

**Help
Musicians**

**Music
Minds
Matter**

Your guide to Fundraising this World Music Day

**Welcome, and thank you so much for choosing to
fundraise for Help Musicians and Music Minds Matter.**

Whether you have tons of experience, or this is your first time
supporting a charity, we've got you covered.

**We will take you step by step through the process, with lots of tips
and hints to make your fundraiser a success.**



About us

Help Musicians

Help Musicians provides support and opportunities to empower musicians at all stages of their careers, in times of crisis and in times of opportunity. We do all we can to ensure that the people behind the music we love thrive. Visit our [website](#) here.

Music Minds Matter

Music Minds Matter put positive mental wellbeing centre stage in music, offering everyone working in the industry the right tools and support at the right time to stay mentally well. Visit our [website](#) to learn more.

Whichever charity you
fundraise for, every
penny will go directly to
supporting those who
work in music - that's
our 100% pledge.

So, let's get started!

6 easy steps to fundraise this World Music Day



Get in touch



Choose your activity



Organise your fundraiser



Promote what you're doing



You did it! Next steps..



Share your success



Step 1: Get in touch

Wherever you are in the UK, we want to help make your fundraiser a success. So, get in touch, introduce yourself and let us know about your event. We are very happy to offer advice and support.

We are unable to fund or sponsor individual events but can provide fundraising resources. Please contact your local Help Musicians or Music Minds Matter fundraising officer to learn more.

If your based in:

England and Wales

fundraising@helpmusicians.org.uk | 020 7239 9114

Northern Ireland

niinfo@helpmusicians.org.uk | 028 9344 8869



Step 2: Choose your activity

All it takes is a great idea.

There's no limit on who can fundraise and how you can do it.

Get active, get creative, get musical; get friends, colleagues or schoolmates involved and get ready to have fun!

Unsure of where to start? Here are a few ideas:



Hold a charity music event

Organise a concert, either in person or virtually



Hold a music themed bake sale

Create and sell your favourite bakes. Why not put a musical twist on the theme too?



Sell unwanted items

Turn your unwanted items into cash by selling them at a car boot or garage sale



Take on a challenge

Run, walk, cycle or swim up to 21 miles in June to celebrate World Music Day



Hold a music-themed quiz

Speak to your local pub or chosen venue to arrange a music quiz and donate the profits



Fundraise with your choir

Ask your local choir if they would consider holding one of their events for our charities

Feargal's fundraising story

Feargal Mostyn-Williams raised over £5,000 for Help Musicians by hosting a music event as well as swimming and cycling across Europe.

He wanted to give something back to the charity after we supported him through Covid.

“

I really wanted to get up and do something. It wasn't the case of 'I want to do the event, who am I going to do it for?' It was a case of 'I want to fundraise for Help Musicians. What am I going to create to do that?'. If you're thinking about doing an event for Help Musicians, I would say definitely go for it. I know 100% that if I were to pick up the phone or email Help Musicians, I would get a reply. Any sort of event that helps the charity is fantastic.





Step 3: Organise your fundraiser

Planning is crucial in bringing your fundraising idea to life.

There can be a few things to organise, and here are some tips to make this as easy as possible:



Time is everything

When will your fundraiser take place, and when would work best for your supporters? If you want people to attend, try to avoid diary clashes



Make it easy

Make it simple and hassle-free for people to support you. The best way to do this is by collecting money online.

We recommend using sites such as JustGiving or **Facebook Donate**. Donations will go directly to **Help Musicians** or **Music Minds Matter**, making it easy for you and your donors. Simply follow their guides to create your fundraising page.



Get some gifts

Ask local businesses to help with free gifts and services – you'll be surprised how generous people can be when you ask. You can get raffle prizes, free refreshments, or even a venue. **Please contact us if you need us to provide confirmation of event participation.**



Plan your sponsorship

Who are you inviting to sponsor you? How will you contact them and are you seeking donations up front or sponsorship after your fundraiser has happened?



SMS Giving: use the code and terms and conditions wording below to raise funds by text

Help Musicians

Text **WMD** followed by your donation amount to **70450** to give that amount.

T&C – Texts will cost the donation amount plus one standard network rate message, and you'll be opting into hearing more from us. If you would like to donate but don't wish to hear more from us, please text WMDNOINFO instead.

Music Minds Matter

Text **WMD** followed by your donation amount to **70460** to give that amount.

T&C – Texts will cost the donation amount plus one standard network rate message, and you'll be opting into hearing more from us. If you would like to donate but don't wish to hear more from us, please text WMDNOINFO instead.



Gift Aid it

Donations made with Gift Aid enable us to claim an extra 25p for every £1 given, at no cost to you or the supporter.

Donors must be UK taxpayers and declare that they are eligible for the charity to claim. They can add Gift Aid when using fundraising platforms like JustGiving. You can also add Gift Aid if you make your donation online by ticking the box on our [**Help Musicians**](#) or [**Music Minds Matter**](#) donation page.



Stay safe

Don't forget health and safety. If it is a large event make sure crowds are managed properly. Ensure any food is cooked thoroughly and alcohol sold responsibly. It's a good idea to have a trained first aider and someone to look after children on site.



Make it meaningful

In your communications, share why you are supporting Help Musicians or Music Minds Matter. Perhaps you've been personally helped by the charity, or you're inspired by the work.



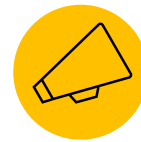
Step 4: Promote your fundraiser

Once you've planned your fundraising event, it's time to start telling everyone. Here are some tips on how to do so:



Start early

Aim to start promoting two months before the date.



Spread the word at work

Don't forget to ask colleagues for support. Perhaps your employer could match their donations? Put up posters or recruit your workmates to help.



Tell local press

Your local paper is always looking for interesting stories, so let them know what you are doing and why you are supporting Help Musicians or Music Minds Matter.



Maximise your fundraising page

An active fundraising page makes a big difference. Make it personal, use photos and respond to messages. You can post videos and share your fundraising successes. Don't forget to link it to your social media.



Tell your networks

Use social media and link to your online fundraising page. Or, create an online event and invite friends to share progress in the run up to the event.

Remember to tag **@helpmusicians** or **@musicmindsmatter** on your social posts - we're always happy to see our amazing fundraisers active on social media.



Step 5: You did it! Next steps....



Share the good news!

We love to share the great work our fundraisers do. Let your local Fundraising Team (see step 1) know how things went.



When to pay your donation

So your fundraising efforts can start making an impact as soon as possible, please send all money raised within 30 days of your event.



How to pay your donation

Sites such as JustGiving or Facebook Donate allow you to make the payment yourself. Otherwise, you can donate to **Help Musicians here**, or **Music Minds Matter here**.

You can also pay by cheque. Please make it payable to Help Musicians or Music Minds Matter and post to **7-11 Britannia Street, London, WC1X 9JS**.

Along with the cheque, please attach a note including:

- Your contact information
- How you raised the funds, and how much
- Which charity you are supporting

Please do not send cash in the post. If your event generated cash donations, contact your local office (see step 1) to arrange a face-to-face donation.

If you want your donation to be **specifically** allocated to musicians in either Scotland or Northern Ireland, please explain this when making your payment.



Step 6: Share your success



Thank your supporters

Use your social networks to thank your supporters, tell them what you have raised, and the impact it will have.



Join our community

Join our wonderful community of fundraising volunteers by adding yourself to our **Facebook group**



Thank you!

 **helpmusicians.org.uk** **musicmindsmatter.org.uk**

 @helpmusicians @musicmindsmatter

 @HelpMusicians UK @musicmindsmatter

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Music Minds Matter registered charity No. 1199795

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