



Arrhythmia Alliance
The Heart Rhythm Charity

Registered Charity No. 1107496 ©2009

Fundraising Booklet



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A Message from A-A

Whatever your motivation, you can be sure that your efforts will make a real contribution to the work of A-A; the only organisation worldwide providing support, information and advice to individuals affected by cardiac arrhythmias.

We have lots of ideas and tips on brilliant ways to raise money. If you know what you want to do or you're looking for ideas from us, get in touch and we can offer you advice as well as send you materials!

Frequently Asked Questions

What skills and experience do I need?

You do not need any experience or specialist skills as a fundraiser. Whatever your plans, A-A will provide all the necessary support materials and guidance for your event.

How much time do I have to give?

This really depends on you and your choice of fundraising activity. It is often considered that the more you put in, the more you will get out! But there are many simple and yet effective ways that you can get involved with; no event is too small!

How will A-A support you?

Although A-A is unable to provide financial support for your events, we can provide you with free promotional and educational resources. Once you have decided on an activity or event, A-A will:

- ♥ **Provide you with promotional materials:**
 - flyers, leaflets, posters, collection boxes, sponsorship forms and t-shirts.
- ♥ **Help promote your event:**
 - we can add the details of your fundraising to our monthly e-bulletin and website.
- ♥ **Organise a personalised fundraising web page.**
- ♥ **Offer you tips and guidance.**
- ♥ **Help with media coverage:**
 - order a Press Pack from A-A to give you advice and materials for advertising your event.

Six Fundraising Tips from A-A

Start as early as you possibly can; don't leave it to the last minute!

1

Tell everyone you can think of that you are fundraising and carry a sponsorship form with you at all times.

2

Ask friends if they could organise an event or donate their skills (for example, haircutting) in exchange for donations.

3

Wear your A-A t-shirt as often as you can when raising money.

4

Tell supporters to tick the Gift Aid box on the sponsorship form. It means that the Inland Revenue will pay A-A an extra 28p for every £1 that is donated.

5

Fundraise online! Visit www.justgiving.com/stars/raisemoney to help get you started. Alternatively, contact A-A, and we will set up a web page for you!

6

The A-Z of Fundraising

A - Auction, Antiques Fair, Aerobics-athon, Abseil.

B - Bungee Jump, Boat Race, Barn Dance, Baked Bean Bath, Bingo, Bike Ride, Balloon Race.

C - Cake Sale, Car Wash, Christmas Fair, Curry Night, Concert, Cook Book, Craft Fair, Charity Sale on Ebay.

D - Dance-athon, Dinner Dance, Duck Race, Darts Competition, Disco, Donkey Derby, Dragon Boat Race, Dog Show.

E - Easter Egg Hunt, Egg Rolling Competition, Eating Marathon.

F - Face Painting, Fancy Dress Party, Fashion Show, Fete, Football Tournament, Fun Day, Fun Run.

G - Garage Sale, Golf Tournament, Games Night, Glamorous Granny Contest, Game Show, Gig, Go-Karting, Golf Day, Gymkhana, Garden Party.

H - Head Shave, Hat Sale, Horse Show, Household Sale, Halloween Party, Hair Beading.

I - Ice Skating-athon, Indoor Fete, 'It's a Knockout' Competition.

J - Jumble Sale, Jewellery Sale, 'Jumpers for Goal Posts' Competition.

K - Karaoke Night, Kite Flying Competition, Knitting Fair.

L - London Marathon, Line Dancing Competition, Lottery.

M - Marathon, Murder Mystery Dinner, Medieval Fair, Midsummer Ball, Midnight Film Show.



N - New Year's Eve Party, Nearly New Sale.

O - Opera Night, Orienteering, One Hundred Club – Raising £100 per week.

P - Pram Race, Parachute Jump, Plastic Duck Race, Penalty Shoot-out, Pet Show.

Q - Quiz.



R - Raffle, Raft Race, Rag Week, Rapping Contest, Radio Campaign, Running Event.

S - Santa's Grotto, Supermarket Trolley Dash, Slave for a Day Auction, Shoe Shine, Silent Auction, Skittle Evening, Sponsored Swim, Swear Box, Skateboard Display, Summer Night Ball.

T - Tombola, Treasure Hunt, Tea Dance, Tug of War, Teddy Bears Picnic, Toy Appeal.

U - Ugly Legs Competition, Underwear Party, University Challenge, Unwanted Gifts.

V - Valentine Dance, Variety Show.

W - Wine Tasting, Welly Wanging Competition, Wacky Races, White Elephant Stall.

X - Xmas Party, Xmas Cards.

Y - Yacht Race, Yard of Ale, Yo-Yo Race.

Z - Zodiac Evening, Zoo Trip.



These are just some of the activities that you could do to raise important funds for our continued work. Remember, no event is too small!

Free Ways to Support A-A

Raise money while you surf the web

Why not set everyclick.com as your search engine and make A-A your chosen charity? Simply visit www.everyclick.com, register a few details and select A-A as your chosen charity. Set it as your internet homepage and get others to do the same. That way every time you search the web you will raise money for A-A. Everyclick.com donates half of its revenue to charity and so the more times you use it, the more money A-A receives.

Support while you shop

If you shop online, you could raise money for A-A at the same time. The Giving Machine website links to over 100 online retailers. Once you have registered with the site and selected A-A as your chosen charity, you can raise money every time you shop. Visit www.thegivingmachine.co.uk

Here are some ideas of what you can do to raise important funds for A-A



Sporting Events



This year, Kate Wright ran the Flora London Marathon.

“After attending a CPR training day recently I heard all about the new defibrillator machine installed on Greenhill Street, Stratford. This could potentially save many lives but Stratford needs many more of these machines and lacks funding. I decided to try and raise enough for a second machine by running the London Marathon. I have run it 4 times before but this time I ran with the elite athletes. I aimed to raise £950.00.”

There are many sporting events that can be organised in aid of charity – rugby matches, football games, tennis tournaments and so on.



Supermarket Collections



This is a simple and easy way to raise awareness and funds. All you have to do is apply to your local supermarket, and request a two hour slot to hold a table and collection. It only takes a little of your time and you could even make it a monthly event.

Host A Heart



Why don't you place a 'Host a Heart' board at your place of work, local shop, school or community centre? Ask your colleagues or friends to make a donation to A-A and in return, a heart is posted on to a board or wall with their name and a personal message. If you are feeling really keen, why not take a bunch of hearts to your local supermarket or bank and ask them to 'Host a Heart' board?

If you would like to 'Host a Heart' then let us know and we can send you the hearts and collection boxes.



Special Occasions



This is a fantastic example of how easy it is to raise money for a charity close to your heart. If you have a special occasion approaching, like a birthday, wedding or anniversary, why not ask for donations to be made to A-A, rather than receiving a gift?

This is exactly what Isabel Saunders did for her 25th Wedding Anniversary and she raised £1700 including Gift Aid!





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and quality of life for individuals with cardiac arrhythmias