



Let's *fundraise*

An easy 4-step guide to
get you started



Do something sporty

Make cupcakes

Have a street party

Get muddy

Give up chocolate

Do something new

Hold a pet show

Abseil

Fundraising needn't be daunting. It can be exciting, a really good way to meet new friends and you'll be raising money to support ALK Positive UK a cause that's close to your heart.

Our easy to follow 4-step guide with fundraising ideas and useful tips will help you get started with your first or next fundraising adventure.

Good luck!

Have a party

Walk 5K

Make jam

Get knitting

A sponsored silence

Second hand sale

Swim the channel

Step 1

Decide what you are going to do

There are already plenty of organised events that can help you raise money or you could organise your own event. You could:

- Jump from a plane
 - Run 5k
 - Hold a cake sale
 - Do a sponsored silence
- Plan well and make sure you feel comfortable with whatever you choose to do.



Step 2

Set up a fundraising page

Online fundraising is quick and easy, simply set up your ALK Positive UK fundraising page on Virgin Money Giving.

- Register online
- Create your page and tell your story
- Set your target

You can also use the sponsorship form included in this pack to get donations offline as well.

Your 4-step guide to fundraising

Step 3

Let everyone know!

Share with friends and family. Send texts and emails, put regular posts on social media and email everyone at your workplace!

Encourage everyone to spread the word and don't forget to post updates with pictures and news, before, during and after the event.



Step 4

Pay in your money!

Your online page will pay the money you raise to ALK Positive UK.

If you've raised cash offline pay the cash into your own bank account and then donate the same amount to your online page.

You can also send donations directly to ALK Positive UK using the 'raised offline' function.

1. Choose an event that you feel happy with. Even if you'll be pushing yourself outside of your comfort zone.

2. Set your fundraising goal. Aim high and don't be afraid to change the target.

You'll raise more money than you thought!



3. Create a list of friends and family to target. Write emails, use social media and send good old fashioned postcards to let everyone know what you're doing.

4. Be inspiring and keep it personal. Tell everyone why what you're doing means so much to you.



5. Form a team. Raising money as a group is fun. You can encourage each other, share a goal and celebrate your achievement.

6. The Virgin Money Giving online fundraising page is so easy. You can set up a single page for yourself or a group page for you and your friends if you're raising money together.

7. Tell ALK Positive UK what you're doing to get donations and we'll spread the word for you!

8. Say thank you and let people know how much you value their support and how much their donation has helped.

Good luck!

There are so many ways that you could help raise money for ALK Positive UK. You could give something up for a month for sponsorship, have a pamper day, organise raffles and auctions, whatever you choose it'll be fun and rewarding! Here's just a few ideas to get you started.

Car boot or book sale

We all love a declutter and what better incentive to spring clean and raise money. Perfect for those that want to raise money fast without too much sweat!



Fundraising ideas

A great charity bake-off

A bake-off can be a great way to involve everyone of any age and raise funds. Organise an afternoon tea after the competition and ask for donations in return for cake!

Start a donation box

Keep a box or jar for your small change. You'll be surprised how quickly it all adds up.

Walk-for-ALK

Getting together with a group of friends to plan a walk. Or do 10,000 steps every day for a month for ALK Positive UK. Get sponsored for every day you hit target.

A tennis or 5-a-side football tournament

Co-ordinating a tournament will take a bit of work but the outcome can be great. A fun way to raise some great money for your cause.

Abseiling

Try something that puts you outside of your comfort zone and surprise your friends with your daring. Abseiling is quite common as an adventure sport, and is an exciting fundraising idea.

Join our growing Facebook group Friends of ALK UK. You can get inspiration for events and share your own fundraising endeavours!

" If you'd told me I was going to jump out of a plane, I'd have said you have got to be kidding! But I did it, I loved it and I'd do it again! Thanks so much for all the very generous donations "

" Walking to raise money and awareness of ALK Positive UK. This charity means such a lot to me and my family. I couldn't quite believe how much we raised!"



The fun, adventure and a sense of achievement fundraising can offer



" There's so many ways to support ALK Positive UK. I wanted to do something that everyone could get involved in. A raffle was perfect and the whole event was such a lot of fun too!"

" A great family and friends day out. I can't wait to go along again next year! Thanks Chris, Matt, Chris, Mike and Steve and all the other ALK Positive UK Tough Mudders and not forgetting all the generous donors. "



Thank you!

Your fundraising will help us:

Raise awareness and change the face of lung cancer perception

Produce resources to find patients with ALK Positive UK

Support members, carers and relatives

Arrange get togethers and forums where we can meet, share experiences and support each other

Get the message out there. Anyone with lungs can get lung cancer.





ALK Positive UK is a registered charity established by a group of patients and carers. Our purposes are to provide support and advocacy and to improve the overall survival and quality of life of ALK Positive lung cancer patients across the United Kingdom.

We are recognised by the National Institute for Health and Care Excellence (NICE) as an organisation to be consulted on new ALK positive treatments.

We have an active Facebook group for patients, family and carers. We share information on Twitter and we hold regular meetings in the UK during the year.

Come join us at:



facebook.com/groups/ALKPositiveUK/



[@UKALK1](https://twitter.com/UKALK1)



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UK ALK Positive Patient
Support and Advocacy Group

www.alkpositive.org.uk

*We look forward to
welcoming you to our
group*

