

# The GPs' Great 3-Legged Race

Dear GP,

Thank you so much for entering Cancer Research UK and The Royal College of GPs' **Great 3-Legged Race** on Friday 6<sup>th</sup> November 2009.

Within this pack you will find:

- a promotional flyer
- advice on how to set up your own online fundraising page
- top tips for fundraising

We'll also have your fundraising t-shirt available for you to collect on the morning of the event!

As a participant in the Great 3-Legged Race, you and your race partner are asked to raise a minimum of £295 between you which will go towards vital cancer research and the Royal College of GPs.

Thank you for your support.

**The Royal College of GPs & Cancer Research UK**



## About the RCGP...

- The RCGP is the professional membership organisation for GPs in the UK.
- Its aim is to encourage and maintain the highest standards of general practice and act as the 'voice' of general practitioners on education, training and standards issues.
- Founded in 1952, the RCGP has an outstanding record of achievement.
- Milestones in its history include the establishment of vocational training in general practice, the setting up of clinical guidelines for doctors, the expansion of research into general medical practice and the promotion of primary care.

## About Cancer Research UK...

- Cancer Research UK is the world's leading charity dedicated to cancer research and the largest funder of cancer research in Europe.
- More than 280,000 people are diagnosed with cancer each year in the UK.
- Through fundraising we are able to support the work of more than 4,500 scientists, doctors and nurses in over 35 towns and cities across the UK.
- Our work has helped to save hundreds of thousands of lives.

# Fundraising online made easy!

The easiest way to collect sponsorship is by setting up your own fundraising page online using [www.justgiving.com/royalcgp](http://www.justgiving.com/royalcgp) and selecting the 3-Legged Race 2009. Your friends, family and colleagues will be able to pay sponsorship money directly by credit / debit card and you won't have the hassle of collecting the money afterwards.

It's quick and simple to use, and allows us to claim back at least 25% in gift aid on every donation made by UK taxpayers, without it costing you a penny extra! So, don't delay – visit [www.justgiving.com/royalcgp](http://www.justgiving.com/royalcgp) and get a head start on your fundraising!

This is how it works...

1. To create a page, you firstly need to fill in a few details. Simply fill in your email address and if you haven't used **justgiving** before, click on 'I haven't got an account' and then click the 'Continue' button.
2. **justgiving** will now ask you to fill in your personal details and choose a secure password for your **justgiving** account. Once you have done this, you are now ready to personalise your fundraising page.
3. You can choose a title, add your own personal message, set your fundraising target, add an image or a video and write a thank you message for all your donors. Once you are happy with the way your page looks, start emailing it to all your friends and contacts and watch the money roll in!

(A template email is on the next page of this document).



4. Your fundraising page also offers you the option to receive an email alert each time someone donates to your page to help you keep track of your donations. As soon as somebody donates to your page, their gift will be processed and sent immediately. All donors receive the automatic thank you email that you wrote when you first created your page and **justgiving** sends donations to charity every week – easy!

**TOP TIP!** Stagger who you send your **justgiving** page out to – first send it to the people who you think will give you the highest donations – that way it sets the bar high for everyone else!

5. If you do have donors who would prefer to write a cheque, please request they are made out to **RCGP** and sent to **Miss Faryal Awan**,

**Fundraising & Sponsorship Officer, RCGP, 14 Princes Gate, London, SW7 1PU.** The total of any cheques or cash you receive can be added to offline funds on your **justgiving** page – that way it always reflects your true fundraising total!

- 6.** Please ensure that all offline monies are sent in straight after the race.



## Your justgiving Page...

You can use this template when you email your friends and family – as well as using it to personalise your 3-Legged Race **justgiving** page.

Dear All,

I'm taking part in a 1km Great 3-legged race as part of the Royal College of General Practitioners' national conference on Friday 6<sup>th</sup> November 2009. The 3-legged event is raising money for the RCGP and Cancer Research UK.

I would really welcome your support. This is a unique challenge but has one important objective - to raise funds for two worthwhile causes:

- Cancer Research UK is the world's leading charity dedicated to cancer research. They have discovered new ways of beating cancer that have saved hundreds of thousands of lives across the world. One in three of us will get cancer at some point in our lives. Their groundbreaking work, funded almost entirely by the general public, will ensure that millions more people survive.
- The RCGP is a professional membership organisation for GPs in the UK. Its aim is to encourage and maintain the highest standards of general practice and act as the 'voice' of general practitioners on education, training and standards issues.

My partner and I are aiming to raise a minimum of £295.

Please take a moment to sponsor me. It's really easy - you can donate online by credit or debit card at the following address: [www.justgiving.com/royalrcgp](http://www.justgiving.com/royalrcgp)

All donations made via **justgiving** are secure and sent electronically to the Royal College of General Practitioners, who will then distribute 50% of the funds to Cancer Research UK. Please help me in supporting two fabulous causes.

Thank you and best wishes,

Your Name

[www.cancerresearchuk.org](http://www.cancerresearchuk.org)

[www.rcgp.org.uk](http://www.rcgp.org.uk)

# Top Fundraising Ideas...

Set up your [justgiving](#) page? Not sure where to start with any other fundraising for the Great 3-Legged Race?

Let our top easy ideas help you kick start your efforts....



- Think about how you can utilise your surgery and the patients you come into contact with every day. Perhaps leave a few cards explaining the challenge with your [justgiving](#) address in reception for people to pick up, or hand these out to your patients.
- Organise a night out or a [fundraising event](#). We can give you guidance on how to run a quiz or organise a football tournament or golf day. Or why not host a dinner party, wine and cheese tasting evening or a garden party and ask your guests to make a donation? Make sure you budget for your event carefully and use all your contacts to secure a venue, caterers or entertainers at the best possible price.
- Organise a [raffle](#). Get exciting prizes donated!
- Use your [skills](#) – sell golf, cooking, music, or even first aid lessons to your friends and family in your local area.
- [Pledges](#) - Get your friends and family to sponsor you to be silent / give up caffeine for a week / shave or grow your beard / famine for 24hours etc...

## Fundraising Materials...

We are here to support you with your fundraising. For balloons, posters and collection tins... simply contact Cancer Research UK on 020 7438 5584.

- Sweepstakes: why not have a [sweepstake](#) for the Grand National, Wimbledon or any other major event?
- [Gifts](#) – ask for sponsorship rather than birthday presents...

- ...or get rid of unwanted birthday or Christmas presents at an [Internet auction](#), [car boot sale](#), [swap shop](#) or [jumble sale](#).
- Try [bag packing](#) at your local supermarket. The more helpers you recruit, the more money you'll raise – one team raised over £1,000 in one day!
- Could you get your [kid's school](#) involved with an organised non-uniform day? Perhaps pupils could all complete in a 3-legged race too?!
- Add a fundraising ask onto your [email signature](#). This will ensure all your colleagues, clients, friends and supply chain know about your fundraising challenge. Remember to include your [justgiving](#) address in your sign off and some statistics about cancer and the work that Cancer Research UK and the RCGP are doing.