

YOUR FUNDRAISING PACK

HAVE FUN

RAISE MONEY

**RAISE
AWARENESS**



Thank You

FOR CHOOSING

CMV  Action
EDUCATE • VACCINATE • ERADICATE

YOU'RE SUPPORTING AN AMAZING TEAM WHO EVERY DAY
OFFER ADVICE & SUPPORT TO ANYONE AFFECTED BY
CONGENITAL CMV

Every penny you raise enables us to spread awareness about CMV & keep supporting families affected by this devastating virus.

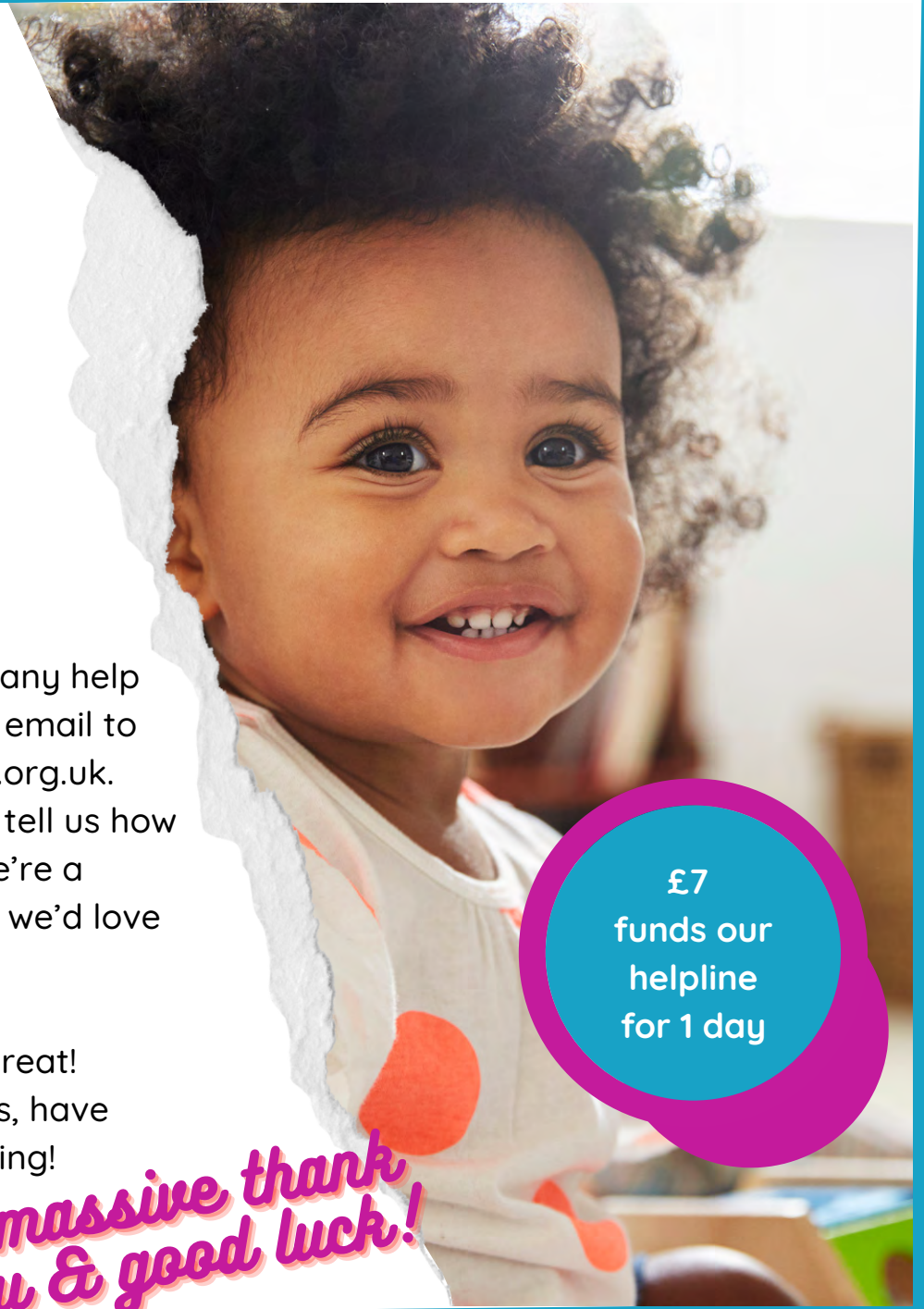
To help you get started, we've made sure that this fundraising pack is full of ideas, handy tips & everything you need to make your fundraising a great success!

Remember, if you need any help or support, just drop an email to fundraising@cmvaction.org.uk. Even if you'd just like to tell us how you're getting along. We're a friendly bunch here and we'd love to hear from you.

Ready to get started? Great! Go out there, raise funds, have heaps of fun & be amazing!

A massive thank you & good luck!

£7
funds our
helpline
for 1 day



Let's get started!

Set a target

Setting yourself a target to aim for is a brilliant way to keep motivated and plan for your event. Creating an online fundraising page is the perfect way to stay on track and it makes it really easy for people to donate. You can do this using any of the fundraising platforms such as Justgiving.

TOP TIP

Contact your local paper or radio station and get some great publicity for CMV Action and your event.



£12
funds
2 information
packs



Where and when

Once you know what you want to do, next have a think about where you'd like it to take place. It may be something you can do at home or at work; if it's an organised run or challenge event then you're all set. Otherwise, have a look at local venues & give yourself plenty of time to plan & organise.



Spread the word

- Facebook & TikTok are a great way to keep everyone updated on your progress. Set up an event page & get sharing your fundraising page link.
- If you have Instagram, show off your photos.
- Contact local newspapers & radio stations to share your plans. They love an uplifting story & yours will be just perfect.
- If you have a special story or personal reason for fundraising, share this too as it can be really inspiring for others to read.
- Email friends & colleagues, put posters up at your workplace or in local shops & community centres.

Want to get active?

The sky is the limit

Want to get your adrenaline racing? Then a sky dive or parachute jump is definitely for you. This is one experience you'll never forget. If you raise a certain amount then you may get to jump for free! Check out <https://ukparachuting.co.uk/>

Treks & Challenge Events

If running isn't your thing then you can swim, cycle or trek your way to raising those all important funds.

From the Three Peaks trek to a Coast to Coast Cycle the choice is yours. There are challenges home & abroad so something to suit everyone! Check out the open challenges at CharityChallenge.com & pick one to suit you. Sign up now and let us know what you're doing.

charitychallenge.com

Lace up those trainers

We have places for runners in some national running events like the London Landmarks Half Marathon & Great North Run so give us a shout if you'd like a place. Or pick an event to suit you - just let us know when you have your place & we'll make sure you have all the support you need.



TOP TIP

Send a reminder when you've done your event. Many people donate on or just after the day you do your challenge



Cakes, bakes & makes

Who could possibly resist these delightful ways to fundraise - sounds SO tempting!

Cakes

Mixing bowls at the ready, stick the kettle on and invite all your friends round for a delicious afternoon tea. You could even bake an extra fancy cake to raffle off.



Bakes

If cakes aren't your thing what about baking a pie; sweet or savoury there's lots of options but people love homemade apple pie.

Makes

Knit or crochet a blanket for people's babies or make some cute cards to sell. You don't have to be an expert, it's all about having fun and helping raise awareness.

TOP TIP

Try to get your first donation to be big as people do tend to copy what others have given

Pampering

We all need a bit of pampering sometimes! Have an evening get together with friends, offer manicures and beauty treatments. You could even make your own face masks or lotions to sell. Have a quick scout on the net & you'll find loads of really simple beauty product recipes. See page 12 for our body butter recipe.



Fundraising at work

Your workplace can be a great place to kick off your fundraising efforts. Get your colleagues involved & send an 'all staff' email round. Put up some posters to let people know what great things you have planned.

Breakfast Butties all round?

Peanut butter bagels, bacon sarnies? Bring in a batch for all your colleagues who fancy a bit of brekkie or a mid-morning snack. You could even add sandwiches, crisps & juice for a lunch deal.

Get your cake on

Calling all Bake Off fans, dust off your apron & lets get baking. May the best cake win! Oh did we mention, you get to sell and eat the cakes after. What a delicious way to raise funds!

See page 13 for our double choc chip muffin recipe

Sweepstakes - always a winner!

If there's a major sporting event like the Football or Rugby World Cup, charge a couple pounds a guess and have an office sweepstake. To make it even easier, we can provide you with a ready-made sweepstake form.



TOP TIP

Ask colleagues
to sponsor you on
pay day when they
will be more
generous

School & uni fundraising

Getting your school or campus involved in fundraising is a great way to raise awareness and funds. You could organise an event via your RAG group or have a dress down day at school. We'll offer all the support you need to make your fundraising a success.

Schools Fundraising

Get your school to hold a dress down day or your class could do a spelling contest. For those bear loving under five's, then how about a teddy bears picnic or a bring your bear to nursery day. You could even have a prize for the best dressed.

RAG Raids

RAG Raids & street collections are a great way to help spread the word about CMV Action. We will need to get a street collection permit from your local council for this. If there's a specific date or location you're interested in please contact us and we'll do our best to get you a permit.

Charity of the Year

If your university or RAG group runs a charity of the year programme we'd love you to fundraise for CMV Action. We can help provide you with all the materials, advice and support you need.



Let's celebrate

Do you have something to celebrate? You can make your special occasion extra special by fundraising for CMV Action. Why not hold an Easter egg hunt or invite family and friends over for a birthday tea. We can even supply you with a template to print invites and bunting!

Pancake Day

Invite friends round, charge an admission price and cook up pancakes with some yummy toppings. You better not eat them all before your guests arrive. Oh mine's chocolate and banana!



£30 buys an essential training aid to educate midwives

TOP TIP

Hold a pub quiz or Summer BBQ to raise extra funds

Easter

Such an egg-citing time! Raffle off an Easter egg and if you have little ones, you could hold an Easter egg hunt in the garden.



Christmas

We all know that Christmas can be a bit hectic with all that rushing around and present buying. So take a break and invite friends or colleagues to a Christmas crafternoon.

Make festive wreaths, home made cards and decorations- you supply the materials in return for donations. Throw in some drinks and nibbles and have a good old catch up while you're getting crafty.



Top Ten

Check out our top ten list of fundraising ideas!

1. Bake Sale
2. Clothes Swap
3. Coffee Morning
4. Charity Meal e.g. pizza party
5. Give up something e.g. chocolate, alcohol
6. Partner with your pets e.g. dog jog
7. Do a good deed
8. Car Wash
9. Dress Down Day
10. Book Sale

Coffee Morning



PIZZA PARTY



car wash



Clothes Swap

Get in touch for help on how to organise any of these ideas & more

fundraising@cmvaction.org.uk

Sending in your money

It's quick and easy to pay in what you have raised. The sooner you send in your donations, the sooner we can help more families & keep spreading awareness about CMV - your donations will make a huge difference.

Online fundraising

If you have raised money through Just Giving or a similar fundraising page then you don't need to do anything. The money will be sent through to us automatically.

By post

Please send any cheques to:
CMV Action
60 Fairford Avenue ,LUTON
LU2 7ER

Remember to include any sponsor forms and details of the amazing things you did to raise the funds.

Bank Transfer

To pay by bank transfer email us at fundraising@cmvaction.org.uk and we'll give you the details you need.

TOP TIP

Ask local businesses to donate prizes for a raffle or auction. We can provide a letter to confirm your fundraising is registered with us

£700 pays for a month's worth of CMV literature in health care surgeries



Useful legal bits



FUNDRAISING

- Raffles & lotteries are a great way to boost your fundraising but please make sure that you read up on the latest regulations with the Gambling Commission. Visit gamblingcommission.gov.uk
- If you are organising a collection on private property such as a supermarket or garden centre, you'll need to get permission from the owner. If you're planning a street collection then you'll need permission from your local council.
- If you're planning to sell or serve up some delicious grub at your event, you'll need to have a look at food.gov.uk
- When you're organising your event, it's your responsibility to keep everyone safe. CMV Action does not cover insurance for events. Check with the venue to see if insurance is already provided and if not, you will need to get Public Liability cover.
- Your amazing event will be in support of CMV Action, this means that it's your responsibility to make sure that it is legal and safe. We cannot accept any liability. If you are unsure about any of the above, please get in touch.
- If you are under 18 then you will need permission from a parent or guardian to fundraise.



RECIPE

Lavender body butter to sell at
your pamper night

EASY DIY BODY BUTTER

This gentle DIY body butter combines soothing shea butter, coconut oil, lavender oil, and healing Vitamin E to make a rich, moisturizing lotion.

- 1 cup raw, unrefined (unscented) shea butter
- 1/2 cup coconut oil
- 7 drops vitamin E oil
- 40-50 drops lavender essential oil
- 2 small wide-mouth mason jars

INSTRUCTIONS

- Melt the shea butter and coconut oil over a double boiler. If you don't have a double boiler, make one by placing a glass bowl over a sauce pan filled with 1-3 inches of water. Bring water to a boil first, and then reduce to a simmer and place glass bowl on top. There should not be any gaps between the bowl and the saucepan; the glass bowl should rest comfortably on top.
- After both the shea butter and the coconut oil are completely melted, remove the bowl from the heat and let cool for 30 minutes at room temperature. Stir in the lavender essential oil and Vitamin E oil. Then, place the bowl in the freezer for 35 minutes to thicken up. It's ready when it looks like whipped butter or frosting.
- Once the body butter is set, mix it together and scoop it into a clean glass jar. Viola! For best results, apply to the body post-shower, when skin is slightly damp.



RECIPE

Yummy double choc chip muffins!

Ingredients

250g/9oz plain flour
45g/1½oz cocoa powder
125g/4½oz golden caster sugar
65g/2¼oz soft light brown sugar
1½ tsp baking powder
½ tsp salt
2 free-range eggs
150ml/5fl oz buttermilk (or milk plus 1 tbsp lemon juice)
1 tsp vanilla extract
175ml/6fl oz hot water
110g/3¾oz unsalted butter, melted
125g/4½oz milk chocolate chips

Method

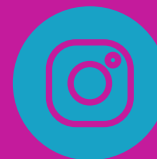
1. Preheat the oven to 200C/180C Fan/Gas 6. Grease a 12-hole muffin tin and line with paper cases.
2. Sift the flour and cocoa into a large mixing bowl. Tip in the sugars, baking powder and salt and mix together. Make a well in the centre.
3. Whisk together the eggs, buttermilk, vanilla extract and hot water. Pour into the well, then quickly use a spatula to blend into the dry ingredients, followed by the melted butter. Fold in most of the chocolate chips. Divide the batter between the paper cases - they should be about three-quarters full. Scatter the rest of the chocolate chips over the top and bake for 18-20 minutes until well risen and cooked



Our mission is to limit the devastating impact of CMV for those currently affected
and for future generations.



Email: Fundraising@cmvaction.org.uk



cmvaction.org.uk