YOUR COMPLETE GUIDE TO FUNDRAISING TO HELP MUSICIANS
Thank you for deciding to fundraise for Help Musicians UK. Whatever you decide to do, every penny raised will help musicians when they need it most.

By fundraising for us you will be giving vital support not just for the people we help, but for everyone who enjoys music and wants to see a thriving music culture in the UK.

We help talented young musicians get their foot on the ladder to professional life and we are there when accident or illness strikes helping musicians back to playing. We also support musicians with the challenges of retirement and old age.

Here’s your chance to give back for all the joy that musicians have given us throughout our lives.

We hope this pack gives you all the ideas you need to make your event a success but if you have any questions we are here to help you. Thanks and good luck!
GETTING STARTED

The early stages of planning any fundraising activity whether a challenge, a concert or a celebration can seem overwhelming – but don’t panic, we are here to support you every step of the way.

Choosing an idea is often the easiest part of organising a fundraiser – putting it into action is what really needs some careful thought. Here are some key questions to consider when planning your event:

**TIMING IS EVERYTHING:**
When will your fundraising event take place? This is key when considering the audience and location of your event. Make sure you’re not going to clash with other big events that may steal your audience.

**LOCATION, LOCATION**
Where will you host your event – a local village hall, a pub, at your home, at school, or at work? Make sure it is easy to get to and big enough for everyone you are inviting.

**INVITATIONS**
Who are you inviting to your fundraiser – will it be invitation only or will you invite a wider audience? Check out our advice on how to publicise your event.

**CUT THE COSTS**
Work out your budget and try to stick to it. Think about what you might need and get as much as possible for free. We can help with sponsorship forms, collection buckets or tins, posters and Gift Aid envelopes so do get in touch.

**MAKE IT EASY TO DONATE**
Think about how people can give you their money: by cheque, cash or via an online fundraising page. And don’t forget to ask for Gift Aid.

**TELL US ABOUT IT**
We are here to help make your fundraiser a success so please let us know what you are doing,
There are so many ways to get involved and help musicians, and it all begins with an idea...

- Host a Karaoke evening at a local pub and get the audience to pay £1 to perform their favourite song.
- Put on a themed party and invite everyone attending to make a donation - and for those ‘too cool’ to dress up, charge them extra.
- Hold a raffle – get your friends and family involved by donating prizes for the draw.
- Hold a sporting tournament – a football or cricket match, a tug of war, rounders, or even a three-legged race or Frisbee if you are not so sporty - anything you enjoy! Make it a fun family event by combining it with a barbeque or picnic.
- Organise a concert, music quiz, or musical comedy night in support of musicians – don’t forget to ask us for collection buckets.
- Theme your event according to the season – there’s plenty to choose from, a pancake flipping competition, a spooky Halloween party, carol singing with friends or even a competition to make the best snowman.
- Share your skills – you can give cooking lessons, art lessons or teach a musical instrument. Sharing your skills with others can be fun!
- Don’t forget you can also challenge yourself and help musicians, by running a marathon, taking part in a triathlon, a sponsored hike, or even participating in a sky dive. Many events are free to join - see our website for a list of suggested events.
Depending on the type of fundraising event you choose, there can be lots of things to organise.

SET UP A FUNDRAISING PAGE
One of the easiest and safest ways to collect sponsorship money is online. All you have to do is create a page on JustGiving or Virgin Money Giving and follow their step by step guide.

GET SOME HELP
It can be a lot of work to organise an event so get some help from your friends. Make a list of tasks that need doing, and then find people with the skills you need. Make sure they are well briefed on the day of the event.

GET PERMISSION
If you want to collect money in a public place you will need permission from your Local Authority and for some events you may need Public Liability Insurance – this may be covered by the venue but you need to check. Anyone under 16 must get permission from a parent or guardian before they start fundraising but they cannot take part in door-to-door collections.

GET SOME GIFTS
Ask local businesses to help out with free gifts and services - you’ll be surprised how generous people can be. You can get raffle prizes donated or get a free venue or refreshments for your event – you just need to ask.

GIFT AID
Make sure you encourage people to tick the Gift Aid box on your sponsorship form if they are eligible and you will earn an extra 25p for every £1 that people donate.

KEEPING SAFE
Whilst you are having fun, don’t forget about health and safety. If you are expecting a lot of people, make sure crowds are managed properly, food is cooked thoroughly and alcohol sold responsibly. It’s a good idea to have a trained first aider available and someone to look after children.

TAKE LOTS OF PHOTOS
Photos are great to tell the story of your event, whilst you are preparing and on the day. We’d love to show your photos but don’t forget to ask people’s permission to use them.
Once you have planned your fundraising event you need to tell everyone about it to get the maximum support. Here are some tips on how to best promote your event.

**LET US HELP**
Give us the details and we can publicise your event on our website, Facebook and Twitter. We also have a list of email subscribers who love to hear our news – you could even write a blog for us. Don’t forget to give us the link to your JustGiving or Virgin Money page.

**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 UK. Our Communications Team can also help you with advice on who to approach and what to say.

**SOCIAL MEDIA**
Make the most of your Facebook account and link it to your online fundraising page. Create an event and invite your friends. You can tweet about your progress, training or preparation in the run up to the event. Remember to mention Help Musicians UK.

**SPREAD THE WORD AT WORK**
Don’t forget to ask your colleagues for support; perhaps your employer might like to match your target? Put up posters for your event on the notice board or recruit your workmates to help out on the day.

**MAXIMISE YOUR FUNDRAISING PAGE**
Having an active fundraising page is vital to keeping the money rolling in so remember to update it regularly. Make it personal with lots of photos and respond to messages. You can post video updates of your progress and any fundraising successes you’ve had. Don’t forget to link it to your Facebook and Twitter accounts.
**SOME OF OUR FUNDRAISING STARS**

**BEX HERMAN**
is a cello student who we helped with an award to support her through her studies. She raised £1,500 by doing a 5k run. 

“I wanted to run 5k for Help Musicians UK because without their support I couldn’t have continued my music studies. It was a small challenge in comparison to the huge difference their help made, and I am deeply grateful to them for their support”.

**DANIEL PARKINSON**
is studying Orchestral Conducting at the Royal Northern College of Music. In October 2013, Daniel organised and conducted an ambitious concert performing all five Beethoven Piano Concertos in a single evening in aid of Help Musicians UK. International concert pianist Martin Roscoe joined an orchestra of past and present students of the RNCM for the event which was hosted by Classic FM presenter John Suchet. The event raised over £2,000. 

“Help Musicians UK is about supporting those who brighten up the lives of others. Musicians dedicate themselves to a life of expression, passion and emotion. It is only right that when they fall on hard times, someone is there to help. I was delighted that ‘The Beethoven Piano Concerto Project’ was able to raise money to continue the good work that Help Musicians UK is doing across the country”.

**JACOB NATHAN**
undertook the incredible feat of completing a Triathlon in aid of Help Musicians UK at the age of 12! His amazing efforts raised over £1,000. 

“I felt that I wanted to give something back to the people that have taught me and my family the love of music”.

Bex Herman

Daniel Parkinson

Jacob Nathan
AFTER THE EVENT

The hard work is over; you’ve raised the money, here’s what to do next...

PAYING IN YOUR DONATION
It’s really easy to donate the money collected at your event:
Visit our website and go to the donate page at www.helpmusicians.org.uk/donate to make an online donation. Don’t forget to let us know that you raised this money at your event.

OR
You can make a cheque payable to Help Musicians UK and send it to our offices at 7-11 Britannia Street, London, WC1X 9JS

OR
You can call the Fundraising Team on 020 7239 9115 to make a telephone donation using a credit or debit card.

THANK YOUR SUPPORTERS
Use your social networks to thank your supporters and tell everyone how much you raised and what it will help us to achieve.

TELL US ALL ABOUT IT
We love to hear about how our fundraisers’ events went so please remember to let us know how and why you decided to fundraise for us. Your fundraising stories can be an inspiration to others so please send us pictures, quotes and anecdotes to put on our website and social media.

WHAT YOUR MONEY CAN DO
Music enriches everybody’s life whether you play, sing, write or listen. Help Musicians UK provides a vital lifeline for thousands of musicians by supporting them at every stage, from the start of their career right through to the end.

In 2012, we spent £3.47m changing the lives and careers of 2,101 musicians. We helped:

- 193 professional musicians through the crisis of illness or accident
- 495 older musicians to cope with retirement or long-term illness
- 120 young artists with essential career help when they are starting out
- 792 musicians to access expert healthcare advice
- 417 emerging musicians with opportunities to develop skills
- 84 musicians with long-term or terminal illness

Each year we help over 2,000 musicians. Please get in touch if you have any questions about planning your event by contacting the fundraising team on 020 7239 9115 or at fundraising@helpmusicians.co.uk
Kareem, Wayne, Ahmad and Yussef are United Vibrations, a band from London. We know how challenging it can be to get to the next level in the music industry, and being full-time in music can be difficult at the beginning, especially financially. We supported United Vibrations through our Talent Programme, giving them financial support to expand and develop.

Singer and pianist Lauretta first started performing in 1929, and still continues today when she can. She has had a long and varied career, and we first got to know her when health issues made it difficult for her to sing. We understand how hard it is to save for retirement during a freelance music career, and we also understand how important music is, which is why as well as helping Lauretta with living costs, we make sure that her piano is tuned regularly.

At 27, classical violist Mandhira was diagnosed with thyroid cancer. We supported her financially so that she could take a complete break to recover, as we know that musicians often return to work too soon after they’ve been ill because they need to pay the bills. This means they can’t fully recuperate. We have also supported Mandhira and her quartet through our Talent Programme to help them develop and grow.

WHO WE’VE HELPED
Help Musicians UK is the working name of the Musicians Benevolent Fund
7-11 Britannia Street, London WC1X 9JS | Registered charity No. 228089