

BOWEL
RESEARCH
UK.

Fundraising Pack

www.bowelresearchuk.org

Thank you for choosing to support Bowel Research UK

Together we can work to fund bowel research across the UK that can save and change lives.

Whether you want to create your own event or take part in a Bowel Research UK event there are lots of ways to fundraise.

This fundraising pack will give you tips and advice on how to make the most of your fundraising.

We hope that you enjoy your fundraising experience. If you need any further information or support, our fundraising team are here to help you every step of the way.

Please do not hesitate to contact us:

Email: fundraising@bowelresearchuk.org

Call: **0207 882 8749**

Don't forget to follow us and promote your fundraising using social media. Search for "**Bowel Research UK**" across:



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UK.**



About Bowel Research UK

Bowel Research UK was founded in 2020 following a merger between two well respected charities: Bowel & Cancer Research and Bowel Disease Research Foundation.

Between them, the two charities have over 50 years of experience in helping to fund cutting edge research and making enormous progress in the fight against bowel cancer and other bowel diseases.

By pooling resources and expertise, Bowel Research UK will be able to help to fund more research and ultimately to impact more lives.



Every year over 16,000 people die from bowel cancer in the UK and over a million suffer from bowel disease.

Bowel Research UK funds research into bowel cancer and bowel diseases across the UK. By funding cutting edge research and investing in the best science, we're saving lives and improving people's quality of life.

- Bowel Research UK invests in the best science across the UK and encourages our next generation of research experts by supporting a dedicated PhD studentship programme.
- We believe that we make research better when we involve the public in all its aspects, so we have a unique programme to make this happen called People and Research Together, or PaRT.
- Bowel Research UK want to support people who live with bowel conditions and educate the public about what it's like to live with a chronic bowel condition, so we run engaging campaigns aimed at challenging enduring myths and taboos.
- The money you raise will help us end bowel cancer and bowel disease.

Fundraising ideas

Whether you've signed up for a big challenge with a fundraising target to reach or you're looking for other ways to support us, these ideas are great for raising lots of money whilst having fun:

Quiz

If you fancy being a quizmaster, a quiz could be the fundraising event for you. Invite your friends, family and colleagues to your quiz and ask them to make a donation as an entry fee. If your local pub hosts a regular pub quiz, you could ask them to host the quiz for you.

Bake sale

Love baking? Bake sales are an enjoyable way to fundraise whilst engaging with the public or your colleagues. Host your own bake sale to raise funds for Bowel Research UK or organise a bake sale as a fundraising activity towards your fundraising target. Don't worry if you're not a confident baker, you can always fake it with a cakes from a shop.

Bucket collection

Collecting small change can make a big difference to our work. We can send you a branded Bowel Research UK bucket and T-shirt for your collection. You will need to apply for a permit from your local council if you are collecting in a public place like your local town centre. You can get permission from the manager to collect in a supermarket or train station. For best practice, please search for 'collections' at institute-of-fundraising.org.uk or contact our fundraising team.

Gala evening or charity ball

Whether you want a black-tie event, a fancy-dress party or a masquerade ball, dance the night away with friends and family and raise vital funds for Bowel Research UK.

As well as fundraising from ticket sales, you could include a raffle, auction or photo booth service on the night to raise extra money.

Jumble sale

Have a clear out and attend your local boot sale with profits going to Bowel Research UK. You can also sell your unwanted items online through EBay or Facebook Marketplace.

Create a Facebook fundraiser

You can use Facebook to create a fundraiser to share with your friends and family. Whether you are celebrating your birthday or supporting Bowel Research UK in honour of someone, Facebook fundraisers are an easy way to support us and we receive 100% of donations.





Looking for a fundraising idea to suit your hobbies and interests? Here's some inspiration:

Gaming

Gaming competitions, donate to play.

Singing

A sing off competition, karaoke night, livestream a music performance on YouTube.

Cooking

Come dine with me dinner party or MasterChef style competition.

Sports

Sports day, tournament or match in your local area. You could also organise a barbecue or snack stall for extra donations.

Art

Face painting, selling your artwork or prints.

Animals

Look after a friend's pet whilst they're away, dog walks

The money you raise will help us end bowel cancer and bowel disease

Fundraising online: Top tips

Raising money online is quick, simple, secure and easy to share.

These tips are simple ways to help you boost your fundraising:

1 Upload a photo of yourself

According to JustGiving, fundraisers with a photo raise 14% more than those without. You can also upload videos to your fundraising page.

2 Tell your story

Our fundraisers have personal links to our cause. Tell your donors why you care about Bowel Research UK in the description of your page.

3 Aim for a fundraising target

Fundraisers on JustGiving raise 46% more if they set a fundraising target on their page. Aim high!

4 Share your page

You can raise more by sharing your page link on social media. Don't be afraid to tell your friends & family what you are up to. You can use Facebook, WhatsApp, Twitter, Instagram.

Don't forget to use your email too!

5 Get your work and colleagues involved

Don't forget to see if your work can get behind your fundraising by sharing your event with colleagues. Some companies are happy to match fund – whereby any funds you raise they will match £ for £ or up to a certain amount. It's always worth asking!

6 Update your page

Posting updates on your fundraising page or social media is a really effective way to spread the word. Tell your supporters how you are getting on with your training or fundraising plans with photos and videos. Did you know you can link your Strava account to your JustGiving page to share your recent training progress?

Social Media: Our top tips for sharing your fundraising

Social media is a great way to tell people your story and reach hundreds of people. Let everyone know you're fundraising for Bowel Research UK and boost your donations.

Here are our top social media tips:

- Grab attention in your first post with a big announcement about your fundraising.
 - Post your story on **LinkedIn** to let your colleagues know about your fundraising.
 - Tag **Bowel Research UK** in your Facebook, Twitter and Instagram posts.
 - Update your **Instagram** bio with your fundraising page web link.
 - Use photographs and videos to tell your story and regularly update everyone on your fundraising and training. Show people how much effort you are putting into your fundraising and remind them to sponsor you.
 - Keep your tweets clear and concise with the character limit and encourage people to retweet.
 - Tag other people, especially on **Facebook**, **Twitter** and **Instagram** to spread your message even further.
- Ask friends and family to share your posts. Tag and mention relevant people

Reach more, raise more and change more lives

Show your supporters why our cause is so important:

Far too many people are needlessly dying from bowel cancer and having to suffer with other bowel diseases

Research offers our best chance of curing these conditions, or helping to limit the impact they have on people's lives

We believe in investing in the next generation of scientists and funding new ideas to find ways forward

Let's end bowel cancer and bowel disease

Thank you for your support

The money you raise will help us achieve our vision that one day, no one will die of bowel cancer or have to live with chronic bowel disease.

Please do contact us and let us know about your fundraising - we're here to help and can offer advice and resources such as T shirts, running vests, collection tins etc.

If you are unsure about the rules of data protection and ethical fundraising in anything you're planning, don't hesitate to contact our Fundraising Team for advice.

Make sure you stay safe when handling cash and never fundraise alone.

Paying in the funds you have raised

Set up an online fundraising page on JustGiving or Virgin Money Giving to ensure the money you raise reaches Bowel Research UK directly.

Bowel Research UK accept donations in cash, by cheque or BACS (bank transfer).

Please email us on: fundraising@bowelresearchuk.org or call the office on **0207 882 8749** for more information.

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c/o The Royal College of Surgeons of England
35-43 Lincoln's Inn Fields
London WC2A 3PE

www.bowelresearchuk.org

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