



MACS Fundraiser of the Month August 2014

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Congratulations! Please tell us about your fundraising idea.

As a group of five friends, we were privileged to all be awarded places to run for MACS in the 2014 London Marathon. We knew we were going to have to be creative for our fundraising - between us we needed to raise £6,250. Whilst we each had individual contacts from our work backgrounds, our village lives overlap and we were conscious that we didn't want to exhaust the good nature of our common friends by multiple approaches for sponsorship.

Instead we decided to throw a party. We settled on a 1920s theme as it worked well being MACS' 20th anniversary year, but most importantly for us, it was an easy and reasonable theme for people to source fancy dress items for. We hired the village hall, had a professional artist friend create invitations for us and we drew up our guest list. We charged £15 per ticket, which included a chilli supper. We raised money from the ticket sales, bar and raffle. The party went tremendously well, the hall looked great, the costumes were superb and everyone genuinely had a great time. Most importantly, MACS benefitted from £1,000 profit from this evening alone.



That's fantastic! How did you approach organising such a big event?

We were able to split the organisation of the event between us, each taking responsibility for an area; sourcing raffle prizes, sorting catering, creating the 1920s look and feel for the village hall and dining tables, organisation and stocking of the bar, event promotion and ticket sales. We met regularly to discuss progress and contribute ideas and there was always a myriad of emails flying between us. On the day, it was a team effort (with husbands too) to get everything set up.

We were fortunate that Barry Stickings kindly accepted our invitation to join us for the evening. Barry gave a short presentation about the valuable role MACS plays in supporting its children and families across the UK. It provided real context for why we were raising money, and our friends were subsequently very generous in supporting both the raffle and the bar!

Do you have any advice for anyone thinking of organising a similar event in the future?

Throughout the whole planning process, communication was key. Not only between ourselves as organisers, but across the guest list and raffle prize sponsors.

It was imperative that people bought their tickets in advance - a lot of time went in to follow up texts, emails, calls and face to face conversations. We also sent an email to everyone, both one week and one day before the event to create a level of excitement

and countdown to the party itself. We wore our MACS t-shirts when training and on the school run to continue to raise awareness and create a talking point.

In addition to our own individual JustGiving pages, we set up a team page, aimed solely at our shared friends who were unable to make the event and to encourage them to make a donation. It worked!

And finally, our trick to sourcing some really super raffle prizes was to keep it local and personal. Lots of face to face contact and showing them some glossy MACS marketing material - it was hard for the business owners to say no.

Well done and thank you!



ABI COLETTE JESS NICOLA AND RACHEL
INVITE YOU TO THEIR

ROARING 20'S PARTY

ON Saturday 22nd March
7.45pm-11.30pm
AT NEWDIGATE VILLAGE HALL

All proceeds raised go to our marathon charity M.A.C.S.



who support 450 families in the UK with children born without eyes,
small eyes or part of their eye structure missing

◆ TICKETS £15 PER HEAD ◆
◆ INCLUDES CHILLI SUPPER ◆

◆ LICENSED BAR ◆
◆ DRESS CODE : 1920's ◆