



## Golden balloon popping for the Muscular Dystrophy Campaign

### What is it?

- Get a group of colleagues and friends together and get everyone to donate a prize.
- Ask people to buy a raffle ticket, write down everyone's name on a piece of paper.
- Put the pieces of paper with people's names inside the golden balloons and blow them up!
- Pop the balloons to win the prizes.

### What you'll need

- Decide on a suitable 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 donate prizes and sell raffle tickets.
- Why not ask local restaurants and retailers to donate prizes for the competition.
- Balloons. We suggested gold balloons in recognition of our 50<sup>th</sup> anniversary although any colour will do.
- A treasurer or a safe place to keep the money throughout the day.
- Update everyone on how much you or your team raised by displaying the amount on one of the blank posters.
- **\*Before you start any fundraising activity please check with your line manager first**

### How long it'll take

- Time to make/distribute posters and tell staff about the balloon event. Emphasise on your posters that people are welcome to attend the 'balloon popping' but advise they should buy raffle tickets in advance in case they can't make it.
- Allow 3-4 weeks to publicise the event to your colleagues and collect enough raffle prizes.
- The more notice you give people of the date the more time you will have to sell raffle tickets.

**For further help and advice call the Tesco Hotline on 0845 872 9058 or check out [www.muscular-dystrophy.org/tesco](http://www.muscular-dystrophy.org/tesco)**

- Invite a Muscular Dystrophy Campaign representative to attend your event.
- Collect money as you sell the raffle tickets. No money = no raffle ticket!

## Top tips

- Tell as many people as possible what you're doing to generate interest.
- Recruit as many people as possible to donate prizes and buy raffle tickets.
- Persuade people to sell raffle tickets to their friends and family.
- Ask your manager to remind people to buy a raffle ticket.
- Why not advertise on your posters that you want to sell a ticket to every employee.
- 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 per raffle ticket and try and persuade people to buy more than one to increase their winning chances!**
- 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. All money raised should be banked in cash reports till number 702
- 702 for Share A Smile events.
- Update everyone on how much you or your team raised by displaying the amount on one of the blank posters.

**For further help and advice call the Tesco Hotline on 0845 872 9058 or check out [www.muscular-dystrophy.org/tesco](http://www.muscular-dystrophy.org/tesco)**