

**Welcome  
to fundraising with  
Meningitis Research  
Foundation**



# About Meningitis Research Foundation

Meningitis Research Foundation is a leading UK and international charity working to defeat meningitis wherever it exists.

Founded by individuals whose lives were profoundly affected by meningitis, we are dedicated to enabling positive change by uniting people, funding research, and sharing knowledge to save lives.

Meningitis strikes quickly and can affect anyone of any age. We provide direct support to people and families affected by meningitis because no one should have to go through this disease alone.

Since the 2021 launch of the World Health Organisation's first ever global roadmap to defeat meningitis, an ambitious new phase of development is underway for the charity. We believe there has never been a more exciting and transformative time to fundraise for Meningitis Research Foundation.



## Meningitis and Me: Mike

Mike contracted meningitis and septicaemia and spent 10 weeks in ICU, which resulted in having his four limbs amputated. He is now the UK's tenth person to receive a double hand transplant. Mike is a valued ambassador for MRF and works in partnership with us to tell his story and not only advocate to defeat meningitis around the world but to also inspire hope for those affected.

"I'm just Mike - and that's how I think of myself. It's coming back to that acceptance".

You can watch Mike's story [here](#) as part of MRF's Meningitis and Me series and [here](#) speaking at the World Health organisation's first high level meeting to defeat meningitis in April 2024.

# Who is there to support you?

Maya, Rosie and Amy from Meningitis Research Foundation will be there to support you with your fundraising from beginning to end.



A huge element of Maya and Rosie's role is to provide 1-2-1 fundraising sessions. You can book as many catch ups with us across the year as you would like. We really recommend making the most of this tool and chatting to us regularly about your plans, and finding out how we can support you with them.

We will take into account your hobbies and interests, schedule and networks to help you create a fundraising plan that works for you.

You will be sent links via email which allow you to book in a 1-2-1 session. You can also find these links on the Linktree in our Instagram bio.



[students@meningitis.org](mailto:students@meningitis.org)

[@studentsagainstmeningitis](https://www.instagram.com/studentsagainstmeningitis)

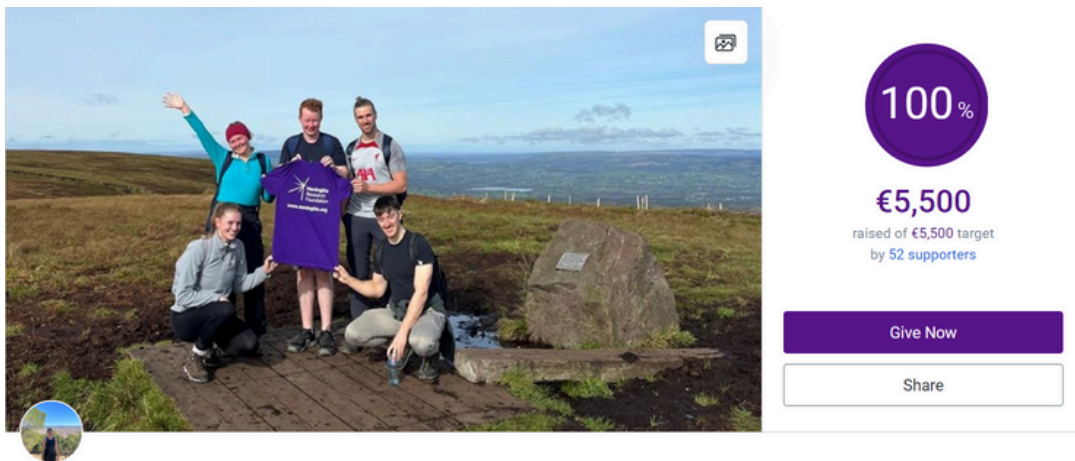
Amy will be on hand to answer any queries you have via email. For example, if you want to request fundraising resources or you're not sure what your next steps are.

Your student Challenge Leader will be your point of contact on campus via a team whatsApp. They will organise group activities and socials on campus so you can all get to know each other and support each other with your fundraising.

# Setting up your JustGiving page

The very first step to starting your fundraising journey is setting up your JustGiving page. You will be given a 'campaign link' specific to your challenge that you can set up your page under. This will be sent to you via email.

## Top tips for your page



### Personalise your page

People will be more interested in your page if they know why you are fundraising. Explain why you want to take on your challenge. Make it your own with pictures and your biography.

You can receive up to 65% more donations with a personalised description, and 13% more for simply adding a photo.

### Create a QR code

You can generate a QR code unique to your JustGiving page.

Add /qrcode to your JustGiving page link.

You can print this out and include it on posters, have it on your phone or even stick it to a t-shirt for events.

### Keep your page up to date

Adding pictures and posting what you have been up to regularly shows your dedication to fundraising.

### Connect to Strava or Fitbit

Allows you to share your training progress automatically with your supporters.

Tracking your fitness can increase your average page value up to 67%.

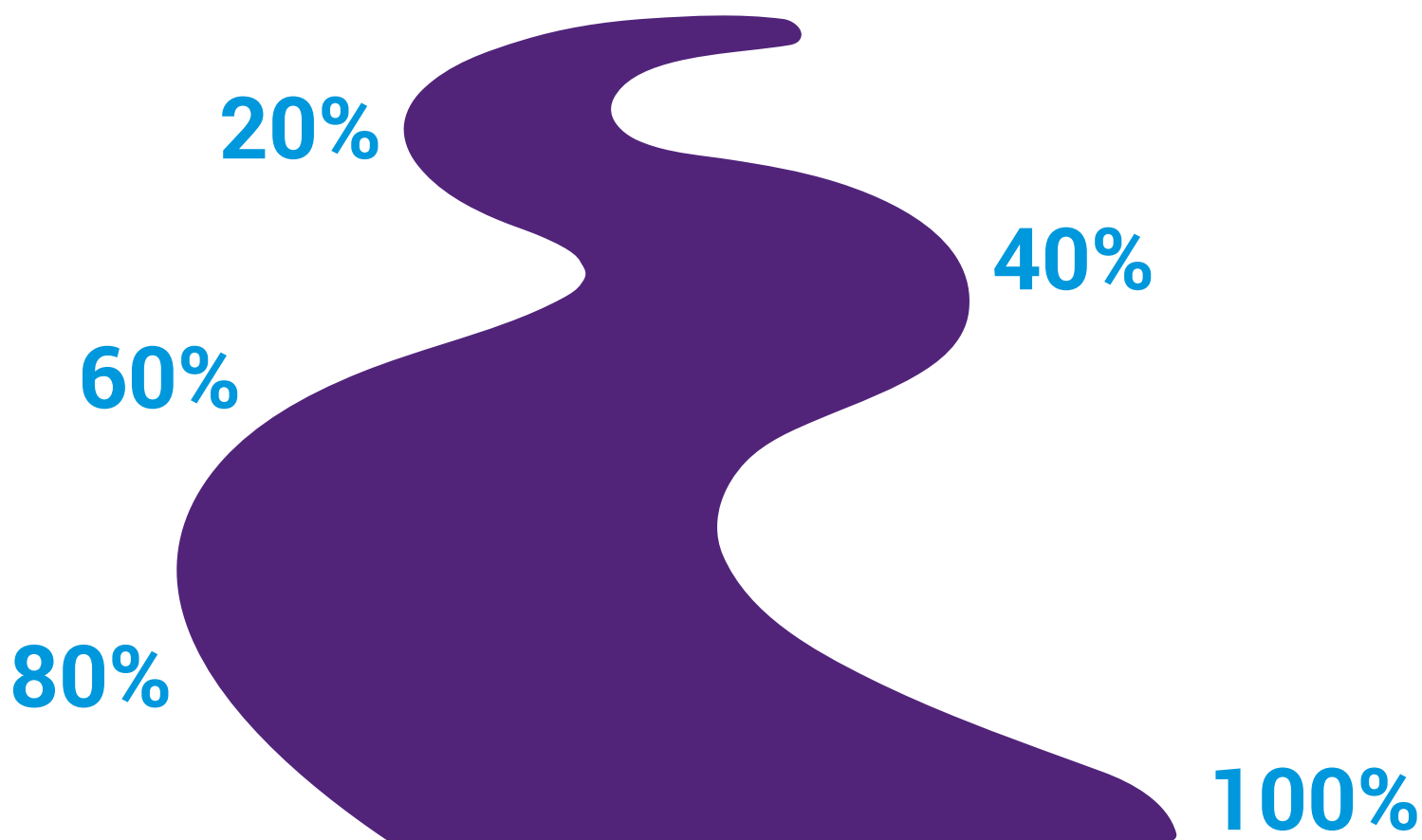
### Share far and wide

Sharing your page on social media is a fantastic way to get donations. Think about the following:

- Facebook
- Instagram
- LinkedIn
- WhatsApp

# Fundraising milestones

You will be set 5 milestones throughout the year, in increments of 20%. These milestones are in place to keep you on track with your fundraising.



The first three dates are guidelines which we recommend using to gage if you might need to reach out for some extra support. The 80% and 100% are deadlines and need to be met in time.

The most important date to remember is when you need to reach **80%** of your fundraising target. Reaching this milestone is how we approve you for travel, so it's really important to meet it on time. Your specific milestone dates will be emailed to you but please ask your Challenge Leader or get in touch with us if you are unsure.

# How do I actually fundraise?

This section will talk you through how to get started with your fundraising - thinking about the connections you already have, and some ideas you might like to adopt.

## Create a network map

A network map is a map of all the connections you have, and then how you can tie them into your fundraising. Start with the basic groups that are in purple below. Then branch out to specifics - who exactly are you talking about, which is in blue.

Now for the important part - thinking about how you can link these to your fundraising. Some ideas of how you can do this are below, in black.



## Our top recommendations

1

### Bag pack



Bag packing in a supermarket might not be the first fundraiser that comes to mind - but it can be incredibly effective.

Pub quizzes are a great way of bringing people together to raise awareness and money at the same time - add a raffle if you can!



### Pub quiz

2

3

### Non-uniform day



Make use of the connections you made at school. In exchange, you could run an awareness assembly.

## Seasonal ideas

The seasons of the year are a good way to change up your fundraising if you feel like trying something different. We've put together a few suggestions for you.



Halloween movie night



Pumpkin carving competition



Make and sell Christmas decorations or cards



Christmas present wrapping



Team wide New Years Resolution



Take Me Out event



Valentine's Day cards



Easter egg hunt



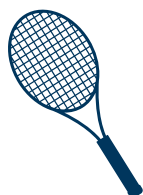
Sporting sweepstake



Car wash

## Make use of your hobbies and skills

A key part of choosing what fundraising activity you're going to do is making the most of the skills and interests you already have.



Great at tennis?  
Host a tennis tournament



Love crafts?  
Sell your creations



Enjoy chatting to people?  
Attend a bucket collection



# Fundraising calendar

Everyone's fundraising journey will look different and there is no right or wrong way to reach your fundraising target. However, you can refer to this as a guide/example when thinking about your own fundraising plan.

Whatever plan you make, you will need to adjust it each month depending on how it's gone so far.

## September

Feel free to get started with creating your JustGiving page and sharing it

Have a look on the Meningitis Research Foundation website to understand the cause more

## October

Set up, personalise, and share your JustGiving page

Book in a 1-2-1 with Maya or Rosie to make a personalised fundraising plan

## November

Organise a pub quiz with a raffle at your local bar at university

Get in contact with your old primary and secondary school to see if they can hold a non-uniform day

## December

Use the same quiz to host a pub quiz in your home town with family and childhood friends

Take part in the MRF online raffle and sell tickets to friends and family

## January

Start a sponsored New Year's resolution (e.g. dry January, Veganuary)

Supermarket bag pack - invite all your friends to volunteer!

## February

Organise a Take Me Out event at your Student Union (this could be one to do as a team!)

A Valentines day themed cake sale in your course cafe

## March

Run a sports tournament at your local club

Take part in a team bucket collection in your local area (we recommend fancy dress)

## April

Make the most of Easter by running an Easter egg hunt or get decorating some cakes to sell

Set yourself a sponsored fitness challenge and shout about it online

## May

May might be the start of your exam season

Previously students have held bake sales in their uni libraries during exam season when they are the busiest!

## June

If you enjoyed your last bag pack - do another one!

Book in a 1-2-1 call for some support reaching your final milestones

## July

You might have some more time on your hands with the academic year ending

Organise a coffee and cake morning with a raffle

## August

Reach your final fundraising target by selling pre-loved clothes on vinted, creating a sponsored playlist for your challenge and sharing round your JustGiving link one more time!

## Bucket collecting

If you like chatting to people, street collections can be an absolutely fantastic way to raise money toward your total. If your team are interested in organising a team bucket collection in your area, let your Challenge Leader know. We will be able to organise a permit for you all to use if you let us know when and how many people are interested.

For more information and top tips on how to make the most of a bucket collection, please check out the Street Collection Guide on our Student Fundraising Resource Hub.



You will also receive instructions via email on how you can set up a method of taking contactless payments on your mobile phone - which can really help now people are carrying less cash.

## Rotary clubs and corporate donations

You can also think about approaching rotary clubs or companies for donations.

You should be able to find your local rotary club through Google. They may ask you for a presentation in exchange for a donation, but if successful it is quite an easy way to make a few hundred pounds.

Some companies have Corporate Social Responsibility policies - meaning they have money set aside to use on charitable causes. Others will just donate if they have the means and feel connected to the cause you've presented.

Template letters you can edit and use are available on the resource hub. Email is best as an initial touchpoint, but following up with a phone call can really help.

## Ways to fundraise online

There are several different ways you can fundraise online for quick, easy wins.



Selling your old clothes on Vinted or Depop



Selling unwanted books, CDs or DVDs on Ziffitt



Facebook or Instagram fundraiser



Selling your unwanted items on Facebook Marketplace

## Boosting your fundraising events

You've put time and energy into planning a fundraiser, and now have a room full of people taking part. How can you make the most of your hard work?

### Games

Get people involved with a pay to play game.

Some ideas include:

- Tombola
- Lucky dip
- Guess the amount of sweets in a jar

### Deal with the venue

Try and do a deal with the venue to get a bit of extra cash. Such as:

- Round to the £1
- Percentage of takings (or even a special drink!)

### Sell extras

Upsell with some extras.

Ideas include:

- Raffle
- Yummy treats (make sure to be food safe!)
- Arts and crafts

# Requesting resources

You will receive a charity t-shirt when you sign up to use throughout the year. Your Challenge Leader will have several collection buckets which they can lend out to students when needed. However, you are more than welcome to request extra resources from us to support your fundraising.

To make a request, simply email [students@meningitis.org](mailto:students@meningitis.org) with what you need and the best address for postage.

This includes:

- T-shirts
- Running vests
- Banners
- Symptom cards
- Awareness posters

## Static collection tins

As pictured, static collection tins are perfect for leaving in shops or hospitality settings to collect spare change over time.

Static tins require the owner or manager of the establishment to complete a short form, so leave yourself plenty of time to get this completed.

The longer they are in place the better, so request one nice and early.

**What are the symptoms of meningitis and septicaemia?**

Meningitis and septicaemia are very serious infections which can kill in hours. Knowing the symptoms could save someone's life.

**Remember:**

- Symptoms can appear in any order.
- Not everyone gets all symptoms.
- Don't wait for a rash to appear: a very ill person needs medical help even if there are only a few spots or no rash.
- Trust your instincts and always get medical help fast.

meningitis.org

#DefeatMeningitis

Meningitis Research Foundation



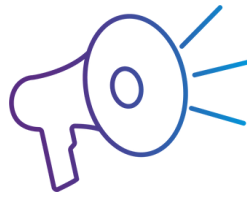
# Ask for donations with confidence

Asking people to donate to your cause can feel difficult if you've never done it before.

When making an ask, think about the following:



Ask yourself **why** you are doing it



Be clear on your message - what do you want?



Understand your charity cause - why should people donate to MRF?

If you are worried you will annoy people, or feel embarrassed, try to reframe the way you are thinking about it.

**You are giving potential donors an opportunity to make a difference.** They need to be offered that opportunity to say yes. Some people will say no, and that's OK.

## Collaboration

Don't be afraid to lean on the people around you. The best way to fundraise is by making use of your networks. Not everyone is able to donate directly, but they might be able to help you another way.

- Ask friends and family to volunteer at your event
- Ask venues if you can use it for free
- Contact local businesses to see if they can donate raffle prizes

# Offline donations

An offline donation is any donation you have received that was not donated directly to your JustGiving page. For example, cash from a bucket collection, bake sale or clothing sale.

The easiest method to follow is to lodge cash into your own account and either donate this to your JustGiving page or bank transfer.

## UK bank transfer

Bank: Natwest  
Sort code: 55-61-38  
Account number: 79588093  
Reference: Surname & Challenge

## ROI bank transfer

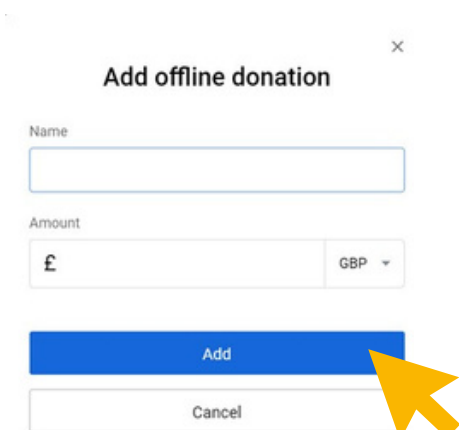
Bank: Bank of Ireland  
Sort code: 90-01-71  
Account number: 70317986  
BIC/SWIFT: BOFIE2D  
IBAN: IE45 BOFI 9001 9970 3179 86  
Reference: Surname & Challenge

If you secure a cheque donation, you can send it in to the following address.

Meningitis Research Foundation  
Room 703, The Programme Building 7th Floor  
The Pithay  
Bristol  
BS1 2NB

**Please let us know when you have sent over an offline donation, so we can keep an eye out for it in our bank account or post box.**

## Recording your offline donations



**Add offline donation** x

Name

Amount  
£ GBP ▾

Add

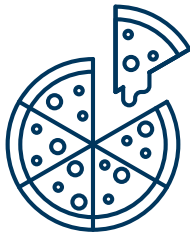
Cancel

Make sure you record your offline donations on your JustGiving page as and when you receive them so your total reflects all the hard work you have put in!

# Rules and regulations

At MRF, we are registered with the Fundraising Regulator. As a result, their fundraising code must be adhered to. The most relevant part for you is behaviour while fundraising. Please read up on this in your own time.

It is also important to make sure you are following rules and regulations when planning and executing events. Some key examples include:



Food hygiene if serving food



Age limits if serving alcohol



Venue health and safety rules

If holding events on campus, have a look at your Student Union's health and safety policy. They may even have a policy specific to events. This will give you clear advice on how to make your event safe.

## Risk assessments

When holding events, it is best practice to create a risk assessment beforehand. This will help you identify potential health and safety issues and think of ways around them before they can occur.

You can find a template risk assessment on our resource hub.

If you would like further advice, please book a 1-2-1 with Maya or Rosie to discuss.