

Now you've decided to help, how will you choose what to do?



Fundraising should be fun so why not go for something you enjoy, or something you've always wanted to do? If you love cycling or walking, or need to get fit, why not do a sponsored walk, run or ride? Get your family and friends to do it with you. If you're a keen gardener hold an open garden one summer afternoon, or invite an expert from the local garden centre to speak.

- Think about 'piggybacking' other events and organisations. Are you a member of a sports club? Or do you have a local football club? Would they let you do a collection one match day? Or organise a special fundraising match for you? If you're a member of a golf club you could ask them to hold a charity golf day.
- Consider who you know and the contacts you have. Perhaps you know someone, like a caterer or entertainer, who might help by doing something at a very low cost – or for free? Or do you have access to a special venue for an event?

Whatever you choose, remember fundraising can be hard work, but it should also be fun! Your reward will not only be a great experience, but also knowing that your efforts have contributed to Tommy's vital research – helping to save more babies' lives.



Star fundraiser, Derek Brown, shares his top fundraising tips



Derek Brown has been fundraising for Tommy's for over five years and has raised over £60,000 with a variety of different events from street collections to skydiving!

- Plan your fundraising activity properly. Give yourself plenty of time to raise sponsorship.
- Set yourself a realistic target, and then see if you can better it!
- Always seek sponsorship from people you know (they can then tell their friends about you).
- Always go back and thank your supporters, showing proof of what you have done and tell them how much you have raised.
- When asking for sponsorship be sure to include information on what Tommy's does and what you're doing. Keep it short and clear as possible.
- Know the name and contact details of the Community Fundraising Manager at Tommy's so you can pass this information to anyone who asks.
- Be well informed as to what Tommy's does so that you can answer most questions about where the money will go and what it will be spent on.
- Use official Tommy's collection tins which are security sealed.

One of the simplest ways to raise money is to collect in all your local pubs. Get permission from the landlord, make sure you have a letter of verification from Tommy's and a collection box. Dressing up gets you loads of attention as does giving out badges or lollipops - why not grab some of your friends and make a night of it!

You can also collect in your local high street or supermarket - you just need permission from the local council or the supermarket manager.

At Christmas time I run a huge raffle in a local pub - I collect around 100 prizes in from businesses and shops and then the pub sell the tickets on one night and do the draw there and then. That way you don't need a lottery licence.

At Christmas I've also dressed up as Father Christmas in the local Boots store. I got a load of lollipops donated for the kids, and the parents made a cash donation which went straight to Tommy's!

The most daring event I've organised has to be the parachute jump. I recruited around 15 people to take part and we all jumped 12,000 feet plus out of a plane in a tandem skydive! It was great fun and everyone raised their own sponsorship. Solo jumps