networking Sites
Social networking sites are massively popular, and sites such as Twitter, Bebo and Facebook are used by millions of people every day. Facebook alone has 150 million regular users.

For fundraisers this audience should not be taken for granted and social networking sites can be an excellent online publicity tool. Social networking sites can be used to compliment fundraising websites or can be used as a stand alone fundraising location.

Use the Media – Newspapers
Tell your local newspaper what you are doing. Encourage them to come and Interview and get a photograph (perhaps with your walking gear on) and Get a feature in completed. See if your free-newspapers can pick up the article as they distribute to everyone

Use the Media - Radio
See if your local radio station will cover the event. Maybe get on the radio and talk about brown dog and the event
The Benefits of Local Business Sponsorship
Sponsorship from local companies is one of the best ways to increase fundraising donations. Approaching local businesses does not take a great deal of time and the rewards can be well worth any effort. When a business sponsors a fundraising group it will usually mean that they expect their company to be promoted by the fundraisers. This could mean naming the company on fliers and fundraising websites. It could also mean wearing t-shirts with the sponsor’s name on it. People are more likely to give donations if they see that the fundraisers are sponsored by well known local businesses.

Contacting a Company for Sponsorship
A list of companies to be contacted for sponsorship should be drawn up during the planning stage. There are many companies that actually do provide sponsorship and have funds set aside for this reason. Big supermarket and stores groups such as Tesco, ASDA and Debenhams do have their own fundraising departments that can be contacted. Many small local businesses may also sponsor fundraisers if they think the cause is worthwhile. An email should be the first method of contact, followed by telephone calls and face to face meetings if the company is interested in sponsorship.

Types of Business to Contact
There are a huge number of local businesses that can be contacted when it comes to sponsorship. Local shops, pubs, restaurants, educational institutes, social clubs and banks are some of the most popular sponsorship companies. The more local companies that fundraisers contact the more likelihood there will be of finding a few good sponsors. Extending the net over different companies is a good idea, especially if a fundraising event is to be held. Local companies can often donate equipment to be used, goods to be sold and can supply venues where fundraising events can be held.
In 2012 Brown Dog member Jack Wardle spoke to his employer E-On and they donated a £2,000 as part of their community support scheme.

Many company’s want to be seen by the public as a caring organisation and have funds available to support charities like Brown Dog

Just ask – one question may enable you to raise more funds than you ever imagined.

Unless you ask, you don’t get!
Thank you for supporting us! Good luck with your fundraising.

www.cancerbrowndog.co.uk