



FUNDRAISING 101

If you are reading this, you are probably thinking about doing something pretty epic for CoppaFeel! So whether you need some inspiration or you already have your event planned, we're here to help! You are doing a great thing by fundraising for CoppaFeel! and we would love to hear from you, so let us know what you are planning by emailing fundraiser@coppafeel.org.

OUR STORY

CoppaFeel! was founded in 2009 by Kristin Hallenga, following her diagnosis of secondary breast cancer at the age of 23. She made it her mission to ensure other young people don't find themselves in a similar situation; where they're told the cancer cannot be cured because it was found late.

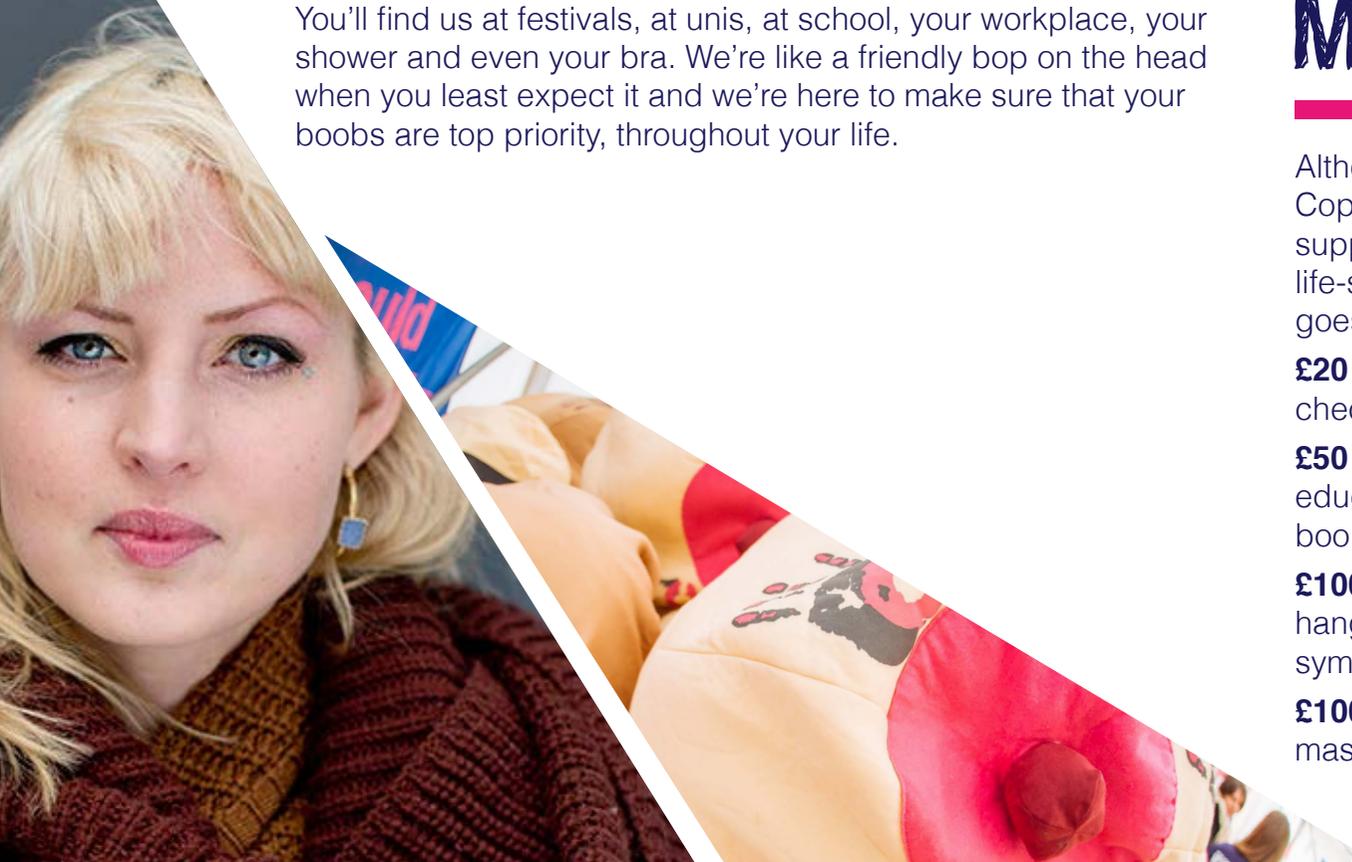
We want to live in a world where all breast cancers are diagnosed at the earliest stage possible, at which treatments are more effective and survival rates are higher. We want to stamp out late detection and misdiagnosis of breast cancer by ensuring that people know the signs and symptoms of breast cancer, know what their boobs look and feel like normally, check their boobs regularly and have the confidence to see their doctor if they spot anything unusual.

You'll find us at festivals, at unis, at school, your workplace, your shower and even your bra. We're like a friendly bop on the head when you least expect it and we're here to make sure that your boobs are top priority, throughout your life.

HOW YOU CAN MAKE A DIFFERENCE

Although awareness is at the core of what we do at CoppaFeel!, without funds raised by our wonderful supporters, we simply wouldn't be able to carry out our life-saving work. To give you an idea of where your money goes, here are a few examples:

- £20** – allows us to send 500 texts to prompt people to check their boobs via our free text reminder service.
- £50** – enables us to send a Boobette into a school to educate young people about knowing and checking their boobs.
- £100** – allows us to hijack 200 showers with shower hangers to remind people to look out for the signs and symptoms of breast cancer whilst lathering up.
- £1000** – enables us to spread the word to the revelling masses at a music festival.



FUNDRAISING IDEAS

Fundraising should be fun so pick something you'll enjoy doing and get some feedback from friends and family. We've put some of the Boob Team's favourite ideas together for inspiration but the list is endless so keep us on our toes with your inventive plans!

Car boot sale or clothes swap - De-clutter for money and use this as the perfect excuse to get rid of any unwanted items around the house!

Organise - We're thinking pub quiz, battle of the bands or even a fashion show. Alternatively, why not team up with an existing event in your local area and ask them to support you in your fundraising.

Pom-poms and glitter - You only need to look at our Instagram feed to see that they are our two favourite things. Sprinkle some glitter on your friends before a night out or make your own accessories in exchange for donations.

Party at home - Nights out are over-rated anyway! It's completely up to you how it goes, you may be a real raver (in which case pre-warn your neighbours) or you may fancy a girls night in but whatever you decide, ask your guests for a donation on arrival and enjoy partying the night away.

Ask for donations instead of a birthday, Christmas or wedding present. Wrong timing? Why not ask your mates to skip a coffee or pint and give you the change, you can make them a cuppa at home instead!

Fancy dress or dress down day - Whether it's at school or work, ask people for a £1 donation to wear what they wish or dress up as their favourite character for the day.

Eat up - Why not host a lunch, brunch or dinner at home and ask your guests to donate what they would usually spend on a meal out at a restaurant.

Employers - Your place of work can be a great support, why not nominate CoppaFeel! as your office charity of the year to raise valuable funds for us.

Limits - Impress your supporters by pushing yourself to try something completely new and out of your comfort zone. The challenge should be personal to you so don't worry, we're not asking you to climb Mount Everest. What about a sponsored silence or conquering your fear of heights with a rock climb?

! Ready Steady Bake - We couldn't create a list of fundraising ideas without mentioning the good old-fashioned bake sale. We're a big fan of cake munching at Boob HQ and let's face it, you can never get bored of decorating cupcakes with boobs and bras! We even have our own **CoppaFeel! cake recipe** which our good pal Anna Jones put together exclusively for you.



PLANNING YOUR EVENT

We have pulled together a checklist to give you a hand when it comes to planning your event.

What and where?

A good place to start is deciding on the type of event you'd like to hold, if you think you may need a venue, start knocking on the doors of local venues to support you in your event.

Target

Set yourself a realistic fundraising target! (Remember - you can always increase this if you smash it).

Get organised

Write a list of all the tasks you need to complete between now and the event, and if you're super organised, you may even write a time plan to ensure everything is ticked off in time!

Get your mitts on our fundraising bits

Let us know if you need fundraising materials! **Click here** to do so once you have a rough estimate of how many people will be coming along.

Tell the world about it!

Social media is very powerful in getting the word out there so tell your pals by posting on your social networks (and tell them to share it too!) A good start is creating an event page on Facebook which you can share and invite friends to RSVP. You can also build a personalised poster on the CoppaFeel! Facebook page **here** which can be shared and printed out. Handy eh?!

It may be worth sending a press release about your CoppaFeel! event to your local paper and radio stations as they often have a great reach and it can result in building that hype around your event. There's lots of templates available online so give it a go! Don't underestimate the support of your local area - get some flyers/posters out to hairdressers, cafes, schools. You can download our logo **here** if you need it, we just ask that you send us the final design before it is printed or published where our charity is mentioned for a quick check! Simply forward it to **fundraiser@coppafeel.org**.

Better safe, not sorry!

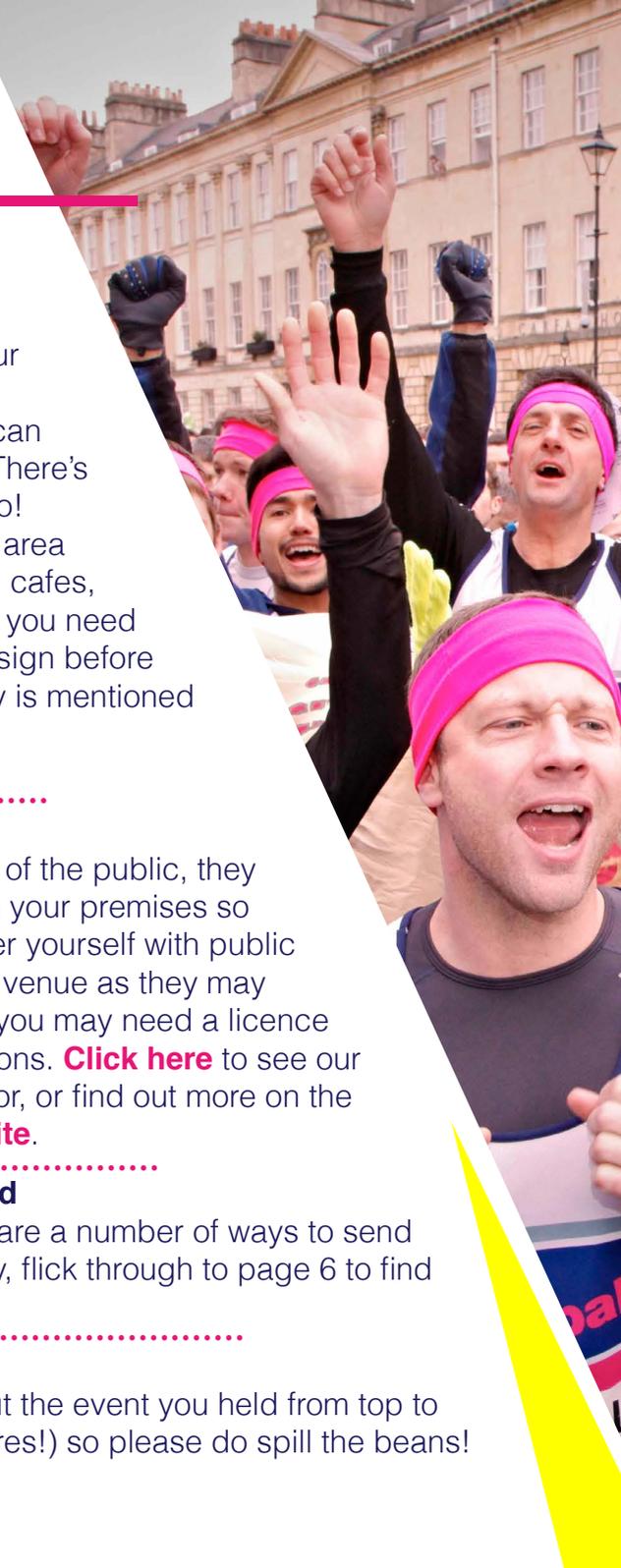
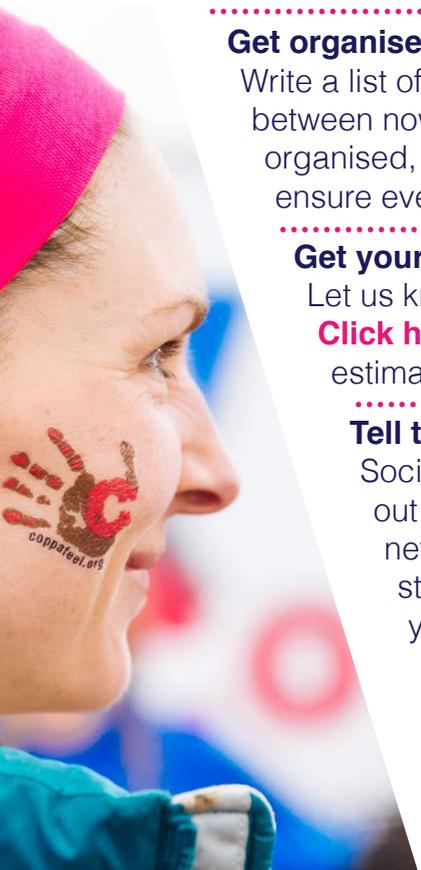
If your event is attended by members of the public, they are your responsibility as they are on your premises so we would recommend that you cover yourself with public liability insurance (check with your venue as they may have it!). For raffles and lotteries, you may need a licence to comply with gambling regulations. **Click here** to see our brief guide on what to look out for, or find out more on the **Gambling Commission website**.

Transferring the funds raised

After your great event, there are a number of ways to send your donations to the charity, flick through to page 6 to find out how!

Don't be modest

We want to hear all about the event you held from top to bottom (including pictures!) so please do spill the beans!





WHY JOIN #TEAMBOOBS

Whether it's a swim, a cycle, a run, walk, skip or trek you're looking to take on, we have so many events and ideas on offer and we can't wait to welcome you into the bosom (sorry) of #TeamBoobs. So what are you waiting for?

We have FUN and we shower all of our supporters in boob love!

Dedicated point of contact - we're a tiny team but we make sure there's always someone on the end of a phone/email to speak to you!

We'll provide you with lots of materials to get you started.

We will supply you with a really cool CoppaFeel! vest and iron-on letters for your name so that everyone knows you're taking on the challenge for us.

You may even be crowned Boob Champion on our website...just sayin'. See what our previous boob champs have got up to [here](#).

And most importantly, you can feel safe in the knowledge that you're doing a pretty awesome thing by helping us spread our important message to the masses. That's ultimate bragging rights right there.

Already bagged your place in an event? Do it in the name of boobs and make sure to **let us know!**



GIVE YOUR FUNDRAISING A BOOST

Struggling to get off the starting post with your fundraising? There's lots of simple, easy and free ways to kick-start your support so have a read and remember to get in touch with the boob team if you need any help.

Ask your workplace

Lots of companies have a match giving scheme and it could double the total you raise. Think about other creative ways to incorporate your fundraising at work – from hanging posters in the kitchen to adding a link to your fundraising page to your email signature.

Sponsorship

Setting up an online fundraising page is the easiest way for people to support you and we suggest using **Virgin Money Giving** (if you need a hand just let us know and we can help get you started). Remember to update your page with your progress - your supporters want to know why you're doing this and how hard you are working! You can also keep it old school and use a sponsorship form which you will **find here**.

FREE fundraising materials

If nothing else, do this right now! Follow **this link** to order fundraising goodies to support your activity

Get social

Use social media to tell the world about your plans and share photos and videos of how you're getting on. If you enjoy getting creative with words, why not consider starting your own blog to share your fundraising journey?

Remember to tag us in your social posts @coppafeelpeople.

No time like the present

Although your fundraiser may be a little while away, time flies when you're having fun and we suggest getting started straight away. Make the most of this initial burst of energy and motivation to get planning - little and often is better than leaving it to the last minute. Your supporters may donate more than once when they see how hard you are working!

Goals

Set yourself a target, not that we think you'll be lacking any motivation but it will also encourage your supporters to help you reach your goal. You can always increase it when you smash your target (we know you can do it) but there's no denying how satisfying it is when you smash that 100% mark!

Friends and family

Get your friends and family excited about your event as they may be able to spread the word at work or share with their friends. Better still, recruit them to join in and take on the challenge with you!

GIFT AID

What is this magical thing we hear you ask? For every £1 your lovely supporters donate (provided they are paying tax at the time of the donation) HMRC will give us an extra 25p at absolutely no cost to you or your donor! Remind your pals to tick the Gift Aid box when making a donation to your page or by recording their required information on our sponsorship form.



PAYING IN YOUR MONEY

If you created a fundraising page, all donations processed online automatically transfer to the charity. With offline donations you've received you can pay these into our bank account or by cheque using the details provided on this form [here](#). Please complete this form alongside your transfer and return this to us with your sponsorship form (if applicable).

OTHER WAYS TO SUPPORT US

Regular giving

Did you know you can regularly give to CoppaFeel! to support our life-saving work? Just £2/month will enable us to remind 50 people every month via our text reminder service. The cost of that over-priced coffee you're about to buy could potentially save lives. Find out more [here](#).

Volunteering

We're always on the hunt for volunteers to support us at events and at Boob HQ. If you're organised, love CoppaFeel!, happy to sport a giant boob and can apply a temporary tattoo then this may be right up your street. [Apply here](#).

Spreading the word

Aside from raising money, there are other ways to support our work. From popping up a poster in your office loos, educating all your friends and colleagues using our handy reminder materials to sending out a tweet or two, we have everything you need to support you on your boob-checking mission. Just take a [look here](#).

Boob News

If you're new to the world of CoppaFeel!, why not sign up to our [free monthly emails](#) and get all the latest news direct to your inbox. If anything takes your fancy in the future you can jump on the boob bandwagon.





FAQ

I don't have a sponsor form! Where can I find one?

Right here, and remind your donors that they can add gift aid to their donation (if they're UK taxpayers) at no extra cost to them by completing the required details outlined on the sponsor form.

I'm struggling to source prizes for my raffle, can CoppaFeel! provide me with a letter to approach businesses with?

Sure thing, just drop us an email with your fundraising plans - fundraiser@coppafeel.org

What do I do if someone tells me they've noticed a sign or symptom?

You are not a medical professional and therefore it is important to refrain from giving out medical advice however tempting it may be to reassure them. Instead advise them to book an appointment with their GP as soon as possible in order to get the sign or symptom properly checked out.

How do I fill up a boob costume?

Our Boob Chief, Kris, and pal Russell Howard created this **Boob Suit 101** video just for you so please do have a quick look if we've loaned one of our precious boobs out to you (it's quite entertaining!).

Can I use the CoppaFeel! Logo?

Yes of course, you can download it **here**. We do ask that you send across any designs using our logo and/or charity name before being published so that we can have a quick check!

KEEP IN TOUCH

1-4 Pope Street,
London SE1 3PR
fundraiser@coppafeel.org
020 7407 0398
[@coppafeelpeople](#)

THANK YOU

Thank you so much for choosing to support CoppaFeel!, we're so excited to hear from you and to work together so that we can reach more and more people with our life-saving message.

Kris Hallenga, Founder of CoppaFeel!



CoppaFeel is a registered charity in England and Wales (1132366) and Scotland (SC045970) & a company limited by guarantee (06974733).