



A QUICK GUIDE TO FUNDRAISING



Do Something Funny for Money!

Red Nose Day is all about three things... having a laugh, raising money and changing lives for the better. Do whatever you like to be a part of it — just make sure you end up doubled-up with laughter and raise stacks of cash. Because it's the money you raise that will transform someone else's life forever.



Here's your 10 step guide to help you on your way this Red Nose Day!

1. IF YOU'RE FUNDRAISING WITH OTHERS, DECIDE WHO'S THE BEST PERSON TO ORGANISE YOUR FUNDRAISING ACTIVITY (IT MIGHT EVEN BE YOU!)

Take charge of your fundraising and get ready to Do Something Funny for Money!

2. ENLIST SOME VOLUNTEERS

Make the most of those around you — you'll discover a whole host of skills you never knew you could tap into! You might even find help from ready made event organisers, marketing professionals, journalists, chefs, web designers, musicians or even a comedian or two!

You'll be offering others the chance to make a difference and be part of something fun and worthwhile.

3. SET A TARGET

There's nothing like the thrill of reaching a goal, so set a fundraising target and aim high! Setting up a Red Nose Day Giving page is the perfect way to keep track of your fundraising progress and display it for all your friends/family to see - it will really help to spark interest from those around you and inspire people to support you all the way! Go to rednoseday.com/rndgiving for more information.

4. TELL EVERYONE WHY

Here's how their support can help:

- **£25** could pay for the monthly salary of a toilet cleaner in an urban slum in Kenya. The communal toilet blocks serve 600 people and keeping them clean and hygienic is vitally important to prevent the spread of potentially fatal diseases such as dysentery, typhoid and cholera.



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- **£50** could pay for a young homeless person in the UK to complete a computer training qualification so they have the skills and confidence to find a job. It also gives them the chance to build themselves a secure and more prosperous future.
- **£100** can support a carer in South Africa for one year. The small salary helps to ensure that they can devote their time to looking after local children who have lost their parents to AIDS without having to worry about where their own next meal is coming from.
- **£240** can pay for a Saturday activity group to get together to give 15 young carers a much-needed break from their caring duties and the chance to be children again.
- **£750** could pay to set up a bee-keeping business in a small community in rural Zambia. The income they receive from selling the honey will help 10 families to earn a living and to provide for their children's future.
- **£1000** could pay to teach ten volunteers special ways to communicate with people experiencing dementia. These skills help dementia patients to make important decisions that affect their whole life.



Visit rednoseday.com/changelives for more information.

5. DECIDE WHAT YOU WANT TO DO AND DO IT!

Keep it simple and easy — and, whatever you do, have a laugh and raise stacks of cash to help change lives!

Here are just a few ideas to get you started:

- **Wear something funny for money** – Hold a funny fancy dress party with a 70s, 80s or 90s theme or get guests to come as their favourite comedy character — they could be Borat, Zoolander or Alan Partridge! Ask everyone to pay to enter and sell refreshments too.
- **Sell something funny for money** – Hold a car boot or jumble sale and turn your trash into cash. Even better, hold an online sale - go to rednoseday.com to find out how.
- **Play something funny for money** – Hold a Red Nose Day quiz at your local pub, at home or at work - download our ready-made quiz online at rednoseday.com/tools and ask people to pay to play.
- **Cook something funny for money** – Bake fantastically delicious cakes and sell them to raise a tasty sum! You could even raise a bit extra by ordering Jamie Oliver's Red Nose Recipes from our online shop and get great recipes too.



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- **Watch something funny for money** – Invite everyone round to watch some classic comedy — charge for nibbles and a spot on the sofa.

For loads more great fundraising ideas, visit rednoseday.com/ideas



6. DECIDE HOW YOU'RE GOING TO RAISE MONEY AROUND YOUR ACTIVITY

There are many ways to bring in the big bucks. You could:

- **Sell tickets**
- **Hold a raffle or auction**
- **Get sponsored** — download or print off a sponsorship form at rednoseday.com/tools or set up a Red Nose Day Giving Page at rednoseday.com/rndgiving
- **Have a bucket collection** — go to www.charitysupplies.com for more information.

7. PUBLICISE YOUR EVENT

Send out a press release with details about your activity — use our press release template and send it to local newspapers, radio stations and magazines. Also, don't forget to set up a Red Nose Day Giving page — we scour these pages for exciting fundraising activities to possibly feature on our website or on the TV show! It's also a great way to spread the word about your fundraising activity to family, friends and colleagues.

8. MAKE THE MOST OF REDNOSEDAY.COM

Check out our website for lots of top tools and information to help you on your way to fundraising success! Here's a taste of what's on offer:

Visit rednoseday.com/tools for the following fab downloads:

- **A press release template** — which you can edit and send off to local media
- **Customisable posters** — which you can use to promote your event in a personal and professional way.
- **Posters** — which you can print off and write your event details on
- **Sponsorship forms** — available to print off very easily — these might be useful to send to friends and relatives who can't access your Red Nose Day Giving Page.



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You'll also find online:

- **Fundraising ideas** — we've got tons more ideas, so you'll never be at a loss when deciding how to Do Something Funny for Money!
- **Red Nose Day Giving Page** — set up a Red Nose Day Giving Page and make your fundraising easy, fun and personal — it's the way forward!
- **Red Nose Day essentials** — from Red Noses to t-shirts and a lot, lot more! Go to our online shop at rednoseday.com/shop to find out more.
- **Information on how your cash can help** — Use this information to inspire your friends, family and colleagues to back you all the way!



9. PAY IN YOUR CASH

After you've raised stacks of cash, **don't forget to pay it in!** Go to rednoseday.com/fundraisingmoney for more information.

10. SIT BACK, RELAX AND KNOW THAT YOU'VE DONE A VERY BRILLIANT THING INDEED!

We'd love to hear what you get up to for RND '09 and how much you've raised. You never know - your fundraising story could even be used in future campaigns to inspire others to raise money too! Get in touch with us at fundraising@rednoseday.com to tell us how fantastic you are – we won't need much convincing, we already think you're great.

On a more serious note! We don't want any funny business when it comes to health and safety so take a look at the 'What you need to know' pages on our website to make sure everyone's safe and happy when your raise cash. There you'll find a list of dos and don'ts to help you make sure your fundraising is all above board!

Good luck and thank you for all your support. Have a brilliant Red Nose Day 2009!



WWW.REDNAOSEDAY.COM