Fundraising for the BMA

Here’s our guide to help make your fundraising simple. We believe that fundraising for the Bhopal Medical Appeal should be fairly easy—we have a great cause and, once your potential sponsor hears about the fantastic work being carried out by our clinics in Bhopal, then they will surely give generously.

Persuasive & Important Facts You’ll Need

There are several things worth pointing out to your sponsors that really help to put things into perspective. Most important of all is to explain that, no matter how one might feel about those responsible for the disaster, and those who have become culpable in a tangled mess of litigation, that people are still suffering in Bhopal. Worse still, THEY ARE STILL BEING POISONED by toxic waste that has never been cleared up.

It is also worth pointing out how dreadfully poor most of these people are. India, as a whole, may be rapidly becoming a wealthy country but you can believe us when we say that there is not much evidence of this in the contaminated slums around the abandoned disaster site in Bhopal. Without our clinics many of these people would go without medical care.

Just these simple facts should help you persuade your sponsors to give generously but, for more information, you can, always refer them to our website at www.bhopal.org.
In addition, you only need call, or email, the Bhopal Medical Appeal and you will always find us very happy to answer any questions you, or your sponsors, may have. Well also be happy to provide you with whatever detailed information, and pictures, you might want for your fundraising publicity.

Sameer Hasan (severe Cerebral Palsy) With His Mother Wahida Bee
Picture by Award winning photographer Alex Masi taken as part of the Getty “Grants for Good” award (won by the BMA with Alex Masi in 2010).

Where Will Your Sponsors Money Go?

This is a question that is often asked and here are a few examples:

- £5 provides around 50 simple nutritious meals to malnourished children visiting our clinics

- £10 pays for a child to have a whole month’s speech therapy
• £25 pays for a whole month’s supply of the honey used in all of our ayurvedic treatments
• £30 provides a month’s physiotherapy for FOUR children
• £50 provides special education to SEVEN children for a month
• £100 runs a minibus for a month, bringing TEN children safely to Chingari
• £250 buys an entire month’s supply of inhalers for people with asthma we treat
• £500 trains an entire community in how to prevent TB
• £1200 would provide us with two sorely-needed computers
• £6000 pays a doctor’s salary for a year
• £16000 runs the entire Sambhavna clinic for one month

Our clinics are right in the heart of the disaster zone, exactly where the greatest need is found, and whatever amount is donated you can tell your sponsors to rest assured that their money will be making a genuine difference.
First Things First

Please do lean on us as much as you need while you are fundraising. We’ll keep in touch with you but please don’t be afraid to ask for whatever help you need.

So long as you are happy working online then the first things you’ll want to do is set up a fundraising page. This can be at www.justgiving.com or at www.virginmoneygiving.com They are both great, user-friendly sites but, if you have any difficulty, then we’re very happy to help. It’s always worth personalizing your page as much as you can with good pictures and information about yourself, your challenge, and your cause. If you need any factual information from us then please just ask.

If you don’t want to use an online page then we’ll be very happy to provide you with good, old-fashioned sponsor forms- personalized for you and to the event you are participating in.

We can also make you a personalized poster if that would be helpful at your place of work, local shop, gym, pub or wherever.

Please also check out our Facebook and Twitter pages to get the latest news and share that with your potential sponsors. You may also want to share your best fundraising ideas with us or with other fundraisers.

We’ll certainly be very happy to hear your fundraising stories and to get an idea as to what works the best for you.

On Facebook we are:
The Bhopal Medical Appeal

On Twitter we are:
BhopalMedicalAppeal

And don’t forget our website:
www.bhopal.org
Please also don’t forget to encourage your sponsors to tick the Gift Aid box. So long as they are a UK taxpayer then their donation is worth around 25% extra after we claim the tax back. You don’t have to do anything more than ask them to tick the box!

Simple Things to do Online and Boost Your Fundraising

Your JustGiving or VirginMoneyGiving Page
Please don’t forget to make your fundraising page as interesting as possible. Add as much personalisation as you can—words, photographs, and even video! They’ll all help you raise more money. Please contact us for any help, or material, you might need. iPhone users, there’s a free iPhone app available packed with useful features to support your page: http://itunes.apple.com/gb/app/justgiving/id365315851?mt=8

After you’ve got your fundraising page up there are plenty of other simple things you can do online that will really give your fundraising a big lift:

• Add interesting stories and photos to your fundraising page. Facts about the BMA and Bhopal are important but don’t forget to explain what the cause means to you, nor what you are going through to achieve your goal.

• Write a blog about your training and fundraising. Make sure it’s updated regularly and spread a link for it. Make sure it’s got lots of pictures. Humorous pictures of you engaged in your activity always work well.

• Use your social networks—Facebook, Twitter and LinkedIn. Post your own message on your contact’s pages and keep an eye on ours for extra, interesting content

• Email your local press and get your story in the paper. This always works best if you have an interesting angle for the story. Maybe you visited India, or Bhopal, years ago and vowed to help no matter how long it took. Maybe you have another family connection, maybe you have a professional connection or an interest in our treatments e.g. yoga, ayurveda, or you are a long-term sufferer of one of the common problems in Bhopal. Maybe it’s as simple as the fact that you need to lose some weight, you’re lazy, and you are running for the first time in your life— I can tell you that this worked for me!
• Put your giving page into your email signature. Make it easy for your contacts to simply ‘click through’ from the signature.

• Send out an email to your personal and work contacts or post a message on your work intranet site. Spread the word as far as you can and don’t forget to add some interesting links.

• Set up an online fantasy football league or go Indian and set up a fantasy IPL tournament with your cricket-loving friends.

• Sell some of your unwanted items on eBay or recycle those old mobile phones sat in the bottom of your drawer. There are numerous sites online that exchange old mobiles for cash but it’s worth looking out for one that guarantees to match the top price for any given model.

Or, how about making a swear box, at home or at work, these usually work pretty ****ing well!

Set up an ambitious target and tell everybody you approach that, if you make the target in time, then you’ll dye your hair bright red.

Other Simple Ways to boost Your Fundraising

Flyers
Create a real or a virtual flyer by printing your JustGiving page address along with a few words about why you’re fundraising for The Bhopal Medical Appeal. Make sure you add a good picture of what you’re doing, or Bhopal related, which we’ll be happy to supply. You can make printed cards on moo.com or you can make, and send, a virtual announcement card on moonpig.com and distribute this to your Facebook friends and Twitter contacts.

Place of Work
As well as asking your colleagues to sponsor you, have you thought of asking your company if they will match what you raise? Have you asked them to advertise you, and your JustGiving page, on the notice board and the company’s intraweb?

Late Sponsors
On average, 20% of all donations are received after the event so please don’t forget to send your fundraising page back out once you have completed the challenge. You might think about adding some ‘after the event’ news and photos!
Fundraising Events, Tasks and Challenges

Although perhaps requiring a little more effort, these ideas can often be the easiest way you give your fundraising a big boost in one go. Not only that, they're actually a lot of fun!

Multi Award Wining Documentary “Bhopali’ (available on request)

Film Show
Hold a film show- we can make a copy of the feature length documentary 'Bhopali' available should you wish to do this. It's a very informative, and emotive take on the Bhopal story and brings things right up to date. This is really useful if you think your sponsors will be interested in the cause. If you think they just want to see you do your thing then why not just show your favourite film?

Curry Night
A good way of telling the story of Bhopal is to set an Indian tone. What better way than cooking a few simple dishes and holding a curry night? If you need any recipe inspiration then we might be able to help or, better still, ask us to hook you up with Jen Rose who produced her own recipe book and sold it to raise money for her participation on the London 10K run. A truly inspirational effort, from Jen, who almost doubled her fundraising target.
A Winning Combination
The two above ideas make a great combination. Inform and entertain your audience and then who can complain if they go home, after watching a film, and full of curry?!

Other Fun Events
With a little imagination there are plenty more fun event ideas that can raise good amounts of money. How about a cake sale, or a raffle, a sweepstake, a quiz night or a poker night? How about taking money for a headshave or a leg waxing?!

Paul “The Bhopal Beardpal” Armfield. His beard shave-off raised £3500!

A Little Work
Perhaps you could ask your local supermarket if you could pack bags for tips. This is tried and tested and can be VERY lucrative. Or, how about selling glow-sticks out side of a big a nightclub? Or, selling lighters where the smokers gather outside of a pub or club. Please make sure you get permission for anything you want to do on any business premises

Easy
Another good, old favourite is simply offering to wash, or valet, your friends and family's cars.

You’ve Raised The Cash, Now Pay It In!
There are plenty of ways to do this:
1. **Online.** The good news is that, if you are using a JustGiving or VirginMoneyGiving page, then you don’t have to do anything! The money is paid directly to us and, so long as your sponsors are eligible and tick the box, so is the Gift Aid.

2. **Online bank transfer.** You can make an online bank transfer directly to us. Please contact us for the reference and bank details.

3. **Over the phone.** Call us and we will be able to take an instant payment over the phone and the money will be added to your fundraising total.

4. **By cheque.** Make cheques payable to ‘The Bhopal Medical Appeal with your name and your event clearly stated on the back. Please send cheques to our Brighton office: The Bhopal Medical Appeal, Unit 2, The Foundry 8/9 St.George's Mews, Brighton BN1 4EU

5. **Paying in to a bank.** If you wish to pay cash in to a bank then please call us and we can send you a paying in slip.

**And finally, please don’t forget to thank everyone who sponsors you!**

---

**The Bhopal Medical Appeal**

Telephone: 01273 603278  
Unit 2, The Foundry 8/9 St.George's Mews, Brighton BN1 4EU  
Registered UK Charity No.1117526