

# Fundraising Toolkit



# Contents

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## **Welcome**

- What is MS?
- What is Kiss Goodbye to MS?
- Its your campaign?
- How will the funds that you raise be used?

## **What are you going to do to Kiss Goodbye to MS?**

- Wear
- Dare
- Share
- A few more ideas to inspire you

## **Creating a fundraising page**

### **Start raising money**

- Double your money
- Word of mouth
- Social media
- Emails
- Talking to the press
- Getting sponsorship from businesses

### **Fundraising resources**

- Fundraising page
- More resources
- Finished your fundraising?
- For any questions

# Welcome

Firstly **THANK YOU!** Because of amazing people like you wanting to do your bit to raise funds and awareness for multiple sclerosis you are helping us to support almost 4000 people in New Zealand with advocacy to improve their lives! Not only that but your donations also support regional organisations to support people living with MS in your community and international research to help improve the lives of millions of people world wide. *You are going to be a hero!*

This guide will provide advice on how to get started with raising money, ideas for fun events, how to help others in your community get involved and useful resources that you can use in your fundraising.

## What is MS?

Multiple sclerosis [MS] – meaning ‘many scars’ – is a condition of the central nervous system (brain and spinal cord). MS is the result of damage to myelin – a protective coating surrounding nerve fibres of the central nervous system (a bit like the rubber coating around wires). When myelin is damaged the scars interfere with messages between the brain and other parts of the body.

While there are some treatments for one form of MS, around half the people with the disease currently have no treatments and there is no cure...YET!! This has to change. With the support of MS organisations and MS researchers around the world people with MS can lead fulfilling lives and new advances are being made every day getting us closer to Kiss Goodbye to MS!

Worldwide there are over 2.3 million people living with MS, and around two thirds are female. MS is usually first diagnosed between the ages of 20 and 40, just when people are trying to start careers and families. In New Zealand MS is one of the most common neurological conditions, with over 4,000 people diagnosed. Kiss Goodbye to MS is building a

proactive community around the world to raise money to change the world for everyone living with MS.

## What is Kiss Goodbye to MS?

It's the only global fundraising campaign for MS. It's a way for everyone to do something fun, exciting, glamorous, weird or whatever, to raise money for the research and support that people with MS urgently need.

## It's your campaign.

You decide what you want to do, how you're going to raise money and you share it with your friends, family and the world on social media using the hashtag

**#KissGoodbyeToMS**

**#KissGoodbyeToMS\_Global**

**#NewZealand**

When you take part in Kiss Goodbye to MS your fundraising becomes part of a global story, so whether you donate \$10 or \$10,000 it makes a huge difference!

### Facebook:

@KissGoodbyeToMSGlobal

@KissGoodbyeToMS

### Instagram:

@kissgoodbyetoms\_global

@kissgoodbyetoms

### Twitter:

@KissGoobyetoMSGlobal

@KissGoobyetoMS

And don't forget to **#NewZealand** each time to show what NZ is doing to Kiss Goodbye to MS.



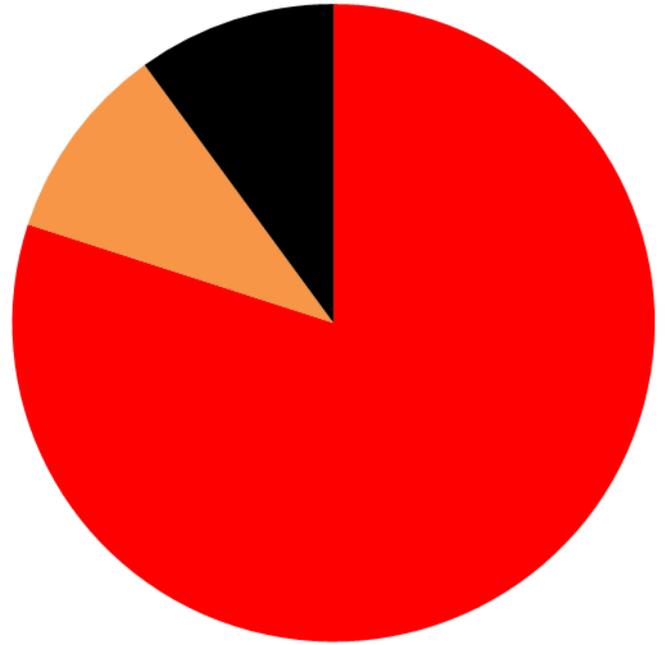
## How will the funds that you raise be used?

Funds raised support MS in a variety of ways, every donation received will be split across the below areas:

**80%** will assist **Multiple Sclerosis New Zealand** to advocate for people with MS to have access to first world treatment, resources and services to improve their well-being and quality of life as well as reducing the burden of MS on those diagnosed, their carers and families. MSNZ also provides support, information, educational resources and training opportunities to 18 independent Regional Societies supporting people living with MS in their Communities.

**10%** will help **Regional Societies** based in New Zealand to provide information, support and individual advocacy to people in their local communities.

**10%** will support ground breaking MS **research** taking place across the globe through the **Multiple Sclerosis International Federation**.





# WHAT ARE YOU GOING TO DO TO KISS GOODBYE TO MS?



Remember this is your campaign, you decide what you want to do and how, only rule is, *HAVE FUN!!*

To inspire you to join us to Kiss Goodbye to MS, we have included some inspirational ideas below on how to get involved.



## Wear

It's easy – just wear **red**! This can be as much or as little as you want.

Wear something surprising, to tell people about the campaign and your fundraising efforts!

For example:

- Wear **red** lipstick or nails for a month!
- Feeling brave? Dye your hair **red**!
- Wear a **red** shirt
- Hold a mufti day at your school or workplace. Everyone pays a fee to wear a **red** item of clothing.



## Dare

Dare yourself to do something out of your comfort zone and get sponsored for it. Here's a tip - the harder, bigger or more embarrassing the dare the easier it is to get sponsorship. Why not dare someone else, or a team, to do the challenge with you?

Here are some ways that you can dare yourself or other people:

- A sporting achievement (these are great because people can follow the training and lead up to the event).
- A group challenge (sharing and celebrating other people's efforts can act as inspiration and drive them to get involved too).
- A battle of the bands challenge.
- Men could wear **red** lipstick **red** nails, or **red** heels for a day, a week or the whole month.
- Something extreme that you've never dared do, such as a bungee jump, shave your head, or abseiling!
- Ask your friends what they want to challenge you to do and how much they'd be willing to pay to make you do it...!



# Share

Amplify everything you do by sharing it with your communities on social media, your colleagues, friends and family - and beyond!

Creating national and international buzz around Kiss Goodbye to MS is important – it builds the community, attracts new fundraisers and rewards those taking part.



## A few more ideas to inspire you

Sponsored *Give It Up* – tea, coffee, sugar, smoking, drinking, for a set period of time or permanently.

Take part in a *race* – 5km, 10km, half marathon, full marathon – whatever you can challenge yourself to achieve.



Do a *bungee jump* or *sky dive* and feel the adrenaline pumping.

Take the opportunity for some peace and quiet, whether at home, work or at school with a *sponsored silence*.

Release that inner hero and run a *Super Hero* dress day at work, school or club.

Get those creative juices flowing and compile all your favourite family recipes into your own *cookbook*.

Like to see your work mates homes, how about *through the keyhole* where each staff member brings in a photo and you have to match the home with the staff member.

Have a Kiss Goodbye to MS Mother's or Father's Day celebration event

Wear **red** heels at work (a great one for the guys).

Dress down, up, in **red** or whatever you want for a *mufti day* at work or school.



Get the excitement going with a local *Treasure Hunt*.

Fill your car full of footballs and run a *Guess how many...* competition.

Lighten the mood and hold an *Office Olympics*, with games of speed typing, synchronised chair swivelling, timed coffee making, upstairs/downstairs races.

Like to see the boss on reception or delivering the post? Run a *Swap Roles* campaign.

**Red lipstick** challenge for all! Do it for a day, a week or how about the whole month!



Get the local spirit going with a *tug of war* between sports teams or schools.

We all have one of those photos! Hold a *guess the baby* competition or a "caption that" photo competition.

Auctions and raffles are fantastic ways to raise funds and they don't have to be of grand expensive items, think about really useful everyday things that we all use, how about an auction of *IOU's*, for example, an IOU of cutting the grass for a month.

Want to have a laugh and some fun with your group of friends, challenge them to creating a themed *calendar* that can then be sold to raise funds.

Hold a *morning tea*, a *bake sale* or *host a dinner party, breakfast or lunch*. Got a birthday coming up? Have a *party* with donations in lieu of gifts.



Have the popcorn ready by holding a themed *movie night* at your local cinema.

Organise a **red** themed *quiz night*.

Organise a flash mob in a public place and get noticed.

Or go big and organise a fundraising ball.



# Create your fundraising page

If you're reading this then you have registered your fundraising page, a great way to promote you're fundraising and collect money online. It is also free!

The registration portal has lots of handy tools to easily help you:

- Register your fundraising event
- Register a team challenge
- Upload images/videos of your fundraising journey
- Email friends, family, work mates and potential sponsors to tell them about your challenge and help you fundraise

Professional and approved sites reassure people that you're not going to run off into the sunset without giving the money to charity first and it also helps you to keep track of how you're doing against your target.

To create the best fundraising page possible, and convince people to donate as much as possible there's a few things you can do;

- Use a picture – they tell a thousand words! Whether that's one of yourself, your fundraising team or, what you're going to do or the Kiss Goodbye to MS logo it helps bring it to life.
- Tell people what you're going to do – especially if you're doing something outside your comfort zone.
- And explain why. Are you raising money because you know someone with MS? Also, don't forget to explain how raising money for Kiss Goodbye to MS helps.
- Make your page interesting and entertaining – MS is a serious illness, but fundraising for it doesn't have to be!
- Shorter is almost always sweeter – so make sure you get to the point.



# Start raising money

To raise the most money possible, promote your fundraising efforts to your friends, family and beyond! Keep them all up to date so they can follow your training or preparation

There's lots of ways of doing this;

- Word of mouth
- Social media channels
- Emails
- Talking to local (and, if you're doing something really unique or impressive, national) media

We've got a bit more detail on how to do this...

**Firstly**, make sure the person you are inspired by is happy for you to share their story.

## Double your money!

Double your money by asking your employer to match whatever you raise. This is called match-funding and many companies will do it. Some bigger ones even have match-funding policies!

## Word of mouth

- Whilst asking for money can be intimidating, there's a reason why you're doing it so remember your passion and that you're asking on behalf of people who're affected by MS
- Try and make it part of the conversation, but also explain what you're doing and why
- Finally, if people say no, then move on with good grace – there's plenty more out there who will say yes!

## Social media

Your social media channels (think Facebook, Instagram and Twitter) are a brilliant way to fundraise because you can reach lots of your friends and family at once and you can easily share the link to your fundraising page.

Here are a few hints and tips when using your social media channels;

- Be entertaining and keep it short!
- Make it personal to you – has someone inspired you to raise money for Kiss Goodbye to MS? Are they affected by MS in some way or were you inspired by a fellow fundraiser?
- Use images on your posts – people are more likely to see it and be interested in it
- On Instagram and Twitter, use hashtags - **#KissGoodbyeToMS #KissGoodbyeToMS\_Global #NewZealand** will help to get it seen by other Kiss Goodbye to MS supporters, but #charity or #fundraising will help widen the number of people who'll see it
- Take people on the journey with you, e.g. if you're running a marathon then share photos of your training, or if you're hosting an event share pictures of you getting it ready
- Make sure that you include the link to your fundraising page and ask people to donate
- It's a good idea to take photos and videos when you're doing your fundraising challenge – you can share these on your social media channels afterwards to spread the word
- Once you've finished, don't forget to thank everyone who supported you on social media, our fundraising system will help you do this also or you could even host your own 'thank-you' event.

## Emails

Emails are a fantastic way of reaching lots of people, especially if you use your own mailing list, and they allow you to directly share the link to your own fundraising page.

If you have registered your event through our website and have set up your fundraising page, you will have access to lots of editable email templates that can be sent at different stages of your fundraising journey, for example email templates to tell your friends about your event, thank you emails for donations, e-cards, updates on progress etc.

Here are some useful tips on sending emails...

- Be entertaining and keep it short!
- If you can, show them a little love and personalise each email – ask about their family / job / pets or whatever makes them tick
- Make it personal to you – share your fundraising inspiration and also how you've been preparing for it
- Use images in your emails – they help break up big blocks of text and make it more interesting. Make sure the images are small, otherwise you'll overload the recipient's email accounts
- Don't forget the link to your fundraising page – and ask people to donate
- When people do donate, make sure you follow up with a thank you email.

### Template email;

**Subject:** Can you help?!

**Body:**

Hi [INSERT THEIR NAME],

Hope you are well?

In two weeks' time, I'll be [e.g. running a marathon] to raise money to support research into MS and support those living with the condition.

Just three months ago, I could barely run three miles, so this will represent a huge achievement for me – here's me looking very red and sweaty after that first run;

INSERT PICTURE

12 weeks later, endless aches and pains and one shiny new pair of running shoes, I'm as ready as I'll ever be.

But the one thing that I still need is your support. I'm running on behalf of my sister who was diagnosed with the MS six months ago. She's still adjusting to this news and Kiss Goodbye to MS is giving us a way to fight back. That's where you come in.

Please donate whatever you can to this incredible cause by clicking on this link here: INSERT LINK HERE

Hopefully I'll see you on the other side! Thank you so much,

INSERT YOUR NAME



## Talking to the press

If you're doing something interesting or exceptional to raise money locally, and maybe even nationally, press may cover it. First you need to find out their phone number or email address – this will either be on their website or on the front/back pages of the paper.

Here are some general points

- Keep it short and to the point
- Let them know a few days in advance
  - they may want to send someone down to cover the story
- If it's an event that you'd like the public to attend, then let them know a couple of weeks in advance
- Give them contact details where they can get hold of you easily
- It can be worth following up with the journalists once or twice, but don't hassle

If you're emailing them

- Make sure you clearly answer What?, When?, How?, Why? and Where?
- The subject should be as clear and simple as possible and get their attention
- Any images you share should be high resolution. Normally this means the file size will be over 2MB so only send two or three per email otherwise it may bounce back.

If you're calling them

- For most enquiries ask to speak to the news desk or community reporter, unless you're doing a sport based fundraising activity – then ask for the sports desk
- Get to the point quickly – it can be helpful to write down what you're going to say so you don't forget. Bullet points are a great prompter for the key points that you need to cover.

## Here's an example email to send to press;

**Subject:** Battle of the Bands at St Albans City Hall

**Body:**

Hi there,

To raise money for Kiss Goodbye to MS, I, along with a group of local women have teamed up to host a Battle of the Bands at St Albans City Hall. Here's some more details about the event;

- **What:** Battle of the Bands competition
- **When:** 6pm-10pm, 10th May 2017
- **Where:** St Albans City Hall
- **Tickets:** \$5 in advance, \$7 on the door, please email [INSERT APPROPRIATE ADDRESS]
- **Why:** To raise money for Kiss Goodbye to MS – we were inspired after my husband was diagnosed with the disease last year

We'd love it if you could share details of the event in the paper the week before as we'd like as many members of the public to come as possible. We'd also like to invite someone from the paper down to cover the event.

I look forward to hearing from you at your earliest convenience, if you require any further information please do not hesitate to contact me as per details below.

Many thanks,

[INSERT YOUR NAME]

[INSERT MOBILE/HOME NUMBER]

[INSERT EMAIL ADDRESS]

[INSERT EVENT WEBSITE/FUNDRAISING PAGE]

## Getting sponsorship from businesses

If your target is very high, or your challenge is particularly daring, remember that businesses can sponsor you as well as individuals!

Create sponsorship packages with benefits that are appealing to local companies e.g. offering to mention them in all of your posts on social media, or if you're running a marathon offer to print their logo on your top.

Don't be too afraid to ask, remember your passion and that you're asking on behalf of people who're affected by MS.

Make sure you follow-up with each potential sponsor with a professional proposal, phone call or visit, this should clearly show;

- What the benefit is to them
- What they'll need to donate or contribute

Contributions don't necessarily have to be in the form of money – they could be donating props for your event for example...

Use flattery to explain why you've asked them for sponsorship.

Suggest they ask staff to fundraise. This makes it more of a team-building opportunity and increases awareness. Ask the company to match whatever the staff raise!



### Here's an example sponsorship request letter

Dear Sir / Madam,

I am writing to you about a sponsorship opportunity.

In four weeks' time, I am running a marathon to raise money for Kiss Goodbye to MS, to fund research into multiple sclerosis and to support those living with the condition. I'm hoping to raise \$3,000.

I'm a huge fan of your company and I would be so grateful if you could sponsor me \$500. In return, I'll print your company logo on my running top.

I'm running on behalf of my sister who was diagnosed with MS just six months ago. She is still adjusting to this life-changing news, but Kiss Goodbye to MS is giving us a way to think positively about the future and to raise money to help many other people who are in the same position as my sister.

I'm looking forward to hearing from you.

Yours sincerely,

[INSERT YOUR NAME]

[INSERT MOBILE/HOME NUMBER]

[INSERT EMAIL ADDRESS]

[INSERT EVENT WEBSITE/FUNDRAISING PAGE]

# Fundraising Resources

## Fundraising page

As mentioned we have a free feature on our Multiple Sclerosis New Zealand website that allows you to build your own personalised fundraising page.

To access visit [www.msnz.org.nz](http://www.msnz.org.nz) and select the 'START Fundraising' red box.

Upon registration you will be able to login to your own page to access to the 'Fundraising' area. Here you will be able to download various posters, banners, logos etc, that can be used to assist you with your own personal campaign.

## More resources

We encourage you to use all of the items available within the MSNZ fundraising area, however there are guidelines for using the Kiss Goodbye to MS logo and brand name – please use them in the correct way.

Brand guidelines will be provided on request. Alternatively you can contact us through the website for more information on how to use the logo and brand correctly.

To find out more about the Kiss Goodbye to MS campaign visit:

<https://kissgoodbyetomsglobal.org>

To find out more about Multiple Sclerosis New Zealand visit:

<https://msnz.org.nz>

To get ideas for fundraising visit

<http://fundraisers-uk.co.uk/content/top-fifty-fundraising-ideas.php>

<http://www.better-fundraising-ideas.com/charity-fundraising-ideas.html>

## Finished your fundraising?

CONGRATULATIONS and THANK YOU!

Your efforts are hugely appreciated by MSNZ and the Kiss Goodbye to MS team.

There's just a few last little bits to do;

- Use your fundraising page to say a final thankyou to your supporters
- Say thank you to everyone who helped and donated via social media
- Share pictures of your fundraising efforts, often this leads to a few more donations trickling in
- Finally, pass the hard earned money that you've raised to Kiss Goodbye to MS.

# THANK YOU

## For any questions

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