

YOUR LITTLE GUIDE TO

BIG

FUNDRAISING

AT WORK



LET'S DO THIS

Your journey to powerful fun'raising starts here.

Need some inspiration? Well look no further...

This little guide to big fundraising is packed full of everything you need to make this Red Nose Day bigger, better and redder than ever. Whether cake baking's your bag, or marathon running's more up your street, we're here to help you turn those pennies into pounds.

Be creative, be daring, or just be silly, and this Red Nose Day you'll help make the world a better place.

Thanks to our brilliant models and fundraisers for bringing this pack to life. Just so you know, all the photos were taken following social distancing guidance at the time.



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THE BIG RED NOSE DAY GET TOGETHER

This Red Nose Day, we're swapping screen time for real-life reunions. So whether you're back in the workplace (or never left), working from home or a combination of the two, round up your workmates for some well-deserved fun.

Get together for tea and cake at lunchtime, sell tickets to a big picnic, take on a sponsored challenge, or donate to dress up for a classic team photo. You could even go all out with a good old-fashioned fête – complete with pay-to-play welly wanging, hoopla and a coconut shy.

Pick one idea or go for them all – whatever you do, big or small, you can make a difference. Get creative, get competitive, get sponsored – and let the fun commence!



Get baking, making and fancy-dressing to turn your creativity into cash this Red Nose Day.



Bake a difference

Bake it, fake it or just pay to eat lots of tasty treats. Simply set up a stall somewhere central and start selling, to turn delicious bakes into serious dough. Go on. It's a choux-in for success.

Top tip

Cook up a family favourite or try one of the Red Nose Day recipes you'll find on the card in this pack or online at comicrelief.com/recipes

Donate to dress up

Join people across the UK and donate to dress up (or down) for the day on Friday 18 March. Pick a theme, dig out your reddest accessories, don a Red Nose and official T-shirt, or simply ditch the suit and let your hair down.

Master crafter

Got some keen crafters on the team? Set up a stall in reception to sell your colleagues' creations, or auction off their efforts at lunchtime. You could even organise a sponsored craft-a-thon – who can knit the longest scarf? Make the biggest flock of origami birds? The most birthday cards?

FUNDRAISE WITH FLAIR



Embrace Red Nose Day in style with our magnificent merch. From Red Noses to T-shirts and tote bags to notebooks and aprons – take your pick from the brochure in this pack and get ordering at comicrelief.com/shop



Nothing gets the money coming in like a bit of friendly (or fierce) competition. Get ready for some serious fun'raising.



Bring the team together to take on a challenge, collect sponsorship and go all out to smash your target!



Quizzes and games

Test your workmates' brain cells with a pay-to-play tea-break quiz or sell tickets for an evening event. Download our free quiz at comicrelief.com/quiz and set up a snack bar on the side to bring in extra cash. If gaming's more your thing, ask people to pay to join a board game night or online gaming session.

Run a sweepstake

Pop the sweepstake poster in this pack in an obvious spot, then ask your workmates to pay to take a punt.

Classic raffle

Round up some prizes and sell tickets in the week leading up to Red Nose Day. Check out our raffle rules at comicrelief.com/raffle before you start.

Red Nose and spoon relay

Follow in the footsteps of our celebrity Red Nose and spoon racers and hold your own Red Nose and spoon relay in the workplace.

It doesn't matter how you do it – get creative with dress-up, obstacles and forfeits – just don't drop that Nose!

Tune in

Follow our celebrity Red Nose and Spoon Race on The One Show at 7pm on BBC One in March.

Top tip

Let everyone watch as your fundraising total rises. Collect donations online by setting up a page at comicrelief.com/justgiving

Go the distance

Get sponsored to walk, run, cycle or pogo stick the miles away. Take up the challenge as a team or in a relay – how far can you go?

Put the hours in

Don't stop 'til you get enough! Get sponsored for a team dance-a-thon, sing-a-thon, joke-a-thon or whatever-tickles-your-fancy-a-thon. Whether it's 2, 4 or 24 hours, have fun and go for it.

Out-there ideas

When it comes to Red Nose Day, no idea is too weird or wonderful. From head shaving to chocolate waiving, body waxing to eyebrow dyeing – who's up for letting themselves go?

Always stay safe

Remember to follow current government guidelines on social distancing in your area. To help keep your fundraising safe, legal and considerate, take a look at comicrelief.com/dos-and-donts

GOT A BETTER IDEA? GO FOR IT!

The more creative, fun and unique the better – because on Red Nose Day the floor's yours. A team relay in animal costumes? A whole day doing the Macarena to a Beyoncé mega-mix? We love to see it.

Share it with us at comicrelief.com/shareyourstory or on social media @comicrelief #RedNoseDay



TOP TIPS TO RAISE EVEN MORE...

Follow our top tips to knock your fundraising out of the park.

01 Set a fundraising target

Setting a target is known to boost your final total. So aim high and see if you can smash it.

02 Go cashless

Create a JustGiving page and get your unique QR code at comicrelief.com/justgiving, then share the details and ask everyone to pass them on.

03 Make a week of it

Plan five days of Red Nose fun to really build excitement and keep the cash rolling in.

04 Shout about it

Put up the poster in this pack to promote your fundraising events on the ground. Share your plans and photos on social media [@comicrelief](https://twitter.com/comicrelief) #RedNoseDay

05 Up the stakes

Pop up the sweepstake poster in this pack, then ask everyone to pay to take a punt.

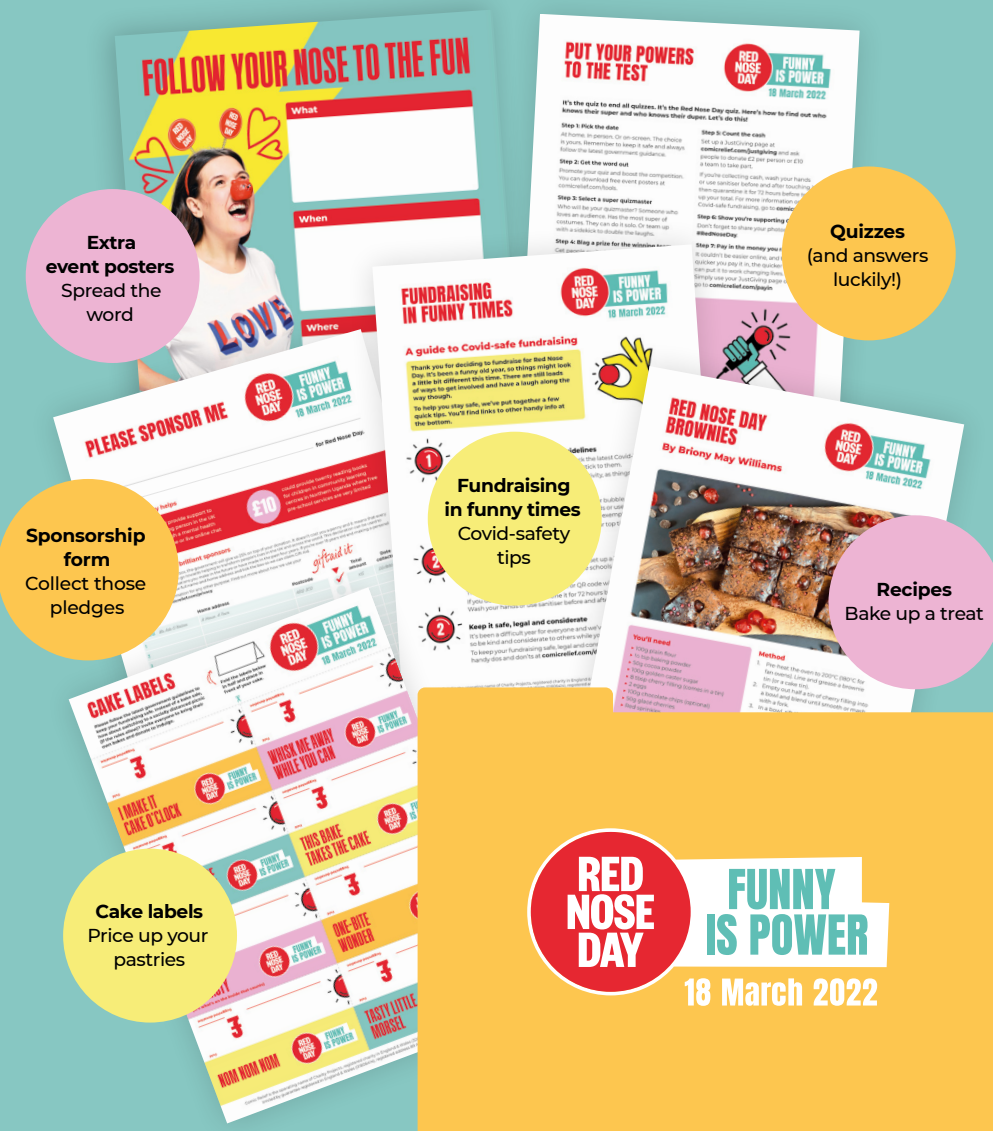
06 Get senior staff involved

Speak to your manager to see if your organisation can match your fundraising or donate some competition prizes.



FUNDRAISING DOWNLOADS

Head over to comicrelief.com/freedownloads to find loads of extra resources for your fundraising.



MEET FRANKIE LONDON

We fight poverty and injustice wherever we find it, across the UK and around the world.

Frankie used to work in the fashion industry, but after experiencing poor mental health her life became challenging. Pregnant with her first child, she found herself without a home and was offered a place in a hostel.

Five years on, Frankie still shares a room in the hostel with her daughter. It's not the life she imagined for herself or her child.

Going to Kitchen Club once a week to prepare and share a hearty lunch has made all the difference. With the help

of Comic Relief funding, Kitchen Club provides vulnerable families with food, nutritional advice, space to play and access to specialist support. The parents get together to help to make a healthy lunch or play with their children, before all gathering to share a meal and enjoy each other's company.

It's a simple thing – but to Frankie it has been a lifeline.

“It's a community – they're like family to me. When I first moved into the hostel I was depressed and scared, but they shook that right out of me.”

How your money helps

£5

could pay to get 20 meals to vulnerable children and families in the UK.

£150

could support five mothers in Kenya for a month of vocational training and help each to start her own local trade or business.

WAYS TO PAY IN



JustGiving

1. Set up a JustGiving page at **comicrelief.com/justgiving**
2. Share the link or QR code by email and on social media.



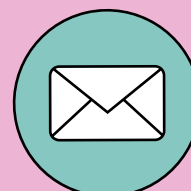
Online

1. Go to **comicrelief.com/pay-in** and pay in with a credit or debit card.
2. Got sponsored? Write the reference number from your pay-in confirmation email in the space at the bottom of your sponsorship form(s).
3. Post your sponsorship form(s) to the address below.



At a bank

1. Fill in the giro attached to the letter in this pack.
2. Take your giro, cash and cheque(s) to any bank.
3. Send your paying-in receipt and sponsorship form(s) to the address below.



By post

1. Fill in the giro attached to the letter in this pack.
2. Send your giro, cheque(s) and sponsorship form(s) to the address below.

**Red Nose Day 2022 (Community),
EY, PO Box 51543, London, SE1 2UG.**

giftaid it

Remember, we can only claim Gift Aid if you send in your sponsorship forms. When you tick the Gift Aid box, the government will give us 25% on top of your donation. It doesn't cost you a penny and it means that every pound that you donate can go towards helping to transform people's lives in the UK and across the world.

"Whatever you can think of, if people can sponsor you, you're helping those around you most in need."

Andy



"I ran 150k last year, on my last day, the whole street came together and clapped me on, it was amazing."

Daisy



"Small amounts, large amounts, it all makes a difference."

Rae



Get kitted out for your fundraiser with Red Noses, T-shirts, deely boppers and more.

Available at comicroelief.com/shop

Checklist

Pick your favourite fundraising ideas



Set up a team JustGiving page at comicroelief.com/justgiving



Get kitted up and download fun stuff at comicroelief.com/fundraise



Rally support and share what you're up to on social media with **#RedNoseDay**



Pay your money in and put your feet up for a classic night of Red Nose TV!



There's more where that came from.

You'll find loads more free tips, tools and fun stuff at comicroelief.com/fundraise

Red Nose Day is an initiative of Comic Relief, operating name of Charity Projects, registered charity in England & Wales (326568) and Scotland (SC039730) and company limited by guarantee registered in England & Wales (01806414), registered address 89 Albert Embankment, London, SE1 7TP. Photo credits: Tom van Schelven, Jordan Mansfield

