

Go Purple
for CLAN

22nd - 28th September

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WELCOME PACK

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What is Go Purple?

Go Purple for CLAN is our annual fundraising and awareness campaign which is held during our birthday week, from the 22nd – 28th September. Turning 36 this year is a cause for celebration and we invite everyone to help us celebrate the past and present by holding a birthday bake sale, where all money raised will help us secure the future milestones.

Whether with your friends, family or colleague we want you to show off your choux, brag about your biscuits, trot out your tarts and celebrate your cakes! No matter your baking abilities, whether your culinary contribution is bought or baked, know that every effort made makes a huge difference! And if you like cake ... what easier way to get involved and help support local people affected by cancer in your community.



CLAN currently has 12 wellbeing and support centres and community outreach facilities from which we provide free information, support and sign-posting for anyone affected by a cancer diagnosis. Services are freely offered to all from pre-diagnosis and diagnosis through treatment and beyond. CLAN aims to support people to reduce anxiety, stress and to increase their ability to cope with the side effects of a serious illness. Our Children & Families Service continues to support children, teenagers and families and our CLAN Haven is our home from home bed and breakfast facility that is available to anyone affected by cancer who is attending or accompanying a friend or relative to Aberdeen hospitals.

None of these services would be possible without the help and support from fundraisers like you!

What is in my Go Purple for CLAN kit?

There are many tools that can help you get the most out of your Go Purple for CLAN fundraising activities.

Visit our website (clanhouse.org) where you can get access to the following:

1. Recipe ideas booklet
2. Poster
3. DIY bunting
4. DIY donation house
5. Sponsorship form
6. Email banner
7. Tent Cards
8. Sweepstake

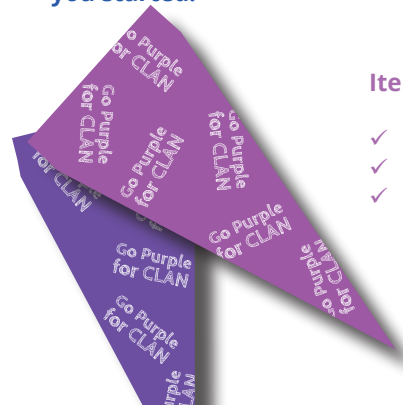


Don't have a printer... no problem!

We can send out a postal pack right to your doorstep which will include all of the above and even some extras to get you started:

Items include:

- ✓ Purple bunting
- ✓ Purple napkins
- ✓ Purple cake flags



Maximise your Sponsorship

Based on the experiences of other fundraisers just like you we have come up with some ideas to help maximise your sponsorship and help you reach your fundraising target.

Matched Funding

Often, companies will agree to match the funds raised by an employee for a charitable cause. It is always worth asking if your employer would offer this arrangement as it would mean doubling the funds you raise yourself.



Email Signatures

If your work allows it (best to check first), you could add a section at the bottom of your email signatures detailing your involvement in Go Purple For CLAN. This might catch the eye of people you might not otherwise approach.



Approach the Local Press

Local publications are often looking for human interest pieces within the local community. This can be a great way to get the work out about your fundraising. Make sure when you are speaking to the papers that you get the main points across:

- What you are doing
- Why you are doing it – Fundraising for CLAN Cancer Support.
- How can people help.

Posters

Sometimes the traditional ways are very effective too. Pick out some places in the local community or at your work where there are notice boards and see if you can stick up a few posters about what you are doing for GO Purple For CLAN.



Maximise your Sponsorship

Social media is a great way of sharing with your friends and peers about your involvement in Go Purple for CLAN. Even if you are not a social media guru, this could not be easier. Here are some pointers to help you use social media effectively:



Find a Balance

You don't want to annoy your friends by posting about your fundraising too frequently. But you have to post regularly for your posts to be noticed and have effect. Try to find a balance of regular posting without making it a constant ask for funds.



Engage People

Try writing posts as if they were mini diary entries or training updates and include a short "ask" and your link at the bottom.

Use Photos

Not everyone is a fan of the selfie but photos with your posts will make them more engaging and people will be more likely to stop and read them. If you are not a selfie lover, maybe a photo from when you were out training, or a photo of your new trainers. Try and make sure the picture is different each time you post. If you are feeling brave, why not even try a video....



4pm

Statistically the best time to post is at 4pm - apparently. More people are on social media in the evenings so this can be a better time to engage with more people.



Mind your Ps and Qs

This might seem extremely obvious but; say "thank you" - a lot. Even when you are asking people to donate. A simple thank you goes a long way in making your cause more attractive.



Why are you doing it?

Make sure that you keep relating back to the cause. Use content from CLAN's website to illustrate why you are fundraising and help people understand why CLAN needs their help.

What your £ will do

It currently costs CLAN £2.6 million per year to provide our free services to those affected by cancer in north-east Scotland, Moray, Orkney and Shetland. In 2018, we supported a total of 2,584 clients which was only possible because of the generosity from organisations and individuals like you. As an independent charity, we rely on your support to continue being able to do everything that we do.

Here is what that means to some of our clients:



*"On behalf of [our family] who have stayed at CLAN Haven over the last few weeks, I want to express how much it has meant to all of us just having such friendly, caring, compassionate people around us. Having a place like CLAN Haven has made this difficult time so much easier just knowing that special people are looking after us. **We honestly can't thank you enough.**"*

*"CLAN has made it easier for my daughter to understand my illness and has given her the tools to cope with her feelings. It has made me feel positive and supported - less alone, less crazy! It has given us opportunities to meet others in a similar situation. **It has given positivity in our darkest moments.**"*



*"CLAN has been **an absolute lifeline** to me for the last two years since diagnosis. Everyone is very welcoming and unassuming and I've built some great rapport with the volunteers, as have other members of my family."*

We love to chat!

We love to know how you are getting on and are always here to help in any way we can. So please do talk to us - keep us up to date - and ask for support if you need it.

Get in touch with us

fundraising@clanhouse.org

or

01224 647000

Social Media



CLANnow



@CLANnow



CLANCancerSupport

#GoPurple

CLAN Cancer Support Registered Scottish Charity No. SC022606