



## Fundraising Toolkit & Guidelines

### Welcome to the world of FUNDRAISING!

If you have never raised much money for charity before, you may be frightened by the prospect of doing so- DON'T BE! Raising €400 sponsorship is easy when you break it down. In fact once you begin, you may be able to raise much more!

This guide is aimed to answer all your questions on fundraising and give you some handy tips on how best to reach your fundraising target and beyond it!

**BE POSITIVE, BE ORGANISED.** To get started, think about the different ways you can raise money. What are your hobbies and interests? Where do your friends work? Do you know someone with a useful skill, for example a cake maker or a hairdresser? Start as soon as possible so you have more time to reach your target.

Don't be afraid to **ASK** for our advice. The Development Office at Cork Cancer Research Centre is on hand to help with your fundraising queries and can be contacted at:

KERRY WAY CANCER RESEARCH WALK  
Cork Cancer Research Centre  
BioSciences Institute  
University College Cork  
Cork

Tel: 021 490 1437

Email: [info@ccrc.ie](mailto:info@ccrc.ie)  
or  
[info@kerrywaycancerwalk.ie](mailto:info@kerrywaycancerwalk.ie)

**Thank you!**

## PLANNING YOUR FUNDRAISING

It is very important that you plan your fundraising to make the best of your opportunities. The majority of people you approach will only support you once, so it is very important to make the most effective contact.

### Your Sponsorship Card

This card is one of the most straight forward tools to use to raise funds, so here are some tips:

- Make sure the first person to sign your card gives you a reasonably large amount of money. Others often follow their example, so select your first donors carefully.
- Keep your sponsorship card with you at all times which highlights how the support helps our research.
- If necessary have several cards on the go at once – keep one at home, one at work,
- one in the car etc. Contact Cork Cancer Research Centre for more cards.
- Put your sponsorship card up on your staff-room or canteen notice board.
- Enlist family and friends to help you find sponsors.

### Your Friends and Family

You are pretty well guaranteed support from your family – but you cannot expect them to come up with all the money. So ask them if they have any contacts in companies or sports/social groups they may have, or even better, they may contact on your behalf. They may also have fundraising ideas themselves. Show them the A-Z list and brainstorm some ideas together!

### Your Work Place

Local companies, or even your own place of work, may be able to help you with your fundraising in a number of ways.

- A company may want to sponsor you. It can help them raise their profile in the community, bring them good publicity and allow them to support a good cause.
- Think about how many people work in your building. Send your sponsorship card or mycharity.ie link around the office and you'll be surprised at how much you can raise.
- Your company may 'match' the sponsorship you have pledged or raised. They may do this either as a fixed donation or match your money euro for euro. Ask your HR department or your line manager about your company's 'matched giving' policy.
- Look at your industry – could you ask suppliers or clients for sponsorship? You may need your manager or company's approval to ask people – remember, you don't want to step on anyone's toes!

### Your Local Community

A large number of community groups regularly donate money to charity. As with companies, they may be more willing to give if you're a member or linked in some way. But it's still worth a try if you're not. Some ideas include:

- Organise a fundraiser involving your local group.
- Hold a collection at your local supermarket.
- Encourage the local Girl Guides pack to bake and sell cakes on behalf of Cork Cancer Research Centre.

#### Notes:

- *Set a target for yourself. It's always better to have something to aim for. You don't have to stop at the minimum required!*
- *Publicise the fact that you are fundraising or taking part in a 3-day hillwalking event. Display posters of the event on notice boards.*
- *Give progress reports on how your training is going and how much money you are raising.*

## ONLINE FUNDRAISING

The easy way to raise sponsorship!!

Cork Cancer Research Centre works with **mycharity.ie**, an online fundraising service. By setting up your own sponsorship page online you can get the support of your friends and family all over the world by the power of e-mailing them your own personalized fundraising page.

### Reasons to use mycharity.ie:

- It is incredibly user friendly.
- People can donate securely, quickly and easily with a credit/ debit card.
- Research has shown that people will sponsor participants more if they are using their debit/ credit card. Rather than digging for loose change in their pockets.
- mycharity.ie allows you to be more personal- you can include your photo, personal message and update your page with fundraising progress, etc.
- It allows your supporters to leave messages of support and encouragement, that way they often feel part of your fundraising.
- The money is transferred directly into our bank account.
- Overcomes the hassle of carrying cash/ cheques.
- People can remain anonymous if they wish.

### How do I set up a fundraising page on mycharity.ie:

- Go to [www.mycharity.ie/charity/ccrc](http://www.mycharity.ie/charity/ccrc)
- Click 'Raise Money for this Charity' on the left hand side of the page.
- Scroll to the base of the page and click 'Create Your Page'.
- Select 'Sporting'
- Insert the date 22 / July / 2011, hit continue and a list of events will appear.
- Select 'Kerry Way Cancer Research Walk'
- Follow the onscreen instructions to add your personal details.
- You will then be presented with a pre-formatted page.
- In this section there is space for you to:
  - choose your website address (we recommend you use a title which is symbolic to Cork Cancer Research Centre and the event)
  - name your page.
  - set a fundraising target.
  - include a personal message about what you are doing, why you are doing it and what you ultimately hope to achieve.
  - add in a photograph if you wish (please seek permission from anyone else who may be in the photograph with you).
  - choose to receive an email alert each time someone donates to your page and watch your fundraising total grow towards your target.
- Once you've set up your page, you just email your link to all your family, friends and colleagues. *You can also share the page and links with the mycharity.ie Facebook Connect app.*
- All your sponsors will receive the automatic thank-you email that you wrote when you created your page.
- Don't forget to keep a note of your account password, so can log in and check your responses... and don't forget to log out of your account each time.

## Online fundraising hints and tips

- **Personalize your message!**  
The best fundraising pages tell a really good story. Let people know why you're going to the trouble of raising money, and they're much more likely to take the time to donate. Explain why your charity deserves support and what their donations will buy.
- **Add photos!**  
A personal photo makes your page much more engaging.
- **Tell *everyone* about your page**  
Before you email your entire address book, ask your closest friends and family to donate first. An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones, all the better!
- **Publicise your page!**  
You can also share your page on Facebook with the mycharity.ie Facebook Connect app.
- **Put a link in your email signature!**  
Add your page's web address to your email signature. That way, every email you send raises awareness of your fundraising and attracts more donations. ! !
- **Send a follow-up email!**  
Be persistent. It takes more than one round of emails to reach your target. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and to ask them to send your page to their contacts.

## HOLD YOUR OWN FUNDRAISING EVENT

It's easier than you think to host your own fundraiser, which could help you accumulate your sponsorship money for The Kerry Way Cancer Research Walk. Here are just a few ideas.

- **Food lover**  
Organise and sell tickets to a curry night, wine tasting or host a ball!
- **Murder mystery party**  
A 'who done it' night of fun.

You could even get your **family and friends** in on the act...

- **Come dine at mine!**  
You and a few friends or family all take turns to host a dinner party in one week. At end of each evening, you all rate the host's performance. Ask for a donation to take part.
- **Organise a manicure and pedicure pampering session**  
Enjoyable, relaxing and a good fundraiser!
- **Give change, change lives!**  
Ask your family, friends and colleagues to empty their pockets every evening for a week for charity. Their small change can change lives.

**Your workplace** is also a great place to raise money - be sure to tell your colleagues what you're walking for!

- **Bleep bucket**  
Introduce a bleep bucket at work where offenders pay a donation every time they loosen their tongue!
- **Organise an event for your work colleagues**  
Dress down days are always good, or maybe ask your boss if you can auction off a day's leave. Don't forget to ask your company if they have a policy for matching money that you raise for charity, part of a Matched Giving Scheme.
- **Monopoly magic**  
Get some classic games together and set them up for teams of work colleagues to play at lunch.

There are also many ways to **fundraise in your local community**.

- **Bag packing**  
Simply ask your local supermarket if you can bag customers' shopping and ask for a donation for your service.
- **Sporty**  
Hold a fundraiser at your local tennis, golf, rugby or football club.
- **Summer fair**  
Does your local school or village hold a summer fair? Why not reach the whole community by holding a summer fair or team up with organisers of an annual event.

## Helpful Hints for Your Event

Organising an event to raise sponsorship for The Kerry Way Cancer Research Walk can be a lot of fun and an excellent excuse to bring all your friends and family together. But remember – the key is thorough planning.

You will need to think about every aspect of your event. Write a list of everything that needs to be done before your event day. Look at your tasks, put them in order of importance and give yourself deadlines for completing each job. This will be your event plan.

There are a few other important things to consider:

- **Timing**  
The longer the run-up, the more interest you'll get and the more money you'll have the chance to raise.
- **Budget**  
How much do you intend to spend on your event? Always aim to raise at least four times as much as you need to spend. Ideally, local clubs and companies will support your event with product or prizes.
- **Publicity**  
It sounds obvious but while you know why you're holding an event, your friends and colleagues may not. If you tell them, they're likely to be much more generous and they have the chance to make a difference to cancer research. Why not arm yourself with some key facts and figures about The Kerry Way Cancer Research Walk and the Cork Cancer Research Centre so you're ready for questions about why you're fundraising.  
  
**OR**, simply display The Kerry Way Cancer Research Walk posters so people can easily see what you're doing and who you're supporting.
- **Volunteers**  
Many hands make light work! Get as many people as you can to help out.
- **Licences and permits**  
If you're organising a social event, think about licences. These may be needed for: selling alcohol; extended hours; music and dancing; copyright and royalties for drama performances and film showings; raffles; and charity collections in public places. It's not difficult for you to obtain a licence for any of the above. Contact your Gardai for information and advice.
- **Insurance**  
If your fundraising event is potentially hazardous, make sure you have adequate insurance. If you are working with fellow employees, contact your company's insurance expert to make sure that you are fully covered, just in case someone gets hurt.
- **Risk assessment**  
Try and think about the worst things that could happen and work out solutions to them. Chances are, you won't have to use them, but a little bit of advance thought can stop a bad situation getting worse. Do you have a back-up plan or another venue?

**Most importantly – don't forget to.... HAVE FUN!**

## TIPS ON POPULAR FUNDRAISING EVENTS

### Bag Pack

- Pick a busy time e.g. Saturday afternoon in a large Supermarket.
- Write to your local supermarket for permission, ensuring to enclose information about Cork Cancer Research Centre.
- Contact Cork Cancer Research Centre for t-shirts and collection buckets for all volunteers.
- Round up as many friends and colleagues as possible – ideally one for every checkout.
- If you can't cover every checkout leave a collection bucket on the unattended ones anyway as people see the work you are doing and will be happy to contribute.
- Ensure that your helpers are briefed about the work of Cork Cancer Research Centre as shoppers will ask about the charity.

### Coffee Morning

- Make a list of all the people you want to invite to your coffee morning.
- Choose a date which gives you adequate time to prepare, and spread the word.
- Invitations can be sent via email, letter or simply by word of mouth. If you require the use of Cork Cancer Research Centre logo, please contact the Cork Cancer Research Centre Development team, who will be more than happy to supply you with this information. Let people know that it is a fundraising event!
- Approach a local coffee shop or supermarket about donating the coffee (and maybe even some goodies such as a cake or some biscuits).
- You shouldn't be embarrassed about approaching local retailers, you will be amazed about how much they will be willing to help when they hear what a great cause you are raising funds for.
- Ask Cork Cancer Research Centre to provide you with some promotional materials such as posters or balloons which you can decorate your house with.
- Ask each of your friends to make a donation towards your event, suggest €10.
- Not only will you have a great morning chatting with friends, but you will be able to tell them all about the wonderful challenge you are undertaking in July!

### Golf

- Aim to establish your golf day as an annual event so that over time it will become well established with the potential to ask for more money on annual basis.
- Ask a contact in local golf club to have a Captains / Lady Captains Day with proceeds going to Cork Cancer Research Centre.
- Book your date and tee times well in advance.
- Circulate flyers/ booking forms etc widely at least 2 months in advance.
- Use the classic as a means to raise further money through 'hole' sponsorship, raffles etc.
- View a golf classic as an opportunity to tap into different clientele who might otherwise not support Cork Cancer Research Centre.

### Quiz

- Get in touch with your local pub/sporting club and ask them for the use of their premises for a table quiz. Sell the idea to them on the basis that you will be bringing lots of people and business there for the evening, especially if it is an otherwise quiet evening.
- Spread the word as much as possible that you are having a charity table quiz and encourage everyone you know to get a team of 4 together.
- Charge something like €30 - €40 per team.
- Organise somebody to set the questions and to act as MC for the night, Focus on a fun night with interesting questions.
- Organise volunteers to correct questions, mark the scoreboard and collect answer sheets.
- You can make a lot of money by holding a raffle on the night. Ensure your MC appeals to everyone to buy as many tickets as they can and then hold the raffle at the end of the night.
- Try to get the winning prizes for the quiz sponsored.

## **Raffles**

- A raffle can easily be tagged on at another event (e.g. dinner, pub quiz, sports event).
- First of all, obtain a permit for the raffle or lottery as required by law. Get in touch with your local Garda station first to check if you need a permit for your type of raffle.
- A private draw may be a better method to use if your prizes are smaller (e.g.: box of chocolates / wine / tickets to concerts).
- If you have a large prize it's worth making the raffle open to the public. All public raffles require a permit from the Gardai. There are restrictions on the number of permits issued.
- Charge what the market will bear and take any costs into account. Raffle tickets are best sold in groups e.g. 5 for €5 or rather than singly. The better the prize, the more you can charge for the tickets.
- All public raffles need tickets printed with sequential numbers. All good stationers will supply books of raffle tickets in various colours. You can of course design and print the tickets yourself, but this will take a lot of your time.
- For raffles, approach local businesses for donation of prize(s). It's good publicity for them! When asking businesses for prizes it is best to have a letter from Cork Cancer Research Centre authorising you to do so. Just let us know and we can arrange that.
- Remember that businesses are often asked for prizes and many will have a clear policy on donating. To obtain a prize, ideally talk to someone in the business who knows you or who may have a 'relationship' with you or your work. Follow up the phone call with a letter enclosing a copy of the letter obtained from Cork Cancer Research Centre.
- The results of large public raffles will need to be published, but not private raffles.
- Remember to thank everyone who helped, who donated prizes and who sold tickets.

## **Street and Shopping Centre Collections**

- Remember you will need a Garda permit if you are collecting in a public place e.g. on the street. Get in touch with your local station early.
- Get permission from local shopping centre or supermarket to hold a collection. As shopping centres are considered private property, you don't need a permit but permission IS required.
- Normally shopping centres/large stores will only allow one charity to collect on any one day and the practice of first come first served applies.
- For street collections, location is crucial so get there early and find a good spot.
- Weekends are the best times for either street or shopping centre collections.
- Try and ensure your collection does not clash with other local / national charity events or with other major events that are taking place.
- Recruit as many volunteers as possible. Everyone who is taking part in the collection will need a copy of the permit indicating the details of who authorised the permit, their names and contact details.
- Contact Cork Cancer Research Centre for promotional items and a letter of authorisation.
- Limit collections to one day or one weekend only.
- Be assertive and good-humoured when collecting without being intrusive or a nuisance. Passive collecting or being a statue with a collection box just doesn't work.
- Remember that some people will want to know something about the charity before donating so do your homework and bring along some information if needed.
- When you have finished collecting, return to a safe location before counting and bagging your money. It is recommended that you open the box in the company of another person.
- Pay the money into the Cork Cancer Research Centre bank account by visiting any AIB branch. Contact Cork Cancer Research Centre for the details or use the paying in form.
- Children under 16 are not allowed to collect money in collection boxes.
- Contact Cork Cancer Research Centre in advance if you are thinking of collecting at your local church.

## A-Z Fundraising Event Ideas

**More ideas to get you thinking** -hold a BBQ ● book sale ● bring and buy ● cake sale ● coffee morning ● cycle race ● darts competition ● fashion show ● film evening ● football match ● fun run ● games night ● golf day ● gym challenge ● head shave ● knitathon ● music concert ● open garden ● paintball party ● summer fair ● table quiz ● tennis tournament ● wine tasting night...

### A

Afternoon tea Put the kettle on and get baking. Entertain guests with raffles, auctions, tombolas & live music.  
Art exhibition Stage an exhibition for local artists. Charge an entrance fee.  
Auction of services Auction services of people and businesses - anything from singing lessons to dinner for two.

### B

Bad tie day Charge your colleagues a pound to come in wearing their loudest tie. Award the winner.  
Baked bean bath Get sponsored to spend the day in a bath/jacuzzi of baked beans. Charge friends to join you.  
Beat the goalie Score a goal and win a prize. Footballers pay to enter.  
Beer festival Stock up on international beers, food and music. Remember to check licensing laws.  
Bingo Hold a one-off evening or regular morning sessions.  
Board games evening Invite friends over to play Scrabble, Monopoly, Cluedo and more. Charge entrance or game fee.

### C

Car boot sale Cash in your old belongings. Raise more with, raffles, etc.  
Car treasure hunt Drive from clue to clue in search of the 'treasure'. Teams pay to enter.  
Car wash A sparkling fresh way to get the whole community involved.  
Charity ball Raise sponsorship the sophisticated way. Organise a themed ball with DJ or live music at a hotel or nightclub. Charge for tickets, but boost your earnings with games and raffles.  
Charity push Get sponsored to cover a set distance in a bed, shopping trolley, bathtub, wheelie bin...  
Coffee morning It's open house for the morning. Make extra with raffles, bring and buy sales and cake stalls.  
Concerts Entertain the crowds with your own recital, or hire bands of musicians.  
Cookery demo Invite well-known chefs to share the recipe of their success with a ticket-paying audience.

### D

Dance Barn dances, disco dances, salsa dances - whatever rocks your boat.  
Darts tournament Challenge all the pub teams in the area to compete for cash prizes, or a barrel of beer.  
Disco Spin the decks or get a DJ to stage a themed disco night.  
Dog walking If you love dogs, offering your services as a walker can be a great way to train and raise money at the same time.  
Dress down day Colleagues pay a fee to leave their suits at home.  
Duck race Sell numbered plastic ducks and launch them from bridge. First duck to finish wins.

### E

Eating marathon Get sponsored to stuff your face with as many baked beans / grapes / pies etc. as possible.  
Eyebrows Get sponsored to shave them off - they grow back eventually!

### F

Face painting Get creative with face paints at fetes, fairs and children's parties.

Fashion show	Ask businesses to sponsor venue, outfits or catwalk. Charge admission.
Film evening	Recreate an evening of vintage cinema by showing classic films.
Football tournament	Schedule fixtures and charge teams to enter. Ask businesses for prizes.
Fun day	Arrange games, music, competitions, etc at a nearby hall or sports club.

## **G**

Game show	Host mock version of Who Wants To Be A Millionaire or The Weakest Link.
Garage sale	Sell off all your unwanted belongings.
Garden party	Sell tickets or invite guests to make a donation.
Grass cutting	Another way to raise funds, meet your neighbours and increase fitness.
Guess the???	Competitors guess how many sweets in the jar, a cake's weight, etc. The closest answer wins.

## **H**

Head shave	Sick of bad hair days? Go bald for charity.
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## **I**

Ironing	Offer your ironing services - at a cost.
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## **J**

Jailbreak	Dump teams in the middle of nowhere. With no money or transport, see who gets back to base first. Charge entrance fees and offer prizes.
Jazz festival	Play your own brand of jazz, or stage a show for local musicians. Sell tickets and refreshments.

## **K**

Knitting	Get knitting and sell your products at markets and craft fairs.
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## **L**

Left-handed day	Try doing everything with your left hand for the day.
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## **M**

Mile of cents	Make a mile of cents in your town centre. Ask shoppers to help by donating their coins. Check with town council and Gardai first.
Mini-Olympics	Invite everyone you know to compete in traditional & silly sports.

## **N**

Nature trail	Go climbing, hiking, etc, in preparation for your trip. Seek sponsorship.
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## **O**

Open garden	Open your garden to visitors. Sell tickets, refreshments, plants and veg.
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## **P**

Parachute jump	Daredevils only. Get sponsored to take the plunge.
Parties	Pick a venue, a date, a theme... and party on. Sell tickets and charge for extras like food.
Picnic	Pick a sunny day and head to the hills or local park with some good food. Invite lots of friends and family and ask each guest for a donation.
Pub games night	Stage a championship of traditional pub games - darts, pool, cards, etc.

## **Q**

Quizzes	If your local doesn't run a pub quiz, set one up. Test the regulars on pop, trivia or sport.
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**R**

- Raft race Teams compete by building their rafts and racing over a set distance. Teams pay to compete.
- Ramble Take to the countryside for a mass walkabout. Throw in a theme (fancy dress, singles, three legged) and charge for entry and refreshments.

**S**

- Scavenger hunt Treasure hunt variation, where participants have a list of items to collect.
- Skydiving Free fall your way back to earth - for sponsorship.
- Slimming contest Arrange with local slimming clubs. Participants get sponsored €1 for every pound lost.
- Sponsored silence Mum's the word. Stay silent for as long as you can.
- Sports competition Whatever your game, organise a tournament. Sell tickets, and organise stalls, raffles, etc.
- Stage play Raise the curtain on a local Am Dram production.
- Stationary cycle Don't fancy the map reading? Forget cycling to Paris, but cover the same distance at the gym.
- Strawberries & cream Bring the taste of Wimbledon to your event.
- Summer fair Reach the whole community by holding a summer fair or team up with organisers of an annual event.

**T**

- Talent competition Discover Ireland's next big thing with your own talent show. Charge entry and offer prizes.
- Ten-pin bowling Bowling alleys often have special rates for big groups & charity evenings.
- Tombola Pick a raffle ticket out of a barrel and match it with a ticketed prize. Fair favourite.
- Treasure hunt Sniffing out the clues, teams compete against each other to discover the 'hidden treasure'.

**U**

- Underwear party One for the adults! Charge guests an entry fee, organise some food, drinks and music, and party the night away!

**V**

- Variety show Comedians, magicians, singers, dancers & musicians all under one roof.

**W**

- Waxing A hair-raising experience boys! Get sponsored to wax your legs or chest.
- Wine tasting Hold a wine tasting evening at home. Charge for entry. Arrange a raffle.

**X**

- X-Factor Arrange your own X-Factor / Pop Idol contest. All you need is a karaoke machine, a room and a well-stocked bar.

**Y**

- Yacht racing Participate in regional events. Seek sponsorship from local clubs and businesses.

**Z**

- Zodiac evening Invite a guest astrologer for a star-studded fundraiser. Charge for entry and horoscopes.

## WAYS TO PUBLICISE YOUR EVENT

How can you make people aware of your fundraising activities and get more people to turn up on the day? If you do host a fundraising event to raise sponsorship for The Kerry Way Cancer Research Walk, be sure to spread the word in advance.

The Kerry Way Cancer Research Walk is an incredible event and every year we are moved by the stories of why people are taking part. Some of you will be taking part for very personal reasons, others as motivation to get fit, all of you are doing it for a great cause and because you'll get to visit a beautiful part of the countryside.

As Kerry Way participants you are all ambassadors for Cork Cancer Research Centre and we really appreciate you spreading the word about what you are doing for Cork Cancer Research Centre and telling people what it is we do.

- **Get in the Press**

One way that you can go a step further in spreading the word about Cork Cancer Research Centre and The Kerry Way Cancer Research Walk is by approaching your local paper or staff newsletter, intranet and website to see if they would be interested in featuring you. It's a chance for you to tell your own story. Appearing in a local paper can also help you maximise the number of people who support you or attend your fundraising event. Before you make contact with anyone, think about what information they will want.

- **Who** is organising the event?
- **What** is the event about or what is happening?
- **Where** is the event taking place?
- **When** is the event taking place?
- **Why** is the event happening – what is it for?
  
- Make sure you give all the important information first. Press releases need to be interesting, so you need to grab the journalist's attention quickly.
- If you are writing your own press release, make sure it's as clear as possible (typed, double-spaced and spell-checked) and not too long. Journalists don't want to be bogged down with too much information and it will only be cut out.
- Try and include some good quotes from people.
- Always include your contact details.
- If there are any good photo opportunities at your event, let them know. They might want to send a photographer along. If this is the case, try and wear branded Kerry Way Cancer Research Walk T-shirts.

- **Posters**

The best way to reduce time, effort and cost is to think about what kind of people you're trying to attract. Once you've figured out who your audience is, place any advertising material (such as posters) in areas where your target audience is likely to go.

Posters are a simple and easy way to get attention. Use the Kerry Way Cancer Research Walk posters that are available, or contact the Centre as they may have some generic poster templates that will help you in your fundraising efforts.

Please remember not to 'flypost' – it's best to distribute information where you can easily get permission, for example your local club notice boards, sports centres, and shops.

- **Word of Mouth / Email / Social Networking**

Tell everyone you know about what you're doing. Get them to spread the word to all of their contacts. Word of mouth is the best form of advertising.

## LODGING YOUR FUNDS

Whenever you send money to Cork Cancer Research Centre, please complete and enclose one of the 'Lodging Funds' slips below. By doing this you can help us put all your hard earned funds to use in our research labs as quickly as possible.

Please never send us cash through the post, instead bank it and send us a cheque or postal order to cover the amount. Please keep your own records of all money you send to us. These should be cross-referenced with any thank you letters that we send in return. If there are any variations, please contact us as we will be keeping careful records.

### Please enclose:

- All sponsorship cards, clearly marking any outstanding payments.
- Your cheque or postal order made payable to '**Cork Cancer Research Centre**'.
- Your completed 'Lodging Funds' form, to allow us to keep track of where the money has come from. Whenever we receive a donation from you, we'll issue you with an acknowledgement that we've received it.

### Please send to:

KERRY WAY CANCER RESEARCH WALK  
Cork Cancer Research Centre  
BioSciences Institute  
University College Cork  
Cork

### You may also lodge funds directly to:

Bank: AIB, 64/65 College Road, Cork  
Sort Code:  
Account No:  
Reference: KWW 2011 - Walker's name, e.g. KWW2011 - A.N. Other

Please ensure that the walker's name is referenced on the bank lodgement slip so that the funds raised through the Kerry Way Cancer Research Walk 2011 can be correctly assigned to you. If you're name is not included on the bank lodgement slip, it is difficult to find out who money has been lodged by when Cork Cancer Research Centre reviews its bank statements.

Thank you so much for all your support and hard work raising these vital funds for cancer research!

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### Lodging Funds:

First Name ..... Surname .....

Address: .....

..... Postcode .....

Telephone ..... Email .....

Please find enclosed € ..... for The Kerry Way Cancer Research Walk 2011.

Please be aware that I (please tick below):

- Expect to send in more funds (€ )       Have no more funds to send in

Signature ..... Date: .....

*Cork Cancer Research Centre - Registered Charity Number: CHY11831*

**"Advancing New Treatments through Research"**

[www.ccrcc.ie](http://www.ccrcc.ie)