



Go Gold or dress up for the Muscular Dystrophy Campaign

What is it?

- Get a group of people together and arrange a day where everyone wears an item of clothing that follows a set theme and makes a donation for the privilege.
- The Muscular Dystrophy Campaign is celebrating their 50th year and in recognition of this you could have a Gold themed day.
- Dress up...You could get everyone to wear their best or even their worst item of clothing, a jumper or a hat or even just some jewellery!!
- It could work as a competition with prizes for the most gold or best or worst dressed person and who wears their item of clothing or outfit for the day.

What you'll need

- Decide on a theme for your event and the date and time for the event.
- Write the details of the event on your blank poster found in your fundraising pack. To order more through the **Tesco hotline call 0845 872 9058.**
- Willing volunteers to participate and help you organise the Go Gold or Dress up day.
- A treasurer or a safe place to keep the money throughout the day.
- A collecting box for participants to put their donations. To order more through the **Tesco Hotline call 0845 872 9058.**
- A venue for the judging – this could be as simple as the staff restaurant.
- A Judging panel to decide on the best entries ask your Store/Depot manager to be involved.
- For prizes ask your suppliers or store managers.
- Update everyone on how much you or your team raised by displaying the amount on the shopping list poster in the fundraising pack.
- ***Before you start any fundraising activity please check with your line manager first**

For further help and advice call the Tesco Hotline on 0845 872 9058 or check out www.muscular-dystrophy.org/tesco

How long it'll take

- Time to make/distribute posters and tell staff about the event.
- Allow 3-4 weeks to publicise the event to your colleagues.
- The more notice you give people of the date the more people will be able to participate.
- Invite a Muscular Dystrophy representative to attend.
- Collect money at the start of the day from entrants.
- Give the winners their prizes at the end of the competition
- Publicise winners to all members of staff.

Top tips

- Tell as many people as possible what you're doing to generate interest.
- Recruit as many people as possible to take part.
- Advertise the event and the need for spectators to come attend.
- Ask your manager to remind people at any team meetings in the run up to the day.
- Put posters up in staff areas to let people know what you're doing, include your contact details
- Put details on your staff intranet or tell people at your staff team meeting.
- Try and generate publicity for your store/depot by contacting One Team or the local press to see if they will feature a story and photo of your event. Consult the publicity section of the fundraising pack for more details or call the **Tesco Hotline 0845 872 9058**

Show me the money!

- Participating in the event is dependent on paying the money.
- Charge a fee for entering the Go Gold or Dress up day.
- £1 is the standard suggested donation per person participating.
- Bank the money for information about how you should bank the money please refer to **page 7** of your fundraising pack, consult your designated charity champion or call the **Tesco Hotline 0845 872 9058**
- Bank the money. Please bank all staff fundraising money and 'share a smile' money in till number 702.
- Update everyone on how much you or your team raised by displaying the amount on one of the blank posters.

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