

# FUNDRAISING PACK



**Action on  
Addiction**

“My sister died at the age of 35 as a result of her addiction to alcohol and I really wanted to do something worthwhile in her memory. That’s why I decided to run the marathon for Action on Addiction.”

Peter, Fundraiser

Addiction is the biggest preventable killer in the UK. It breaks up families, damages communities and destroys lives. In some way it touches us all.

**Action on Addiction**

We take action to disarm addiction.

We do this through research, treatment, family support, education and training.

**Our vision**

People free from addiction

**Our people**

Researchers, nurses, doctors, tutors and all our support staff take action every day to achieve our vision.

“I have been involved with Action on Addiction for 10 years. It is one of the best charities that you could possibly give your money to. Addiction affects all of us.”

Vicky, Fundraiser.

**The Sport Against Addiction**

**campaign** highlights the positive role that sport can play in helping people overcome an addiction, or preventing them from developing one. It encourages people to get active, to help those suffering from an addiction, and promotes a healthy lifestyle to all.

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# Fundraising Event Ideas

Firstly, **thank you very much** for deciding to raise money for Action on Addiction, we are extremely grateful to you and are here to help in the lead-up to your event.

There are a number of ways you can raise money for Action on Addiction, either through one of our **London Marathon Golden Bond places**, obtaining an **'own' place** in a challenge event or by **organising your own fundraising event**.

## 1. Guaranteed Charity Places

**Flora London Marathon 2009** – Action on Addiction has guaranteed Golden Bond Charity places in the Flora London Marathon 2009, taking place on Sunday 26<sup>th</sup> April. However, demand exceeds supply so we recommend that you fill in an application form asap to avoid disappointment. Our application form is available online or alternatively please request for an application form to be sent to you by contacting the office (details at the bottom of the page).

As part of our London Marathon team you will receive:

- A comprehensive fundraising pack
- Sponsorship forms
- Information on setting up a 'JustGiving' page (including help setting up if needed)
- A training pack
- Fundraising and race-day support from Action on Addiction fundraising team
- A personalised Action on Addiction running vest
- Action on Addiction T-shirts and balloons for your supporters
- An invitation to our post-race reception

## 2. 'Own' Places in Nationwide Challenge Events

If you have successfully obtained a place in a challenge event through their ballot system and would like to raise money on behalf of Action on Addiction we would be delighted!

In the past we have had 'own place' runners in the following events: The Flora London Marathon, various 10K races, The Great North Run, The Great South Run and The Dublin Marathon to name a few! - Remember, whichever race you choose we will be there to support you!

We provide every 'own place' runner with a fundraising pack, sponsorship forms, personalised running vest and t-shirts and balloons for supporters.

**For more information about taking part in a fundraising event for Action on Addiction please contact Helen Lawrence on 020 7793 3415 or by e-mail at [helen.lawrence@actiononaddiction.org.uk](mailto:helen.lawrence@actiononaddiction.org.uk)**



### 3.Organise Your Own Fundraising Event

If you would like to organise your own fundraising event and know what you would like to do, let us know and we will provide you with help and advice on how to organise your event, along with arranging all the fundraising materials you will need.

Alternatively, for event ideas please see the A-Z below...



A-Z of Fundraising ideas

- A** Abseiling, **a**erobics, **a**uctions
- B** **B**ad hair day, **bad** tie day, **barbecue**, **bring-and-buy** sale, **bungee** jump, **birthday** presents (ask for donations to Action on Addiction instead)
- C** **C**arol singing, **car**-boot sale, **c**ompany matched-giving scheme, **c**ompetition, **car** wash, **craft** fair, **coffee** morning
- D** **D**isco, **dinner dance**, **dress down** day
- E** **E**-mail friends & work colleagues for support (include link to justgiving page), **exhibition**, **expedition**, **E**aster party
- F** **F**ive-aside football tournament, **fashion** show, **fete**, **French** evening, **fancy** dress
- G** **G**ift-aid, **gigs**, **go**-karting, **g**arden party, **g**reeting card sales
- H** **H**ead-shaving, **Halloween** party
- I** **I**ndian curry night
- J** **J**umble sale, **justgiving** website
- K** **K**araoke
- L** **L**ine dancing

- M** Mountain climbing, music concert, music quiz, murder mystery party
- N** New Year's party, no-smoking day
- O** Odd clothes day
- P** Parachuting, photo competition, pub collection
- Q** Quiz night
- R** Rounders, raffles, radio shows
- S** Skydive, slave auction, sponsored swim, spellathon
- T** Talent competition, treasure hunt, tug of war
- U** Use your network of colleagues and friends to come up with ideas and help with activities
- V** Valentine's ball, volleyball contest
- W** White water rafting
- X** "Xtra, Xtra, read all about it" - write a press release to your local paper to tell them what you're doing and why. (We can help). Or write to the letter's page for support, sponsorship and publicity
- Y** Yogathon, yacht racing
- Z** Zest and zeal - essential if you are going to make the best of your fundraising. Your challenge is demanding and exciting and your fundraising will make a real difference to people's lives. **You should feel proud that you're doing it.**

For more information about organising your own fundraising event for Action on Addiction please contact Helen Lawrence on 020 7793 3415 or by e-mail at [helen.lawrence@actiononaddiction.org.uk](mailto:helen.lawrence@actiononaddiction.org.uk)

# 'Justgiving'

## The Easy Way to Raise Sponsorship!

The majority of our fundraisers have found the online fundraising website 'Justgiving' to be a **very effective fundraising tool**.

You can now raise your sponsorship money without **even leaving your chair...** No more dealing with cash or cheques; no more hassling friends and family.

**All you do is create your own online sponsorship page, email the link to all your friends and get them to donate quickly and easily online with a credit or debit card. Plus, online donations from UK taxpayers collect a 28% tax bonus!**

**To create your page simply go to...**

**[www.justgiving.com/actiononaddiction/raisemoney](http://www.justgiving.com/actiononaddiction/raisemoney)**

Alternatively, if you would like your page set up for you please contact Helen Lawrence on 020 7793 3415 or by e-mail at [helen.lawrence@actiononaddiction.org.uk](mailto:helen.lawrence@actiononaddiction.org.uk).

- Raise money securely online from friends and family anywhere in the world
- Build a free sponsorship page in minutes
- Personalise your page with photos and e-mail your friends, so that all donations go straight to your charity
- No more dog-eared sponsorship forms!
- Just sit back and watch your sponsorship total grow

# Fundraising Material Order Form

Please use this form to order fundraising material that will help you in your efforts to raise sponsorship and return it to the address below:

*Helen Lawrence  
Action on Addiction  
1 Regent Terrace  
Rita Road  
London  
SW8 1AW*

**Please indicate the quantity required in the boxes**

- Additional sponsorship form(s) .....
- Newsletter 'Action' .....
- Action on Addiction leaflet .....
- Client & supporter quote flick-book .....
- 'Let's Talk Drugs' booklet .....
- 'Alcohol Nation' booklet .....
- Information on the projects currently funded by Action on Addiction .....
- Pin Badge(s).....
- Action on Addiction Collection Tins (Max quantity x 2).....   
N.B. You will need to complete a collection tin release form for this item (see next page)
- Action on Addiction Balloons.....



# Action on Addiction Collection Tin Release Form

(Please complete and return to Helen Lawrence at Action on Addiction)

**Title:** Mr, Mrs, Ms, Miss, Other (Please state).....

**First Name** ..... **Surname** .....

**Address** .....

.....

.....**Postcode** .....

**Home Tel** .....**Work Tel** .....

**Mobile**.....**Email** .....

**Date of Collection**.....

**Address where Collection will take place**.....

.....

.....**Postcode**.....

**Signature** .....

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For office use

Date of tin release ..... /..... / Date of tin return ..... /..... /

Number of tins released .....

If for a street collection please attach a copy of the authority to collect document to this form.

Staff Name..... Staff Signature .....

# Getting Press Coverage for your Fundraising

A great way to boost your fundraising efforts is to get coverage in your **local media**.

*Local media coverage could also...*

- Inspire local people who might pledge to support you
- Raise awareness of the problems of addiction



*Take the following steps to secure some local media coverage and help you raise money for Action on Addiction.*

## 1. Identify your local media:

The media always want stories, but it is important that you target the **right** media in the **right** way.

Before you start contacting people make sure you do some brief research:

- Look at your local newspapers
- Tune into your local radio and television stations to find out what types of stories they cover and when
- Know whom you should talk to about your event before you contact the newspaper or station

## 2. Write a press release:

Action on Addiction will provide you with a generic press release that can be customised for you and your local area.

If you get stuck, just call Ed Clark at our Press Office on 020 7793 1011. He can give you advice about writing your press release and raising the event's profile in your local area.

### 3. Speak to your local media:

Calling Newspapers	Calling Local Radio Stations
Call your local newspaper with your press release in hand, ask to speak to someone on the news desk and tell them about your event.	Ask to be put through to the Forward Planning Department for the programme you want to cover your event, and tell them about your plans.

Before you get on the telephone, think about the following points and make sure you are familiar with your press release:

- What event are you doing?  
*Eg. The Flora London Marathon 2009*
- Where and when is the event taking place?  
*Eg. In London on the Sunday 26<sup>th</sup> April 2009*
- Which charity are you raising funds for?  
*Action on Addiction*
- Why are you doing it? Do you have a particular reason for supporting Action on Addiction?  
*Eg. 'I just really sympathise with the cause', or 'it's a cause close to my heart because....'*

Your local media like to cover **quirky** stories, or personal stories **from the heart**.

You are much more likely to catch the attention of potential sponsors with an **interesting** story.

*\*Remember to only say what you are happy to see in print or hear on the radio\**

## 4. Timing:

The media work to tight deadlines and need stories in plenty of time.

If you are taking part in an event or organising one, contact the paper early and let them know that it is taking place.

If it is an event that depends on supporters turning up on the day, try to make sure it is promoted in any Events Listings for the local area.

Once the event is over, contact the paper again so that they can cover its success. Let them know how much you have raised, and what happened on the day – post event coverage is a great way to raise awareness of the charity and gives sponsors a last minute chance to donate to Action on Addiction.

## 5. Photographs:

### Get Snappy – before, during and after the event!

Photographs can make all the difference to getting coverage space. Just a **photo with a caption** can be a great way to inspire and inform people about your fundraising or event.

So get snappy! Try and take a photo of yourself in action before the event to promote your fundraising; or when you are talking to your local news desk see if they want to send a photographer to take pictures of you to accompany your story.

Take lots of photos during the event to capture the day and your fundraising success! Then send them with a post event press release to all your local media.

Finally, send any photos, stories or press releases to [ed.clark@actiononaddiction.org.uk](mailto:ed.clark@actiononaddiction.org.uk) so that we can record your fundraising success on our website and newsletter!

### For more press information

Contact Ed at Action on Addiction on

020 7793 1011 or [ed.clark@actiononaddiction.org.uk](mailto:ed.clark@actiononaddiction.org.uk)





And there's one last thing...

**Thank you and  
Good Luck!**

from everyone at Action on Addiction!

