

## Your support means a lot to us

The Marine Connection is a UK registered charity working globally for the welfare, protection and conservation of all dolphins, whales and porpoises. One of the charity's main objectives is to ensure everyone understands the importance of protecting these marine mammals and their natural habitat - making a positive difference to the current and long term survival of cetaceans worldwide.

The charity achieves this via various campaigns, education and research programmes, events and press coverage. In order to ensure that we carry out our vital work, we encourage our supporters, companies and the celebrities we work with to become involved in a pro-active way.

Designed as a source of inspiration, support and practical fundraising advice, this fundraising toolkit can help you whether you are an experienced fundraising group or an individual looking to organise a fundraising event for the Marine Connection. Easy to use, the toolkit provides quick and easy access to a vast range of ideas and guidance to ensure that your event is a success.

In addition to fundraising ideas, this toolkit contains downloadable materials providing fundraising ideas, organisation and publicity tips and safety and legal considerations. It also contains materials that you can use to raise funds such as the fundraising and sponsorship forms as well as a paying-in form that you need to use when sending us the monies you have raised. We hope that by using the toolkit you can help raise funds successfully thereby helping to conserve the future of dolphins and whales in the UK and worldwide.

## Ways you can help out

It is amazing what you can do to really make a difference. By giving some of your time, you can help raise funds and support the charity's work in protecting thousands of dolphins & whales.

The majority of people who contact the Marine Connection to help raise vital funds and support our work have never embarked on any fundraising events before or had any experience, however all it takes is a bit of initiative and lots of enthusiasm on your part. If you are ready to get started, below are just a few examples of how you can get involved:

- **Auctions:** Collect items from local celebrities and businesses (don't forget to ask spas, hairdressers, travel agents etc. for vouchers) and organise an auction at a local community centre. To make it more interesting, team up with a restaurant or hotel to hold the auction at a dinner event and charge people for the dinner to raise more funds.
- **Bake Sale:** Get your class or local woman's association to prepare cakes/cookies and jams for sale. Offer a sponsored prize to the person who raises the most money.
- **Car Boot Sale:** Get your family and friends to have a clear out and rent a stall at your local market or organise a jumble sale in your neighbourhood.
- **Collection Boxes:** Place collection boxes in outlets such as libraries, supermarkets etc. Remember to get permission first.
- **Dinner & Dance:** Team up with a local restaurant to hold a dinner and dance event, to make it more fun go for a theme such as James Bond or Masquerade Ball - hold a raffle to raise more funds.
- **Fashion Show:** Ask local department stores and/or designers to contribute clothes and use your friends/family/local students as models. Raise money by selling tickets to the show and the sale of clothes.
- **Quiz night:** Arrange a quiz night at your local pub with a raffle to raise money. Ask friends and family to donate items for the raffle.



## Planning and organising your event

### 10 easy steps to successful fundraising:

1. **Keep it simple:** don't combine too many ideas as it will get confusing to keep track of what is happening when.
2. **Ask:** friends and colleagues to help - it really is much more fun if you share the load and what's more you get the benefit of lots of different ideas and experience.
3. **Speak to us:** don't forget to let us know about your event, we love hearing about your fundraising and may even be able to help out.
4. **Be organised:** have a clear plan from the very beginning and be sure to check that the date of your event doesn't clash with others, like the World Cup Final or school holidays.
5. **Draw up a budget:** try to calculate any expenses well in advance and work out ways to cut costs, from getting complete sponsorship to persuading companies to provide gifts or services at a reduced rate. Try to spend no more than 25% of your expected income in organising the event
6. **Seek permission:** check local legal requirements. Make sure you find out whether you require any special licenses or permissions. This particularly applies if you are planning to organise a raffle or put up collection boxes.
7. **Insurance:** if organising an indoor event, be sure to check with the venue for insurance terms and health & safety legislation as these may already be covered
8. **Publicise your event:** don't forget to promote the event in your local area. You could put up posters, hand out flyers and even get your local papers and radio stations involved. See next section for more details
9. **Thank everyone involved:** after the event. Who knows, you may need their help at your next event - we can provide you with information leaflets about the Marine Connection to send out with your thank you notes. See our materials order form for more details.
10. **Last but not least, have fun!**

## Publicising your event

Whenever you plan an event, you need to think about how you can raise awareness among people so that you raise more than your target amount. For this purpose, it is **always** good to inform your local papers and radio stations through a media advisory (see next section). A mention in the local press can be invaluable in raising the profile and awareness of your event, getting free advertising for your event and getting more funds... so go on and make sure your event gets a mention!

### Hints & Tips

- Identify all of your local papers, including free ones, as well as your radio stations and any local websites. Asking friends and family will always help identify some you may have forgotten about!
- Be clear in what you want to say in your press release and have a catchy title. Get someone else not directly involved in the event to read through your posters and press release and make comments
- Send all artwork/press releases for approval to [info@marineconnection.org](mailto:info@marineconnection.org)
- Thank all press/radio that have covered your event, if you keep them onside they may help you with your next event.

### Helping to spread the word...

- If you are planning a big event, find people in your area who can lend a hand: whether it is with time, money, prizes donation or venue, just ask others!
- Think about where else you can publicise your event in your local area i.e. through posters, leaflets etc. Many times libraries, community centres, supermarkets and even schools may let you publicise your event. Remember to ask permission first.
- Wherever you publicise information about your event, also speak to people working there about what you are doing so they can also pass the word on.



## Event invitation

You can print these out or even send them by email.

**You are invited!**

**dear** \_\_\_\_\_

**please join me at** \_\_\_\_\_

**on** \_\_\_\_\_

in support of the **Marine Connection**, a charity committed to the welfare and conservation of dolphins, whales and porpoises in the UK and worldwide.



**RSVP TO:** \_\_\_\_\_

**You are invited**

**dear** \_\_\_\_\_

**please join me at** \_\_\_\_\_

**on** \_\_\_\_\_

in support of the **Marine Connection**, a charity committed to the welfare and conservation of dolphins, whales and porpoises in the UK and worldwide.



**RSVP TO:** \_\_\_\_\_

## Press release template

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**For immediate attention**  
**(insert today's date here)**

**\*\*\*\*\*MEDIA ADVISORY\*\*\*\*\***

You are invited to a fundraising event organised by \_\_\_\_\_ and sponsored by \_\_\_\_\_ on behalf of the Marine Connection\*.

**WHAT:** *(insert name of event i.e. fashion show and charity auction)*

**WHERE:** *(insert venue and directions. Enclose separate map if necessary)*

**WHEN:** *(insert date)*

**TIME:** *(insert date)*

**ATTENDEES:** *(insert details of any local celebrities)*

**\*Note:**

All funds raised will be donated to the Marine Connection, a UK registered charity committed to the welfare and conservation of whales, dolphins and porpoises around the UK and worldwide. For more information, visit [www.marineconnection.org](http://www.marineconnection.org)

**For more information contact:**  
***(insert your name, email and telephone number here)***

## Materials order form

### Let us know what you're doing and when!

The Marine Connection can help you with materials, such as posters, information leaflets and more! We can also provide you with a write-up on our work, aims and achievements and the event. Just fill in the form and send it back to us at least one month before the event (**materials are free, sent 2<sup>nd</sup> class and despatched within 10 working days but postage needs to be covered,**).

Name..... Telephone number.....  
 Address.....  
 ..... Postcode.....  
 Date of event..... Type of event.....  
 Venue.....

Leaflets & Booklets	Maximum allowed	Quantity requested
Fish4Ever leaflet	100	
Adopt A Dolphin/Supporter leaflet	300	
Swimming with captive dolphins	100	
Seventh Wave (our quarterly magazine)	30	
Poster on UK's dolphins, whales & porpoises (A3)	30	



## Fundraising form

Print out the form on the next two pages and start raising funds today whether through your school, neighbours or family. No amount is too small as every bit raised goes towards helping us continue our vital work.

*giftaid it*

Use gift aid and make your donation worth more. For every £1 you give to the Marine Connection, we get an extra 28 pence from the Inland Revenue. So make sure that everyone who donates ticks the box in the form next to their name. It's that simple. To qualify for Gift Aid what you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year.

Please return completed form to the **Marine Connection**, Fourth Floor, Charles House, 375 Kensington Street, London W14 8QH, along with the completed paying-in form and a cheque/postal order made payable to the **Marine Connection**.

Name:
Address:
Postcode:
Telephone Number:

I am raising money for the Marine Connection through .....  
(insert type of fundraising event)/community fundraising.

I understand that the monies raised do not entitle me to use the Marine Connection name and logo on any materials in the future.

Signature.....

Date .....







## Sponsorship form

So you have decided to take part in a challenge or event! You can raise funds for the charity by getting your friends and family to sponsor you. Remember, every penny raised goes towards our vital work so the more you raise, the more effective our campaigns are. Please return completed form to the **Marine Connection**, Fourth Floor, Charles House, 375 Kensington Street, London W14 8QH, along with the completed paying-in form and a cheque/postal order for the monies raised made payable to the **Marine Connection**.

Name:
Address:
Postcode:
Telephone Number:

I will be taking part in ..... (insert name of challenge event) on ..... (insert date) in order to raise money for the **Marine Connection**. This event is being independently organised by ..... (insert name of company organising event) and the **Marine Connection** has no direct part in this activity.

I will be paying the direct costs of my entry into this activity and no costs will be deducted from the sponsorship money raised.

I understand that the monies raised do not entitle me to use the Marine Connection name and logo on anything apart from this sponsorship form and I will have to take additional permission to use the same at the event.

Signature..... Date .....

*giftaid it* Use gift aid and make your donation worth more. For every £1 you give to the Marine Connection, we get an extra 28 pence from the Inland Revenue. So just make sure that each sponsor ticks the box next to their name in the form below. It's that simple. To qualify for Gift Aid what you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year.





## Paying-in form

Please use this form to pay in the proceeds of your fundraising event or sponsorship funds. Please ensure that you send in a cheque or postal order only made out to the '**Marine Connection**'. Please **do not send** any cash along with the form. **Thank you!**

### 1. Your details

Name  
Address

Daytime tel no. \_\_\_\_\_ Alternative tel no. \_\_\_\_\_

### 2. Donation details

The total amount enclosed is £ \_\_\_\_\_

The donation is made up of: **(please state the number of individual items e.g. 4 cheques)**

\_\_\_\_\_ cheque/s \_\_\_\_\_ postal order/s

\_\_\_\_\_ other (please give details) \_\_\_\_\_

### 3. Please tell us how this money was raised.

My **fundraising** event  or **sponsorship for a challenge** I am taking part in

Please give brief details of the event and date \_\_\_\_\_

\* If you are a UK taxpayer and wish us to Gift Aid this donation, (allowing The Marine Connection to claim an extra 28p per £1 donated) **please tick here**

**N.B.** You must have paid an amount of income tax or capital gains tax equal to 28p for every £1 donated for **Gift Aid** to apply. This applies to this donation only and you will not need to complete any other forms or declarations relating to this donation.

➤ Please send your cheque to:

**Marine Connection**  
**Fourth Floor, Charles House, 375 Kensington High Street, London W14 8QH**

Registered Charity No. 1062222

Registered address: Fourth Floor, Charles House, 375 Kensington High Street, London, W14 8QH.



**THANK YOU FOR YOUR SUPPORT!**