

Love music?

Help musicians:

Your guide to **DIY fundraising**

Welcome

to your DIY Fundraising Toolkit for Help Musicians.

Whether you have tons of experience, or this is your first time supporting a charity, we've got you covered. We will take you step by step through the process, with lots of tips and hints to make your fundraiser a success.

You are now part of a brilliant group of people going back over 100 years who have dedicated time, energy, and passion to raise funds for Help Musicians' work supporting the UK's musicians.

Whether you're a musician yourself, want to fundraise in honour of someone, or you're a music lover passionate about supporting those that create it, your story and passion will be what makes your efforts successful.



Why Help Musicians?

You're doing a fundraiser for Help Musicians, so let's get to know each other...

First and foremost, **THANK YOU** - you're doing something amazing! We couldn't do what we do without the fundraising efforts of folks just like you.

Help Musicians provides support and opportunities to empower musicians at all stages of their careers, in times of crisis and in times of opportunity. The people behind the music we love really matter, and at Help Musicians we want to do all we can to ensure they thrive.

For more about what we do, visit our [website](#).

However you fundraise for us, every penny will go directly to providing vital support to musicians in need - that's our 100% pledge.

So, let's get started!



6 easy steps to fundraising

Not only is it easy to fundraise, it also helps give you the skills to support the things you care about.





Mark O'Keeffe | 12 Swims of Christmas

Mark's Story

Dedicated Mark raised an impressive £1,500 throughout the festive period with his unique *12 Swims of Christmas* event.

The brave fundraiser endured chilling temperatures as low as 5° as he engaged in daily wild swims in his local area.

Mark was inspired to take up this challenge by his violinist wife. Having seen the impact Help Musicians made supporting friends and family going through financial and emotional hardships, Mark felt compelled to undertake his first fundraising experience with us.

“ If someone had said to me last year that this is what I'd be doing for Christmas, I'd have said 'no way, you'd be kidding me!'

1

Let us know

Every great journey begins with a first step...

Wherever you are in the UK, we want to help make your fundraiser a success, so get in touch, introduce yourself, let us know about your event and we're here should you have any questions.

If you're based in **England or Wales:**

fundraising@helpmusicians.org.uk

020 7239 9114

If you're based in **Northern Ireland:**

niinfo@helpmusicians.org.uk

028 9344 8869

If you're based in **Scotland:**

scotland@helpmusicians.org.uk

0141 404 9502



2 What's your idea?

All it takes is a great idea.

There's no limit on who can fundraise and how you can do it. Get active, get creative, get musical; get your friends, colleagues or schoolmates involved, and get ready to have fun!

Unsure of where to start? Here are a few ideas:



Are you a musician?

The headline act

Organise a concert in support of musicians – in the real world or the virtual world. It's a fun, rewarding way to fundraise.

In busk we trust

Show solidarity with fellow musicians while you show off your talent. Donate the proceeds from a day's busking to Help Musicians. Feeling more ambitious? Try a 24hr busk-a-thon!

Highest bidder wins

Share your amazing skills – you could host a virtual auction of music lessons where the highest bidders win lessons or private recitals.



Want to get competitive with colleagues?

Buying the jukebox

Whatever your musical taste, we all like a good tune, so, why not share your love of music with your colleagues? Pay £10 to have your all your favourite tunes dominate the airwaves in the office for a day.

Open mic

Encourage your colleagues to put on an open mic session to showcase their talents. Whether it's telling jokes, strumming guitar, or reciting poetry, this is a fun and creative way to fundraise at work.



Want a break from studying?

Trading places

Have you ever felt like teachers have it easy or have forgotten what it's like to be a student? Why not fundraise to trade places with them for the day.

The X Factor

Host a virtual karaoke evening on your preferred social media platform. Invite fellow karaoke fans to join, crank up the tunes and sing like no-one's listening!



Want to get your mates together?

It's in the game

Get together with friends to create your very own gaming tournament. Whether it's Fortnite or FIFA, Call of Duty or Mario Kart, ramp up the competition between peers. Ask for a donation to enter, or alternatively why not stream your exploits while taking donations from viewers?

Let's get quizzical

Host a music-themed quiz. Guess the intro; sing the missing line; music history trivia; guess the instrument – with a bit of creative thinking and preparation you can turn the quiz up to 11! Kahoot.com is a great platform to create your own online quiz.





Want to find out what you're capable of?

There are loads of personal challenges you can get sponsored to take on. Whether you run a marathon on the treadmill, climb enough stairs to scale Everest or smash your steps-a-day target, there's a challenge to suit you.

If you can't find the right one out there, just create your own – anytime, anywhere, the power is in your hands. Or take on a challenge with friends and use apps like Stridekick and Strava to share your progress and go one better!

Don't forget, it's great to take on a new challenge, but your fundraiser can also be something you love doing, like a hobby that you take to a new level.



Georgia, Emily & Lisa | The Hackney Half



Jess's Story

During lockdown, cellist Jess, eager to perform live again, started to play for neighbours and passers-by. She found that they loved being able to hear live music and said it gave them a real boost each week.

As well as giving Jess a platform to perform live once again and a chance to give back to the community, she realised busking was a fantastic opportunity to raise money for the arts.

Determined Jess has raised a fantastic £1,000 from the local Thame community and intends to keep going!

“ I chose to raise money for Help Musicians as they were one of the first organisations to offer financial assistance during the pandemic through their Hardship Fund, but they have also helped several close friends of mine at times of severe ill health.

3 Organise your event

Deciding what to do is often the easiest part of organising a fundraiser, but bringing that idea to life is where planning becomes crucial. Depending on the type of fundraising event you choose, there can be few things to organise. Here are some tips to make this as easy as possible:



Time is everything

When will your fundraiser take place? This is key when considering how your supporters attend the event. Make sure it doesn't clash with other things that might affect attendance.



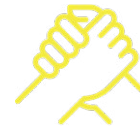
Plan your sponsorship

Who are you inviting to sponsor you? How will you contact them and are you seeking donations up front or collecting sponsorship after your fundraiser has happened?



Get some gifts

Ask local businesses to help with free gifts and services – you'll be surprised how generous people can be. You can get raffle prizes donated, free refreshments, or even a venue for your event – you just need to ask. Please get in touch with us if you need us to provide confirmation of event participation.



Ask for help

It can be a lot of work to organise an event, so get some help from your friends or colleagues for support – your employer might even want to match your target. Make a list of tasks that need doing and then find people with the skills you need. Make sure they are well briefed on the day of the event.



Make it easy

Think about how you can make it simple and hassle free for people to support your fundraiser.

One of the easiest and safest ways to collect sponsorship money is online.

We recommend using fundraising sites such as [JustGiving](#) or [Facebook Donate](#). The money you raise will go directly to Help Musicians, making it easy for you and your donors. Simply follow their guides to create your fundraising page.



Make it meaningful

Share the reasons behind why you are supporting Help Musicians. Perhaps you've been personally helped by the charity or you're inspired by the work we've done in your area, just add a photo, set a target, and start to inspire.



SMS Giving

We can also provide you with a text number for set donation amounts if appropriate – speak with your local Help Musicians office to set this up for you.



Gift Aid it

Add 25p to every £1 donation – FREE!

Any donations made with Gift Aid enable Help Musicians to claim an extra 25p for every £1 given, at no cost to you or the supporter.

Please note: Donors must be UK taxpayers. A donor will always have to declare that they are eligible for the charity to claim Gift Aid – this is known as a Gift Aid declaration.

Your supporters can add Gift Aid when using fundraising platforms like JustGiving. You can also add Gift Aid if you make your donation online by ticking the box on our [donation page](#), or if asking us for a form.



Stay safe

Whilst you are having fun, don't forget about health and safety.

If you are expecting a lot of people, make sure the crowds are managed properly, food is cooked thoroughly and alcohol sold responsibly. It's a good idea to have a trained first aider available and someone to look after children on site if possible.





Amelia Conway-Jones | Musicians For Musicians

Amelia's Story

Enterprising Amelia Conway-Jones started the fantastic Musicians For Musicians campaign, which united musicians from across the UK.

The campaign ran a series of fundraising projects ranging from front room concerts to hosting 'dress up to stay in' nights, all of which culminated with an album of tracks from musicians and composers across the musical community in the UK, as they raised a staggering £45,000.



Having previously been a freelance performer, I was concerned about the livelihood of my friends and colleagues who were no longer able to perform as the thriving UK musical community was brought to its knees.

4 Promote your event

Once you have planned your fundraising event, it's time to start telling everyone about it to get the maximum support. Here are some tips on how to best promote your event:



Start early

Aim to start promoting your event up to two months before your event date.



Tell your local press

Your local paper is always looking for interesting stories so let them know what you are doing and why you are supporting Help Musicians. Find your local paper [here](#).



Tell your networks

Make the most of your social media accounts and link to your online fundraising page or create an event and invite your friends where you can share progress or preparation in the run up to the event.

Remember to tag **@helpmusicians** on Twitter and Instagram, or **@HelpMusiciansUK** on Facebook - we're always enthusiastic about seeing our amazing fundraisers active on social media.



Spread the word at work

Don't forget to ask your colleagues for support. Perhaps your employer might like to match your target? Put up posters for your event on the notice board or recruit your workmates to help on the day.



Maximise your fundraising page

Having an active fundraising page is vital to keep money rolling in regularly. Make it personal with lots of photos and respond to messages. You can post video updates of your progress and any fundraising successes you've had. Don't forget to link it to your social media accounts.

5 After your event

Congratulations! The hard work is over, you've raised the money, here's what to do next...



Share the good news!

We love to share all the great work our 'do it yourself' fundraisers do for us. Drop us a line via your local Help Musicians team (see step 1) and let us know how it went so we can look out for your donation.



When to pay in your donation

So that your fundraising efforts can start helping musicians at the earliest opportunity, please send us the money you've raised **within 30 days** of the fundraising event. Please let us know if that's not going to be possible.



How to pay in your donation

Sites such as JustGiving or Facebook Donate will allow you to make the direct payment yourself. Otherwise, you can make a direct donation at helpmusicians.org.uk/donate.

You can also pay by cheque. Please make it payable to Help Musicians and post it to our offices at 7-11 Britannia Street, London, WC1X 9JS.

- Along with the cheque, please attach a note including:
- Your contact information
- If you have been speaking to any of our team throughout this process
- What you did to raise funds
- The amount of money you raised

Please note:

- Please do not ever send cash in the post. Should your event have generated a cash sum in donations, please reach out to your local office (see step 1) to arrange a safe face-to-face donation.
- If you would like your donation to be *specifically* allocated to helping musicians in either Scotland or Northern Ireland, please make this wish clear when making your payment.
- We are currently unable to accept donations via credit card over the telephone.



Constance's Story

Inspiring university student Constance Froment took up an unusual marathon challenge while locked down in her halls of residence.

Joined by 13 of her peers, the enthusiastic and committed group each ran over 220 lengths of their 15m corridor to reach their 26.2 mile goal – raising an amazing £3,300 for musicians.

Recognising the crucial role musicians play and the positive benefits music brings to society as a whole, the students chose to raise awareness and money for Help Musicians and highlight the fantastic work of the charity.

“ The idea came from a friend that wanted to do a 5k as a way of doing exercise because he couldn't go out, and it grew from there.

6 Your next steps



Thank your supporters

Use your social networks to thank your supporters and tell everyone how much you have raised and what it will help us to achieve.



Join our community

Join our wonderful community of fundraising volunteers on Facebook.

[England & Wales](#)

[Northern Ireland](#)

[Scotland](#)



Tell your networks

We are here to help make your fundraiser a success and are happy to offer any advice and support we can. We are unfortunately unable to fund or sponsor individual events but can provide you with fundraising resources. If you need these materials, please contact your local Help Musicians fundraising team ([see step 1](#)).



Thank you and good luck!

helpmusicians.org.uk

  @helpmusicians  @HelpMusiciansUK

Help Musicians is the working name of the Musicians Benevolent Fund | Registered charity No. 228089 | Company limited by guarantee registered in England and Wales 252783 | Incorporating the Scottish Musicians Benevolent Fund.