



FEEL BETTER MONTH

FUNDRAISING GUIDE



HELP SUPPORT PEOPLE LIVING WITH CANCER BY RAISING FUNDS THIS FEEL BETTER MONTH.

This year, Feel Better Month coincides with the Queen's Platinum Jubilee in June. Get together with friends, family, colleagues and your local community to celebrate, whilst also raising vital funds for Look Good Feel Better.

From street parties to royal knowledge quizzes and coffee mornings, there are so many ways to celebrate the Platinum Jubilee, and raise money to support the wellbeing of people living with cancer at the same time. In this guide, you will find lots of ideas to help inspire you and get everyone involved throughout June.

BE SOCIAL!

Share your #FeelBetterMonth stories and photos with us on social media and tag us so we can reshare!



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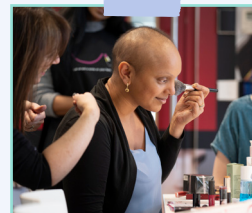
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GERVASE'S STORY

Gervase, 65, was diagnosed with bowel cancer in 2019. A year later, he was given the all clear just in time to celebrate Christmas with his wife Shirley and family at their home in Salisbury, which he said “was the best present.”

After meeting with the surgical team to prepare for surgery, Gervase, who is a cabinet maker by trade and a keen cyclist, was asked if he had any holidays booked, in which he did, a cycle ride in Majorca. Gervase said: **“The nurse said that it would be great for me to go, she said you never know when you will be able to go again. My surgeon was a very keen cyclist too and encouraged me to do the cycling holiday, because the fitter I was going into surgery, the better the recovery chances were.”** Gervase spent ten days cycling in Majorca, finishing the trip with a 92-mile ride and over 5600 ft climb on day eleven. Two weeks later, he had surgery to remove the tumour.

During his recovery, Gervase attended a Look Good Feel Better Virtual Skincare and Grooming workshop in February 2021, during the Covid-19 lockdown. He said: **“Once everybody was introduced, it felt almost like we were in the room together despite being on zoom. It was good to see so many men opening up in the workshop, sharing their experiences and troubles with what chemo does to you. I was never taught how to shave growing up, my dad always had a beard. My skin was much dryer following treatment, so it was great to learn. Men don't usually talk about these things. But I'd say to any man living with cancer, to not be afraid as you'll be amazed at what you get out of meeting with others. It's much easier when you share it with someone.”**

**“FINDING OUT ABOUT
LOOK GOOD FEEL BETTER
WAS THE ICING ON THE
CAKE”**



FUNDRAISING IDEAS

Here is a selection of fundraising ideas to inspire you and help when planning your Feel Better Month activities. There are ideas you can do at home, at work, in your local community or online. Whatever you choose to do, please do get in touch and tell us what you're planning.

BIG JUBILEE LUNCH



Whether you throw a full-on street party; take a more relaxed approach with a picnic at your local park; or if you can't escape the office, ditch the usual packed lunch and invite everybody to bring in something yummy to share instead. Ask everyone attending to make a donation or host games and raffles to help raise money on the day.

A ROYAL MINT



Why not get yourself ready for Summer by having a spring clean, whether you hold a garage sale, a car boot sale or a product sale at work, your unwanted items could turn into valuable pounds for Look Good Feel Better.

COME DINE WITH ME SUMMER SPECIAL

10

Create your own Come Dine with Me experience – invite everyone to your home for an evening of classic retro cuisine; or get to know your neighbours with a night of musical chairs serving each course at a different house.

GREAT BRITISH BAKE OFF



Throw a bake sale at work or set up a coffee morning at home with friends. Whether you have a traditional afternoon tea or serve classic favourites like Victoria Sponge, everyone will give generously for a sweet treat.

QUEEN OF QUIZZES



How many grandchildren does the Queen have? What's the name of her favourite corgi? How many ice cubes does she like in her afternoon G&T? Find out the answers to these questions and more by throwing a Jubilee quiz. Host the event in place of your local pub quiz, or stay Covid-safe, and do it online.

QUEEN OR KING FOR A DAY!



Fancy dress is a great way to get kids and adults involved in fundraising. Workplaces as well as schools can get involved. Ask everyone to make a small donation to take part and give an award for 'best dressed'. Get imaginative with your fancy dress theme – you could pick famous royals or great British icons; most importantly have fun!

KARAOKE IS KING



There are so many Jubilee-themed songs you could belt out at a karaoke night – Dancing Queen, Royals, King of the Road, not to mention the entire back-catalogues of Queen and Prince are all at your disposal. Host your karaoke night at home, at work or in your local pub.

ROYAL SHOW & TELL



A great activity for Schools – hold a show and tell day where each pupil brings in an item of royal memorabilia – it could be a souvenir from the Queen's Golden or Diamond Jubilee, a picture of a royal parade, or a photo of royalty visiting their town. Ask them to tell the story behind the item they choose to bring in and set a suggested donation of £1 per child for the show and tell.

THE 70 CHALLENGE



To commemorate the Queen's 70 years on the throne, get active by setting yourself the 70 challenge. It could be doing 70 reps of your favourite exercise or maybe a sponsored cycle over 70 days – whatever you do throughout the month of June, get all your friends, family and colleagues to sponsor you for the challenge! If you're a corporate looking for a challenge to set your employees why not task them to each raise £70 through doing one of the above suggested challenges or coming up with their own team 70 challenge?

ROYAL SWEEPSTAKE



Inside your fundraising pack you will find our Sweepstake. You can do this at home with friends, at school with peers or at work with colleagues. Ask everyone to make a £1 donation for a stake and once the sweepstake has been drawn, give a prize to the winner. Funds raised from everyone's guesses can be donated to Look Good Feel Better.

GLORIOUS GARDENS



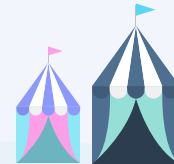
A plant sale is really easy to organise and a great excuse for keen gardeners to get together and raise money for Look Good Feel Better. You need to plan and advertise your event well in advance as this will allow everyone time to sow extra seeds, take cuttings, pot flowers and anything else necessary to have some spare plants for the sale. Hold an open garden or sell them at work or in your local community for suggested donations.

THE BIG NIGHT IN MY PALACE



Host a games night at home or at work and ask guests to make a donation to come along. Whether it's charades, poker or a monopoly marathon, make it more competitive by offering prizes for winners. Serve refreshments and maybe even have a go at cocktail making, it will help make your big night in more fun than any big night out!

SIZZLING SUMMER FAIR



If you're involved in organising your local community or school fair, why not tie this in with a fundraiser for Look Good Feel Better. Host a raffle, face painting stand or include a fancy-dress competition or games such as guess the weight of the cake, with people making donations to take part. It's a brilliant way of getting everyone involved and not only raising funds but also raising lots of awareness for Look Good Feel Better.



DON'T FANCY ORGANISING YOUR OWN FUNDRAISING EVENT?

DON'T WORRY YOU CAN STILL GET INVOLVED.



SIGN UP FOR AN ORGANISED WALK, RUN OR CYCLE IN JUNE.

Find local events near you via our website or sign up for one of our virtual challenges which you can do anytime, anywhere.



TELL YOUR FRIENDS

As someone who already knows about the charity, you can give one of our Information flyers to your local businesses, community groups, schools, sports clubs etc and encourage them to support us during Feel Better Month. We're sure there are lots of organisations who would love to help support our local services and ensure more people living with cancer from their local communities can benefit from our support.



SHOP WITH US

Head to our online shop and purchase your Best of British Goodie Bags – there are his and hers bags available and they're filled with incredible products to make you look good and feel great this summer.



MAKE A DONATION

Make a one-off donation or become a Look Good Feel Better friend and make a regular donation to support our work. No matter how much you give, every pound will help ensure we can be there to support many more people living with cancer. Please visit our website to donate.



TOP TIPS TO PLANNING YOUR FEEL BETTER MONTH FUNDRAISER

1

To keep everyone involved safe, please make sure your event follows current government guidelines – check these on [gov.uk](https://www.gov.uk)

2

Order your fundraising materials in plenty of time

3

Confirm the date and details of your event and be sure to promote this well in advance so everyone can take part

4

If you are running your fundraiser online then make sure to test your technology beforehand

5

Make it as easy as possible for people to donate at your event – encourage people to donate online if they do not have cash – you can do this through an online fundraising page, via the donate button on our website or by sharing our text donate details 'FEELGOOD+amount' to 70085

FUNDRAISING MATERIALS

We have additional materials available to order to help make your fundraising a big success. You can download these from our website or by dropping our Fundraising Team an email on fundraising@lgfb.co.uk

- Collection tins
- Posters • Balloons
- Sweepstakes • Invitations
- Bunting • Stickers



PAYING IN YOUR FUNDS

You have done all this fantastic fundraising and now you are ready to pay in your funds. After all your efforts, it is important to get the funds you have raised to us as quickly as possible. Once received we will make sure to send you an official thank you for your kind support.

CASH

The safest way to pay in cash donations is by taking it to your local Barclays Bank and paying it into our charity account using the paying in slip included in your fundraising pack. If you don't have a paying in slip then you can request one by emailing fundraising@lgfb.co.uk.

OVER THE PHONE

You can also pay cash donations into your personal account and then call us to make a transaction over the phone via your debit or credit card.

CHEQUES

Please make cheques payable to 'Look Good Feel Better' and send to us at our head office address along with any sponsorship forms used. Send to - *Fundraising Team, Look Good Feel Better, West Hill, West Hill House, Epsom, Surrey, KT19 8JD*

ONLINE

You can transfer any funds you have raised via bank transfer or by paying in through our 'Donate' button on our website.

Please use the bank details below and email us on fundraising@lgfb.co.uk to let us know when you have paid the funds in and how much.

Please make sure to use an easily identifiable reference – FULLNAME/ FBM.

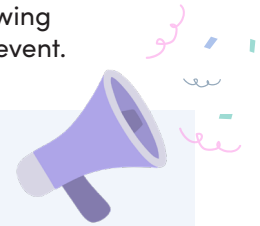
Account name: **Look Good
Feel Better**
Account number: **90283843**
Sort code: **20-67-83**
Bank name: **Barclays Bank plc**

SHOUTING ABOUT YOUR EVENT

To ensure your event is as successful as possible and to generate awareness around Look Good Feel Better, we've put together some helpful hints and tips on the best ways of marketing your fundraising event. We also have a selection of helpful materials available to download from our website. If you have any questions or need support, please contact our fundraising team on fundraising@lgfb.co.uk

HOW TO MAXIMISE YOUR COVERAGE

Before you contact the local media, consider the following points so you can maximise the interest value of your event.



Know what you're trying to achieve: What are you hoping to gain for your event from this publicity? For example, if you want to sell plenty of tickets to a fundraising event, make sure you include the cost and where to buy the tickets. Don't forget the date, time and location of your event!

Find out who to talk to: Buy copies of your local magazines and newspapers and listen to local radio. Find out what stories they feature, so you know which one would best fit your event. You can find contact details inside the newspaper or on their website.

Who you're raising money for: Make sure you talk about Look Good Feel Better, a little about what we do and why they should write about our cause. If you're unsure about anything to do with the charity, please do get in touch with our team.

Think about your 'news angle': What is the unique selling point of your event? Ensure it is relevant, local and engaging. Is it the first, last, biggest, smallest, oldest, youngest etc? Remember, people love to read about people, so add human interest to your story.

Know your facts: Before making contact with anyone, ensure you know the who, what, where, when and why and have it at your fingertips, ready to answer any questions they may have for you.

MEDIA OUTLETS AND TIMELINES



- **Local magazines.** Monthly magazines. Ideal Feature Date: A month before Make Contact: 6-8 weeks in advance
- **Local newspapers:** Ideal Feature Date: 1-2 weeks before Make Contact: 2-3 weeks before
- **Local Radio: Ideal Feature Date:** 1 week before Make Contact: 2 weeks before
- **Online: Ideal Feature Date:** 1-2 weeks before Make Contact: 2-3 weeks before

PHOTOGRAPHS



It can be really useful to take photos or videos at your events. You can use them afterwards to publicise your activities. However, you should make sure the people you are photographing know they are being photographed and understand how the images will be used.

Remember that people might have their own reasons for not wanting themselves or their children to be photographed, and it is important to respect this.

WRITING A PRESS RELEASE



We've put together a template press release which is available from the fundraising downloads section of our website. Don't forget to include information in the press release about why you are fundraising for Look Good Feel Better and include a quote as it helps make the story more personal.

Approval: Before sending out the press release, please e-mail a copy to communications@lgfb.co.uk.

SOCIAL MEDIA



Use social media sites to let people know about your fundraising event both before and after the event. Don't forget to tag Look Good Feel Better UK in all of your posts!



look good **feel better**

FACING CANCER WITH CONFIDENCE

To get in touch

Look Good Feel Better,
West Hill House,
32 West Hill,
Epsom, Surrey,
KT19 8JD



01372 747 500



fundraising@lgfb.co.uk



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Charity Registration No: 1031728



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