



# A step by step guide to planning an event

**THANK YOU FOR CHOOSING TO FUNDRAISE  
FOR ACTION DUCHENNE. EVERY PENNY HELPS  
US FUND LIFE CHANGING RESEARCH,  
CAMPAIGNS AND SUPPORT FOR EVERYONE  
LIVING WITH DUCHENNE MUSCULAR  
DYSTROPHY.**

OUR COMMUNITY FUNDRAISING OFFICERS  
HELEN, SAM AND LYNNETTE, AND EVENTS  
FUNDRAISING OFFICER MARIE ARE HERE TO  
SUPPORT YOU EVERY STEP OF THE WAY.



## WHAT IS DUCHENNE MUSCULAR DYSTROPHY

Duchenne muscular dystrophy affects around 2,500 people in the UK, the vast majority being male.

It is caused by mutations in the dystrophin gene which stops the production of a vital muscle protein - over time this causes muscles to weaken and waste away.

The first signs of Duchenne happen in the early years of life and it is usually diagnosed around 4 years old.

It reduces life expectancy to an average of approximately 30 years. Duchenne has no cure - there is only one approved treatment in the UK, which is suitable in only 13% of people living with Duchenne.

## HOW ACTION DUCHENNE HELPS

Our work to date has seen over £10m invested in ground-breaking research, educational programmes for those living with Duchenne and campaigns focusing on access to new treatments and improved care. We recognise that whilst science is being funded and therapeutic approaches explored, there are many people that the current approaches may be unable to help. As a charity for everybody living with Duchenne, we must also support those individuals and their families until scientific breakthroughs provide treatments or cures.





## Our vision is very clear

“To have a world where lives are no longer limited by Duchenne muscular dystrophy” and we have three overall core objectives to deliver our work:

**DEVELOPING EFFECTIVE TREATMENTS FOR ALL...**by funding research, educating clinicians and researchers, supporting clinical trials and campaigning for access.

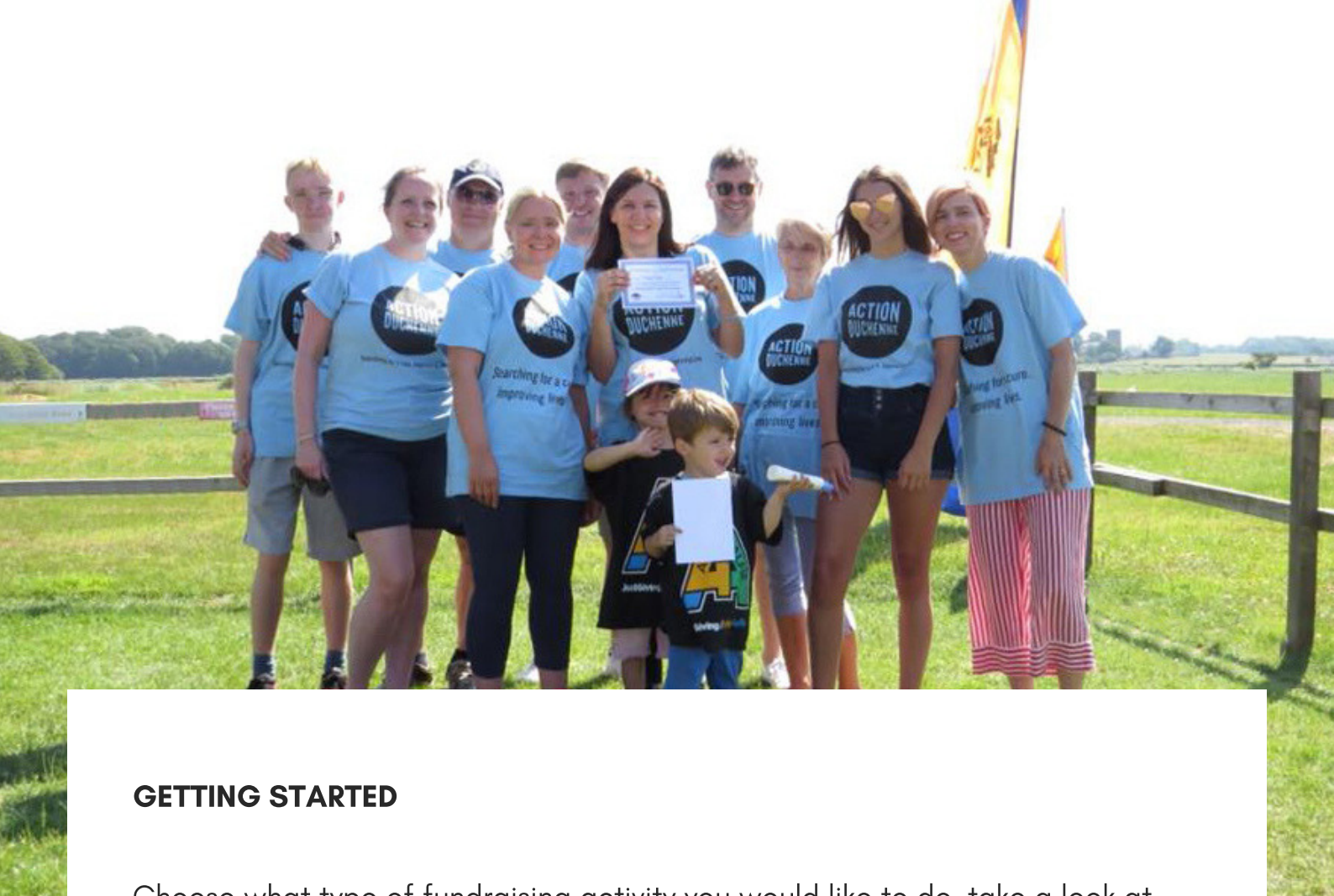
**BUILDING A COMMUNITY...**through uniting families, educating about Duchenne and raising the profile of the condition to a wider audience.

**STRIVING FOR A MORE INCLUSIVE SOCIETY...**promoting the importance of human equality, day to day acceptance of disability and accessibility.

## You are a hero

Action Duchenne receive no funding from the government, our entire existence is fuelled by you, our amazing fundraisers. Through choosing to support Action Duchenne you are directly helping to create a world where lives are no longer limited by Duchenne muscular dystrophy.

To maximise your fundraising potential, we recommend setting up your **Just Giving page** as soon as you can as it is one of the easiest ways of getting sponsored. It's a great idea to post regular updates and photos on your page which you can easily share across social media. If you are fundraising as a team, you can also create team pages and get the buzz from the competitive spirit!



## GETTING STARTED

Choose what type of fundraising activity you would like to do, take a look at our Fundraising A-Z for ideas and inspiration, there are no limits so let your imagination run wild! Anything that's fun or challenging can be turned into a fantastic fundraiser.

Choose a date; try to avoid any big events in your local area or large national events that might have an impact on attendance.

Don't forget to tell us about your event!

## COSTS INVOLVED

Are there costs involved in organising your event, for example venue hire, equipment or ingredients for a cake sale.

Try to keep costs to a minimum and don't be afraid to approach local businesses to support your event by donating goods or services.

We can provide a letter of authorisation which you may find helpful when approaching people/businesses for support.

How will you raise funds - Will this be through ticket sales, raffle, sponsorship, games, a collection or all of the above and more?

Set a budget.





## THE FINER DETAILS

Choose a venue that is suitable for your event. You'll need to think about whether the venue is big enough for what you need, is well known, easy to get to, is accessible and has any hire cost.

Local schools, sports fields, church and village halls are great options; they are often located in the heart of the community.

If your event is work based perhaps a meeting room or communal workspace may be a good option. Cake sales, dress down days and sweepstakes are popular workplace events.

Build a team of helpers from friends and family. Make sure that everyone knows what you would like them to do in the build up and on the day.

If you are holding a raffle and would like to source prizes from your local community and beyond, our letter of authorisation may help with this, we can also send a template letter for you to send when approaching larger organisations such as theatres, theme parks and football/rugby clubs.

We will provide Action Duchenne fundraising materials for you to use on the big day including t-shirts, sponsorship forms, A3 poster, small vision cards, badges, pens, balloons, stickers, collection tins and buckets.



## **SETTING A TARGET**

Setting an ambitious but not outrageous target will encourage friends and family to support your fundraising.

Encourage everyone who is donating to tick the Gift Aid box on your sponsorship forms or online fundraising page – this will increase donations by up to 25% at no extra cost to you or your sponsors.

Check if your workplace has a match funding policy – many employers do!

Your dedicated fundraising team are on hand to support you every step of the way to reach and exceed your personal fundraising target. Please do keep us updated with any events that you are planning to support your fundraising so that we can share what you are up to via our website and social media channels.

## **SPREAD THE WORD**

Use Facebook and Twitter to promote your event – always include a link to your online fundraising page and ask friends and family to do the same.

Advertising your event in the local paper is a great way to get support and interest in your event. You can send a press release to your local paper, making sure it includes the following information to really grab people's attention:

Details about your event, time, date and place

Why you are raising money for Action Duchenne including our web address

Your contact details and a link to your online fundraising page if you have one.

Advertise in your school newsletter, community newsletters, libraries, cafe and other communal spaces.





## **ON THE DAY**

Make sure you have plenty of time and helpers to set up for the event and don't forget to enjoy it!

Ensure money being collected is secure and that collection tins are chained or manned at all times.

Share your story and make sure everyone is aware of why they are supporting Action Duchenne and the work we do.

Take lots of photos and videos.

Thank EVERYONE!

## **AFTER THE EVENT**

Remember to thank everyone who attended your event and made it possible - letting them know how much money was raised.

Let us know how it went and send us any pictures that you are happy for us to share with our wonderful community via social media.

Pay in the money, using one of the following options:

Online via our website [www.actionduchenne.org](http://www.actionduchenne.org) clicking on the donations tab

At the bank - you can request our bank details.

Over the phone - Using a credit or debit card by calling the office 020 7250 8240

By post - Send a cheque made out to Action Duchenne Limited, 49-51 East Road, London N1 6AH

If you have used sponsorship forms please send them in with your cheque.