

THANK YOU!

Thank you for choosing to support Mencap by raising money through the National Road Rally. There is no minimum sponsorship but every little bit does really help. Past riders have raised a staggering £130, 000 for Mencap over the years and we'd like to thank every single one of them for their hard work! We know that collecting sponsorship can be tough, so we've prepared this support pack to give you a few tips and if you need anything at all you can contact me on 020 7696 6946 or mehreen.syed@mencap.org.uk

Good luck!

Mehreen Syed

Events project manager



Online fundraising:

The easy way to raise sponsorship!

"The site has allowed me to collect hundreds of pounds with minimal effort on my behalf and for that I am grateful."

Graham Burns, Flora London Marathon Runner

We are now working with www.virginmoneygiving.com, the new online giving website from Virgin Money.

Simple and effective, this is the best way to fundraise online for any event.

Just follow the easy step by step guide to make your personal fundraising page. You can put on as much detail as you wish and let everyone know exactly what you are doing for Mencap.

The biggest advantage of virginmoneygiving.com is that it is not for profit, which means more money comes to Mencap! Instead of the 5% that is charged by other online fundraising site, only 2% will be charged and this will be put back into the websites to make it better for both the fundraiser and Mencap.

Everyone wins!

Once you have set up your page, e-mail your personal web address eg www.virginmoneygiving.com/yourname to all your friends, family and colleagues and sit back and relax. Every time someone sponsors you, you will receive an e-mail notification. You will also have access to a page giving you a breakdown of the money you have raised through the site.

Make your Virgin money giving site as effective as possible! Follow these top tips:

Personalise your page

Make your page as compelling as possible by adding your own photograph and text about the National Road Rally. Make sure your page communicates the reason you have chosen to raise money, and why you believe your chosen charity deserves support. Be creative!

Tell everyone you know

Email your family, friends and colleagues with a link to your page, but don't forget other groups of potential supporters: such as old school friends or members of a church, club or PTA — you may be surprised how many would like to sponsor you.

Also think of those people living in different parts of the UK or abroad. The Internet is global — make the most of it!

Keep your page updated and email your friends — again

Be persistent. It takes more than one round of emails to reach your target. Encourage people to re-visit your page by regularly updating it.

Change your picture, post updates on your progress and how you are getting on planning your route for the Rally. Let supporters know how much you've raised so far. An email update is interesting for those who've already supported you and a nudge for those who haven't. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request.

Change your email signature at work and/or at home

After your name and title etc, add a line at the bottom including the address of your web page. This will raise awareness of your event and ensure every email you send has the potential to prompt a donation.

Put a notice up in your gym, college, children's school, etc.

Don't just rely on email. A simple poster asking people to visit your fundraising page can reach people whose email address you don't have.

Ask to be on your company's website

See if your company would be prepared to add your web address to its public website or private intranet. Many companies like to promote the charitable and public-spirited efforts of their staff and you could get a lot of extra donations from this.

Some companies may even offer a "matched giving" scheme where they offer to match any amounts you have raised, so this action could help you reach your target even faster.

Keep fundraising after your event

A lot of people donate money after the fundraising event has taken place. So don't stop fundraising once you've crossed the finish line. Update your page and email your supporters to tell them how you got on. This will also remind people who haven't sponsored you yet to donate!

If you have any queries or need extra resources such as photos or information on Mencap, please contact Mehreen on 020 7696 6946 or email Mehreen.syed@mencap.org.uk

Fundraising and the law factsheet

Raffles and Lotteries

- Lottery tickets may not be sold by anyone who is under 16 years of age.
- For a public lottery, you must apply to your local registration authority i.e. District Council. If the value of tickets to be sold exceeds £20,000 the lottery must be registered with the Gaming Board (Tel no 020 7306 6200).
- Private lotteries (e.g. where tickets are sold only to members of a club) do not need to be registered; neither do raffles held at a social event, where the raffle must also be drawn.
- Before printing materials, please contact the Mencap events team - there are things that need to be included such as our charity registration number-222377.
- Our logo may only be used with our prior permission.

Collecting money

- The legal minimum age for collecting money is 18 years old in London and 16 years old everywhere else.
- To collect on private property (e.g. shopping centres, supermarkets, pubs) you need the permission of the owner/landlord. Past experience shows that collecting on private property can be extremely successful.
- If you wish to collect in the street, you need to apply for a special license from your local authority. However, only under exceptional circumstances do we suggest that you undertake this type of collection, as this can conflict with the activities of our local societies.

Insurance

- When organising events we recommend you consider taking out insurance. For insuring events such as fetes and shows, you could try:
MCIS Limited, Church Court
Cox Street, St Paul's Square
Birmingham B3 1RD
0121 233 2722
- Depending on the type and size of event, it is sometimes a good idea to inform the local authority about what you are doing. If you expect over 75 visitors and people are driving to the event, you should inform the police.
- If you need first aiders, St. John Ambulance and the Red Cross can usually provide their services for free - however you need to book in advance.

Food and liquor

There are many regulations governing the use of food and drink. In brief:

- If you are selling food on a one-off basis, you do not usually need to register but you are still subject to the law (so please check first).

- If you plan to sell over a period of days, you will need to register with your local authority.
- The Food Hygiene Regulations and Food Safety Acts should be taken into account at all times. The Environmental Health Services department of your local council can advise you or you can call the Department for Environment, Food and Rural Affairs Helpline on 08459 335577 or email at helpline@defra.gsi.gov.uk
- We recommend that you contact your local authority before your event and discuss with them what you plan to do.
- Your local Environmental Health Department or Trading Standards Office should be able to answer queries too.
- If you plan to sell alcohol, you need to have a liquor license. You need to apply to your local Magistrates Court.

Entertainment

- If you planning to have some form of entertainment (this means two or more people performing or dancing) in a building, which does not already hold a Public Entertainment's License, you need to get one. This license is provided by your local authority.

Finally....remember these points

1. The above is only meant as a brief guide and if you are not sure something is legal always check.
2. Please do not do anything unsafe or illegal.
3. Inform us of what you are doing.
4. Think of yourself as Mencap's representative in everything you do.
5. Always be aware of safety - both yours and other people's.
6. Depending on what you are organising, think about whether you need insurance or a license - if you are unsure, ask.
7. Enjoy yourself while fundraising but don't take risks or cause distress to other people.

If you have any queries, please call Mehreen on 020 7696 6946 or email mehreens.syed@mencap.org.uk

The 2010 Express Insurance National Road Rally Registration form and photograph consent form

Following the Data Protection Act, we must ask you to complete and return this form to Mencap, 123 Golden Lane, London, EC1Y 0RT. This will give us your permission to contact you in the future

- about other similar fundraising events
- about Mencap's work
- to use any photos taken of you at the 2010 Express Insurance National Road Rally in our promotional materials
- or for our Press team to contact you about your story

Name _____

Address _____

_____ Postcode _____

Telephone number _____

Email _____

- Please tick this box if you **would like** to receive further information **by email** of future Mencap events.
- Please tick this box if you **do not** want to receive further information **by post** of future Mencap events.
- I agree that Mencap and connected organisations can use photograph(s) taken of me at the 2010 Express Insurance National Road Rally 2010, as part of its publications, promotion and advertising and for such other purposes as it wishes. These photos may feature in brochures, posters, websites and other corporate materials used in the UK.

Identification:

(Please give any relevant details to assist in future identification of the participants, e.g. hair colour/height/I wear glasses etc.)

- I am happy for Mencap's press team to contact me about my story.

The Express Insurance National Road Rally 2010**Return form**

Please return this form with your sponsorship cheque(s) and any sponsorship forms with a gift aid declaration.

Name _____

Address _____

_____Postcode _____

Email address _____

Amount raised _____

How did you hear about the 2010 Express Insurance National Road Rally? _____

Comments or suggestions about the event _____

Would you consider doing the Rally again for Mencap next year?

Yes / No (please circle)

If not, why not? _____

All cheques should be made payable to 'Mencap' and sent to The 2010 Express Insurance National Road Rally, Mencap, 123 Golden Lane, London EC1Y 0RT.

Thank you for your support.