



Sponsored silence for the Muscular Dystrophy Campaign

What is it?

- Simply get sponsored to be silent.
- Have a sponsored silence in the staff room and either sponsor someone to be quiet or get sponsorship yourself to be kept quiet.

What you'll need

- Decide on a date and time for your silence.
- Write the details of the event on your blank poster found in your fundraising pack. To order more call the **Tesco Hotline 0845 872 9058**.
- Recruit willing volunteers to participate in the big sponsored silence.
- A sponsor form for every participant so they can gain as much sponsorship as possible. You can order more sponsorship forms through the **Tesco Hotline on 0845 872 9058**.
- A treasurer or a safe place to keep the money throughout the day.
- Make sure you are clear about the areas where you will conduct the sponsored silence namely, the staff room area and areas out of the public.
- 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 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.
- 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.

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

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 supporters to attend.
- Ask your manager to remind people at any team meetings in the run up to the event.
- 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.
- Why not suggest everyone in the sponsored silence should aim for minimum sponsorship of £50 for being quiet every lunchtime for a week. Why not ask your manager to lead by example in this fundraising idea!
- If someone breaks their silence why not fine them £1?
- Give people sponsorship forms early so that participants can get sponsored and collect their sponsor money as soon as possible after the event.
- Encourage everyone to set up an online sponsorship page or set up just one page for the whole group/depot or store.
- Ask people to sponsor you. Set yourself and your group of participants fundraising targets.
- Try and get your prizes donated by suppliers to save money and run a raffle if at all possible during the day.
- Increase your donation to the Muscular Dystrophy Campaign by adding Gift Aid*.
- Please ask your sponsors to include their full name, home address and postcode on the sponsor sheets, as without it, the Muscular Dystrophy Campaign cannot claim back any tax paid.
- **Please note:** we do NOT add your sponsors, details to any mailing lists.

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- 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.
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*Gift Aid is a government scheme which allows us to increase your sponsorship at no extra cost to you. For every pound you give we can get an extra 28p (25p from April 1st2008) from the Inland Revenue.

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