



University of  
Sheffield



# The **BIG WALK** 2024



## Your Fundraising Guide

FUNDRAISING FOR

Motor Neurone Disease Research

# Contents

<b>Introduction</b>	<b>1</b>
<b>Supporting Motor Neurone Disease research</b>	<b>2</b>
<b>What is the best method to fundraise?</b>	<b>4</b>
<b>Promote your fundraising</b>	<b>6</b>
<b>Maximise your fundraising</b>	<b>7</b>
<b>Advice from past Big Walkers</b>	<b>8</b>
<b>Fundraising inspiration</b>	<b>9</b>
<b>After the Big Walk</b>	<b>10</b>



# Introduction

Thank you for deciding to take part in the [Big Walk 2024](#) and fundraise to support [Motor Neurone Disease research](#) here at the University of Sheffield.

You are part of a passionate and valued community of alumni, staff, students, and friends who choose to change lives by fundraising for the research and students at the University. We are constantly inspired by our fundraisers' commitment, ingenuity and passion.

The aim of this guide is to give ideas and information to help you with your Big Walk fundraising. And, hopefully, have some fun along the way! Remember, we are here to help if you need advice or support. And we'd love to hear your fundraising success stories.

## In the following pages you will find

- [Information](#) to help you fundraise for the Big Walk
- [Advice](#) from previous Big Walk fundraisers
- [Guidance](#) for fundraising after the Big Walk

**We are here to support your Big Walk fundraising journey, every step of the way!**

Email: [giving@sheffield.ac.uk](mailto:giving@sheffield.ac.uk) | Phone: 0114 222 5598



# The Big Walk 2024 is fundraising for Motor Neurone Disease research

Every day, six people in the UK die from Motor Neurone Disease. MND is a terminal and unforgiving condition. It takes away the person's ability to walk, use their arms and hands, speak, eat, and eventually breathe.

Gemma Middleton was diagnosed with this devastating disease in 2016. She was just 29 years old. Since her diagnosis, Gemma and her family worked tirelessly to raise money for MND research at the University of Sheffield.

Devastatingly, Gemma passed away last year. She was just 36 years old.

But hope for others like Gemma may be in sight. Lifesaving treatments may be just within reach. But we need your help. Our university is the first in the UK to successfully run a clinical trial for MND using gene therapy. And this therapy is helping to advance our research to ultimately deliver treatments to patients living with this devastating condition.



Gemma Middleton 1987 - 2023

**Your support for MND research really has the potential to save lives.**

More information about Motor Neurone Disease research can be found here:  
[sheffield.ac.uk/future/mnd](https://sheffield.ac.uk/future/mnd)

# Why support MND research at Sheffield?

Our researchers work closely with clinicians, hospitals and local communities to ensure breakthroughs in the lab reach patients at the earliest opportunity.

Sheffield has some of the most talented researchers in the world. They use start-of-the-art equipment to develop treatments faster.

Researchers work tirelessly to tackle the root causes of devastating neurological diseases, like MND. As well as pioneering treatments to improve patients' daily lives.

The University of Sheffield's research is world leading. In 2019, we received the Queen's Anniversary Prize for innovation in neuroscience.



# What is the best method to fundraise?

## Just Giving

Please note that online fundraising pages for the Big Walk 2024 must be via Just Giving. You can find full instructions for setting up your page [here](#).

JustGiving is the university's chosen online donation website. And hopefully your supporters will already be familiar with it and how it works.

JustGiving also have lots of fundraising tips & ideas, along with this really useful [fundraising toolkit](#). Please note, Just Giving takes a fee of 5% and a small transaction fee from donations when they are paid to the University.

## Public collections

To fundraise by holding a public collection you will need the following from us:

- A letter to send to the local authority confirming that your collection is for the University of Sheffield, that we authorise your collection and that our Exempt Charity Number is X1089.
- Fundraising buckets and labels detailing your event and branded for the Big Walk 2024 and Motor Neurone Disease research.

You will be asked to sign for the buckets, agree to adhere to some common-sense rules over their use and take responsibility for their return to us at the CAR office at 40 Victoria Street.



## Cheque donations

For cheque donations please use the sponsorship form at the back of this guide and return it with the cheque payable to The University of Sheffield, to:

MND research  
Campaigns & Alumni Relations  
40 Victoria Street  
Sheffield, S10 2TN.

Or, call 0114 222 5598 to make a payment by credit or debit card. Remember to tell us you are fundraising for **Motor Neurone Disease research!**

## Gift Aid

Through the government's Gift Aid scheme, UK taxpayers can make their donations worth 25% more at no additional cost to themselves or to the charity. The Big Walk sponsorship form and Just Giving provides a Gift Aid option.

## We are here to help!

We are here to help you create the greatest impact from your fundraising . If you have any further questions please do contact the Big Walk team:  
Email: [giving@sheffield.ac.uk](mailto:giving@sheffield.ac.uk)  
Phone: 0114 222 5598

## Cash donations

Try not to add cash donations you receive to your Just Giving page yourself as this incurs fees and we will not get the whole donation!

Instead, please use the sponsorship form at the back of this guide as a log. Once you have collected all cash donations, you can send these donations to us via bank transfer. When you're ready to transfer please email us at [giving@sheffield.ac.uk](mailto:giving@sheffield.ac.uk) for more details. You will also need to send a scan of your sponsorship form for Gift Aid purposes. Alternatively, you can deliver cash donations and sponsorship form to us here at the CAR office, 40 Victoria Street. You can log these offline donations on your Just Giving page. [More information here.](#)

## Fundraising materials and publicity

To help you market your fundraising for **Motor Neurone Disease research**, we may be able to help you produce fundraising posters, flyers, etc. Please get in touch with us - with plenty of notice - prior to your fundraising event to see how we can support you.

If you are designing your own fundraising materials, please let us know so we can provide the correct logo(s) and the University's Exempt Charity Number (X1089) - this is a legal requirement.

# Promote your fundraising

A step by step timeline to promote your fundraising.

**You've registered and set up your Just Giving page, what next?**

Share that you're taking part in the Big Walk 2024 via social media, email, and word of mouth. Do this regularly and be sure to thank your supporters as donations come in!

**4 weeks to go!**

Remind your networks that you're taking part in the Big Walk 2024. Don't forget to add your Just Giving link!

**During Big Walk week**

Share an update about your training and remind people of the event. Perhaps post a photo of you wearing your Big Walk 2024 t-shirt after the Walker Briefing on 25 June.



**The big day**

Before you set off, let your networks know. Maybe post a photo of you in your Big Walk 2024 t-shirt? And don't forget your Just Giving link!

**At the Big Walk finish line**

Post a picture of you at the finish line with your medal and... you guessed it, include the link to your Just Giving! Remember to thank your supporters!

**After the Big Walk**

Remind your networks about your fundraising and give a final call for support to help you reach your target. And remember to say thank you!

# Maximise your fundraising



**Educate your supporters!** Use the text from page 2 - 3 to explain how their donation will make a huge difference to **Motor Neurone Disease research.**



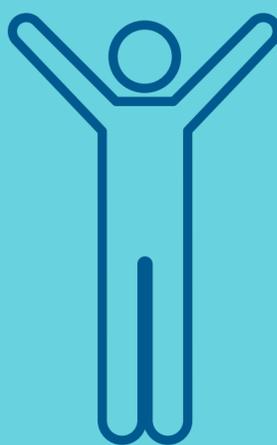
**Make your fundraising personal.** Is there a special reason you have chosen to fundraise for Motor Neurone Disease research? What does the Walk mean to you? Is the Walk a big challenge for you? People are more likely to support you if they understand what it means to you.



**Share your updates** so your supporters can follow your progress. A few well-chosen photos of you in your walking shoes, up on a peak or attempting to navigate a map will be worth lots of words! Remember to share that Just Giving link!



**Put your target on your page.** Remember, the minimum target is £150 per person. If you hit your target early, you can always increase it and make that a talking point – you can congratulate your supporters on helping you raise so much.



**Be your first supporter.** An empty page might be intimidating for your supporters, so a couple of donations on the page from the start should encourage other supporters.



**Say thank you!** Make sure you give each and every one of your supporters an individual thank you for their donation.

# Advice from past Big Walkers

You know your supporters better than anyone so tailor your messaging to them. Emailing your network, posting non-stop on social media, or putting one post on Facebook - it's up to you!

Be mindful that there may be others fundraising within your faculty. Reach out first to ensure fairness, and not to cross wires with any mass messaging.

Do not underestimate the power of photos. They can be effective both in the lead up to the Walk in the form of your training walks, fundraising, any struggles!

Space out your fundraising messages! This will stop your supporters being overloaded and keep the event fresh in their minds.

If you have time then run a smaller event. A bake sale, office bake-off, book sale, sweepstakes, raffle, small-scale quiz, treasure hunt – the list is endless!

Use big occasions to spread the word about the Walk. A previous walker went to a family event a week beforehand and asked for donations of £2. Once a group of guests had donated the total fundraised was quite large!



# Fundraising inspiration

## Why not set up your own fundraising event?

Our colleague Heather not only organised our CAR bake-off competition, but also put together this comprehensive guide from 2019 for you to use when organising your own bake-off challenge.



A number of walkers have pledged to dress in fancy dress if they reach a particular fundraising target before the event.

Every year the Library team have worked together to hold very successful Big Walk-themed quiz evenings, complete with raffle and specially designed question rounds. My favourite was the Walkers crisps round (other brands are available, but the pun wouldn't have worked!), where quiz entrants had to blind-taste and identify 10 different flavours – brilliant!



In 2022, the Medical School held a Teddy Tombola. They asked colleagues to donate their good-quality toys, then cleaned them and tombola-ed them off. Why not charge £1/£2 a go where every ticket gets a teddy!



In 2017 the Medical School team sold individual, unique mini Hetties as mascots, and raised £400.



The #Researchwell team collected used books and held a book sale. In addition to advertising the sale, they posted about it on their Just Giving page as an update and encouraged locals to drop off their books!

# After the Big Walk

**You did it! Your fundraising was a huge success – now what next?**

- 1** We said it above but we'll say it again – say a big **THANK YOU** to each and every one of your supporters. They will have received your automated thank you if you have a fundraising page, but an individual thank you text, email or other message will be much appreciated.
- 2** Post an **UPDATE** and **PHOTOS** as soon as you can afterwards – people will be wanting to know how you got on and may spread your story. Don't hold back on saying how tough it was – people will want to reward you for your efforts!
- 3** Contact us to let us know how you got on – we will be updating our website with stories about further fundraising for Motor Neurone Disease research. If you are happy for us to publicise your story this can really help raise awareness, encourage others to fundraise for us, and lead to further donations to your page.
- 4** Send any cheque donations to us at the University of Sheffield, Campaigns and Alumni Relations, 40 Victoria Street, Sheffield, S10 2TN.
- 5** Add the amounts of any cash and cheque donations to your fundraising page as offline donations so that these will be included in your total.





**Thank you for fundraising for the  
Big Walk 2024 and Motor Neurone Disease  
research!**



**If you have any questions about your fundraising, please contact us:**

**Email: [giving@sheffield.ac.uk](mailto:giving@sheffield.ac.uk) | Phone: 0114 222 5598**