

[Fundraising for the Matt Palmer Trust](#)

From golf tournaments to marathons over the years our supporters have found plenty of fantastic ways to raise funds for the Matt Palmer Trust.

Getting together with friends and family or taking on a new challenge is always a great way to support the Trust, plus it makes you feel pretty good too!

We've put together this handy guide to fundraising for the Matt Palmer Trust to help make it as easy and fun as possible.

[Getting Started](#)

Step 1 - Deciding how to fundraise

It's great that you're planning fundraising activity for the Matt Palmer Trust and there are lots of ways you can fundraise, be it organising your own event, fundraising using your own place, in an event or as simple as running a raffle.

Have a read of our guide on all the different [types of events you could use for fundraising](#).

Step 2 – Ask the Trust for help

Once you've decided on an event or fundraiser, let us know by emailing us at info@mattpalmertrust.org.uk

We will give you an unique reference code for transferring donations to us afterwards – this makes it really easy to track how much you've raised, and reclaim gift aid!

We can also support you in a number of ways by providing guidance, sponsorship forms, fundraising materials and social network support.

The Matt Palmer Trust can also provide you with branded t-shirts, running Vests, cycling jerseys and other materials such as collection tins, posters, sponsorship forms, banners and leaflets to help with your fundraising.

We have a standard material pack for events which includes:

- 1 x Matt Palmer Trust banner
- 20 x Matt Palmer Trust leaflets
- 10 x Matt Palmer Trust balloons
- 1 x Matt Palmer Trust collection bucket

Simply email info@mattpalmertrust.org.uk and let us know what materials you'd like and when. Any specialist items may require a small fee but we can advise you when we respond to your request.

Note: All requests take up to 14 days to arrive so please plan in advance.

Step 3 – Create a Fundraising or Events Page

If you're running a marathon, trekking up a mountain or swimming the channel then the best way to collect your donations is by setting up a fundraising page with Virgin Money Giving. We're already listed as an approved charity so you can select us as you set it up.

Click here to setup your page - <https://uk.virginmoneygiving.com/giving/>

If you're organising an event like a pool tournament or a sports day in the park, then we recommend you also setup a Facebook event.

To find out how to set up an event on Facebook here - <https://www.facebook.com/help/210413455658361>

At this stage it's worth writing down your story and including it on your fundraising or events page. Your story will help your friends and family connect with what you're doing and help them understand why Mental Health and the Matt Palmer Trust is important to you.

Click here for some [advice on how to write your personal story](#).

Step 4 – Promoting your event

1. Don't be shy! Tell all your friends, family and work colleagues what you're doing and why. Write a brief description of your event and [include your story](#). And don't forget to provide a link to your fundraising or events page.
2. Creating some posters to advertise your event. Again, don't forget to include your story and a link to your fundraising or event page. Even a simple A4 poster to pin on local notice boards or around the office can work wonders.

We recommend using <https://www.canva.com>. It's a free tool that can help you make simple posters in no time at all that you can print off at home or at work.

3. Get on social media. Facebook, Instagram, Twitter and even LinkedIn are a great way to promote your fundraising event to your social network.

Click here for some tips on [using social media](#).

Here at the Matt Palmer Trust we'd be happy to post about your fundraising efforts on our social network, both before and after the event. We'd love to share your story and help anyway we can.

Just email us at info@mattpalmertrust.org.uk or inbox us via Facebook to arrange.

Step 5 – Paying your fundraising into the Trust

If you are collecting funds directly, there are several ways to pay in your fundraising to the Trust, and it's up to you how you do it.

Make an online donation

Pay the donations into your own bank account and send it as a donation to our Virgin Money Giving page here - <https://uk.virginmoneygiving.com/donation-web/charity?charityId=1009062>

Don't forget to leave a message and let us know where the donation has come from or quote the [unique fundraising](#) number we provided you with.

Send a cheque

Send us a cheque made out to the Matt Palmer Trust to the following address: 65 Sunny Bank, London, SE25 4TG – be sure to write your name and any additional details on the back of the cheque such as your unique fundraising reference number.

Bank Transfer

You can pay your fundraising money by bank transfer using the following account details:

Matt Palmer Trust

Bank Acc No: 58896961

Sort code: 60-40-02

Reference: Your name and postcode OR [Unique fundraising reference Number](#)

Knowing how your donations will be used

It's important to know where your money goes! We're proud to have supported many great initiatives over the years.

The first thing to remember with the Matt Palmer Trust is that there are no paid employees; every penny goes towards the running of the Trust and supporting organisations and initiatives all over the UK and Ireland.

The Matt Palmer Trust strongly believes that this is the best way to ensure that the maximum amount of funds go towards initiatives that raise awareness of mental health issues and organisations that provide direct services to help those people suffering.

We also operate complete transparency so click here to see a long list of our [past events](#) and here to see [all the organisations](#) we have financially support since the Trust was founded.

Finally

Thank you so much for choosing the Matt Palmer Trust for your fundraising activity – we really appreciate it and hope you have lots of fun!

[Picking the Right Event for Me \(Guide\)](#)

Fundraising options are almost endless! So it can be hard to choose the right event for you.

Our first tip is to make it as simple as possible. Over the years, we've organised Black Tie Balls and Poker Nights but events like these, especially if ticketed, usually have higher overheads and the stress of building up the right number of attendees to make it viable. So save yourself the stress and think simple!

Here's a few suggestions that we like and are known to be easy to organise:

- **Enter a cycling, running or swimming race**

There are hundreds of events all over the country you can enter and many are free. For example there are small distance (5k) Park Run's held all over the UK every week.

Use <https://findarace.com/> to locate an event near you.

And you can't get into a big race such as the London marathon, via their ballot system, then enter another race such as the Great North Run. It's cheaper and easier to gain entry.

- **Trekking**

If you're not the running type, why not try a trek! Some treks can be over small distances and don't require high levels of personal fitness or challenge yourself with a larger trek that may require some training to get you ready. Visit here to find a trek or design one yourself - <https://www.actionchallenge.com/activities/treks-walks/uk-treks>

- **Games Night**

Using your own home to organise a games night is a great way to mix socialising with fundraising. Let's face it you're going to socialise anyway!

From Trivial Pursuit, Monopoly and Poker it's easy to add stakes to a game night, where the winner takes home a prize and the remaining donations go to the Trust.

- **Skills Auction**

Have a Skills Auction Night where you and your friends bid on services provided by each other. It could be as simple as offering to do someone's gardening to helping them build a new website for their business or hobby.

- **Come Dine with Me**

Again, mixing socialising with fundraising is always a winner and what better way to mix it than with a series of 'Come Dine with Me' evenings.

Each couple or person must host an evening of food, drink and entertaining and score everyone's evening. There is an entry cost for every evening and the winner takes home a prize with the remaining donations going to the Matt Palmer Trust.

Here's some helpful advice: <https://www.oven.co.uk/throwing-your-own-come-dine-with-me-dinner-2/>

- **Party in the Park**

Invite your friends and family to a party in the park or it can even be in your garden. If the weather is good you can organise a BBQ, games and maybe even some face painting for the kids. All attendees can then donate to the Trust.

- **Pub quiz**

You can organise a Pub Quiz and Curry Night at your local pub or at your own home. Charge for entry and the winner gets a prize and the remaining funds can be donated to the Trust.

If your local already does a quiz, ask if they would be happy to donate to the Trust for the night you bring down your supporters. And if they don't, ask the landlord if you can run one for charity.

- **Bake Sales – cakes and sweets**

There cannot be an easier way to make people part with cash than with sweets and cakes! Whether you bake yourself or whether you cheat and go to Sainsburys, it's a simple way to fundraise.

- **Sweepstakes**

There are many big competitive events during the year through which you can organise a sweepstake. From the Grand National, FA cup Final, Wimbledon, Olympics and Eurovision to organising a Premier League fantasy football league.

Again, it's another simply way to raise funds through offering the winner a prize.

- **Fundraising through your big day**

Do you have a big wedding or birthday on the horizon? If so, congratulations! Asking guests to donate in lieu of gifts is a lovely way to mark your special occasion and raise funds for mental health initiatives.

- **School fundraising**

If you have children, why not ask their school if they'd be willing to run a bake sale, fancy dress day or sports day to raise money for the Trust.

Hopefully this guide has been of some help. But if you're still searching for ideas it's often easier to think about what you enjoy doing and incorporate that into an event.

Writing my Story (Guide)

Over the years we've had hundreds of people contact the Trust to tell us why our small charity means so much to them and it's a powerful way to garner support for your fundraising and inspire people to donate.

Many people are faced with statistics or facts around mental health every day, and as shocking as these can be, they are often not strong enough motivation for someone to support what you're doing and part with their cash.

So never underestimate the power of your personal story. It helps your friends, family and even strangers connect with what you're doing and helps everyone understand why it means so much to you.

For many people, fundraising is simply part of a journey. So start with thinking about what has led you to this point. Many difficult, moving or funny moments could form part of your story to really bring it to life.

Think about the following:

- Is this the first time you've done something like this?
- Why did you choose your event?
- How difficult will it be? Will training or sacrifice be required?
- Have you or a family/friend ever had personal experience of mental health problems?
- Why is the Trust important to you? Why did you choose the Matt Palmer Trust to support?
- What got you thinking about mental health?
- What hurdles did you or a friend overcome to get you to this point? Do you have any fears or anxieties over the event you're taking part in?

Remember if you don't feel comfortable talking about your own mental health experiences, or you don't have permission from your family or friends to talk about theirs, just focus on the other aspects of what you're up to.

You could recall memorable moments, both funny and emotional, to bring your story to life! And always write as if you were convincing someone right in front of you to sponsor your fundraising.

Here's a few other general tips to apply:

- Be concise. Try and reduce your story to the smallest number of word, sentences and paragraphs. It really helps especially when it comes to sharing it on social media.
- Use plain English that everyone will understand.
- Write as you'd speak. Everyone has their own personality and way of talking, make sure it comes across in your story.

Using Social Media to Promote your Fundraising (Guide)

When using Facebook, Twitter and LinkedIn, start off with a first post which shares your fundraising page and tells your followers what you're doing ([your story](#)) and asking them to help you get off to a flying start.

Post regularly, letting people know how you're getting on versus your target and what milestones you've achieved. E.g. "Massive thanks to everyone who helped me reach £100, please help me get to £200."

Remember to thank people who have donated, publicly if possible, and do this every week. E.g. "Shout out to Dave, Dom and Jenny for helping me reach my £300 milestone! It means so much to me!"

Don't forget the power of payday. Post around payday and ask even for small donations to help you reach your target. Pounds and pennies add up in the end!

Keep everyone up to date with the progress of your event. If you're doing a trek or a run, let them know how your training is getting on and always include any difficult moments you've had or any funny stories you've experienced on your journey.

Remember to post reminders in the days running up to your event. E.g. "Tomorrow is the big run, really looking forward to the chaffing! Lol. Any last minute donations would really make all this worthwhile!"

And finally, post about what happened once the event is finished and thank everyone for their support, and don't forget to let the Trust know too.