

Fundraising Toolkit



**KISS
GOODBYE
TO MS**

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Welcome!

Firstly, thank you for getting involved in Kiss Goodbye to MS! You are about to become part of the only global fundraising campaign for multiple sclerosis (MS).

Everything you do from now on will raise money for research to change the lives of people with MS, as well as supporting people living with the disease today. 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), which is incurable and often disabling. It is usually first diagnosed between the ages of 20 and 40, just when people are trying to start careers and families.

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. This has to change!

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.

Worldwide there are over 2.3 million people living with MS and around two thirds are female. This is why Kiss Goodbye to MS is building a community of women (and men) 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**

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

Instagram:

@kissgoodbyetoms_global

Twitter:

@KissGoobyToMSGlobal



Get involved



Wear

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

WHERE? Anywhere! Arrange this at your work or local schools

HOW? 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 non-uniform day at your school or workplace. Everyone pays a fee to wear a **red** item of clothing.

WHEN? Start telling people on your social media channels, on fundraising networks, by email (create a mailing list, if possible) and by word of mouth etc. at least one month in advance.



Dare

WHAT? Dare yourself or someone else to do something out of your/their comfort zone and get sponsored for it

WHERE? Depends on the dare. Challenge yourself so you can feel a sense of achievement as a result. The harder, bigger or more embarrassing the dare the easier it is to get sponsorship.

HOW? You can use the donation form in this toolkit to collect pledges from friends, family and colleagues. Or you create your own fundraising page on your local members' website (if they have that function), on well-known pages like JustGiving.com or FirstGiving.com, or if your country isn't taking part you can build your page on the global site.

WHEN? Promote it on your social media channels, on fundraising networks, by email (use a mailing list if possible) and by word of mouth etc. at least one month in ahead of the dare if possible.

STUCK FOR INSPIRATION?

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

- Running a marathon (a sporting achievement is good because people can follow the training).
- 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 or red nails.
- 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...!

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!

Try getting sponsorship from a local business. You'll need to have a way to acknowledge their contribution, for example using the template press release in this toolkit to get publicity with local media.



Share

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

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

WHERE? On social media, traditional media, email newsletters, your website, word of mouth and so on.

Other ways to get involved...

WHAT? For those who want to do their own thing, it might be as simple as just making a donation, holding a cake sale, running a marathon - or whatever works for you!

WHY? Not everyone will want to wear or dare so you can be part of the campaign in your own way. We want to hear what you're doing so make sure you share it on social media.

WHERE? Anywhere!

HOW? If you've got your own way to raise money, hosting a dinner party and asking people to contribute, organising a flash mob, or whatever - go for it!

WHEN? Join in whenever your country is running the campaign (usually Jan/ Feb or May depending on the country), or whenever works for you.

Create your fundraising page

Some countries have a feature on their website that allows you to build your own personalised fundraising page. This is a great way to promote your fundraising and collect money online. It is also free!

If your country doesn't have this feature you could use a well-known charity fundraising site (like GoFundMe.com, JustGiving.com or FirstGiving.com).

Well known 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.

If your country doesn't have a participating organisation you can use the global Kiss Goodbye to MS site to build your free fundraising page. Just visit www.KissGoodbyetoMSGlobal.org and go to Create Fundraiser.

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...

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'll say yes! (Hopefully!)

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's 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 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 – or even by hosting a 'thank-you' event

Emails

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

Send out emails, to friends, families and colleagues if it's appropriate. Here are some useful tips...

- 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 local, and maybe even national, 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's 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 its 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 that they'll be over 2MB so only send two or three per email otherwise it'll bounce back

If you're calling them

- For most enquiries ask to speak to the news desk, 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

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, please email MSfundraising@outlook.com, £7 on the door
- **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.

Please do let me know your thoughts on this – and please give me a call on 07777 777 777 if you need any more information.

Many thanks,

INSERT YOUR NAME

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.

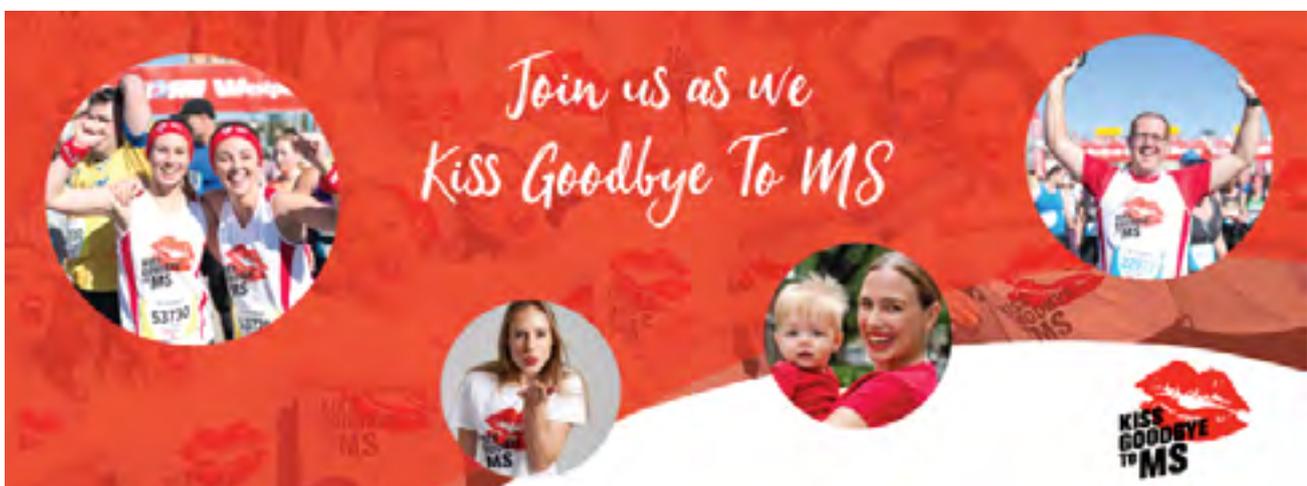
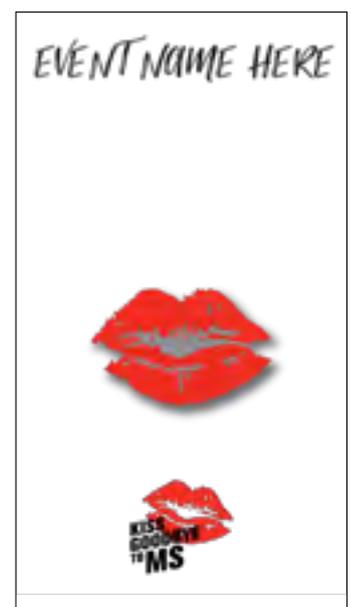
Yours sincerely,

INSERT YOUR NAME

What's in the toolkit?

To help with creating images and content for fundraising, here are some of the assets you'll be able to download

- Hashtag sticker
- T-shirt graphic
- Event poster
- Snapchat filter
- Facebook header



More resources

We encourage you to use all of the assets provided in your toolkit, 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 get ideas for fundraising

- <http://fundraisers-uk.co.uk/content/top-fifty-fundraising-ideas.php>
- <http://www.better-fundraising-ideas.com/charity-fundraising-ideas.html>

For how to fundraise responsibly (please check local guidelines too)

- <https://www.gov.uk/guidance/fundraising-legally-and-responsibly>
- <http://www.institute-of-fundraising.org.uk/guidance/frequently-asked-fundraising-questions/> Vite, cerenium

Finished your fundraising?

CONGRATULATIONS and THANK YOU! Your efforts are hugely appreciated by the Kiss Goodbye To MS team

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

- Use social media to say thank you to everyone who helped and donated
- 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

For any questions

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Thank you