

Joint Action

Improving Mobility

The Orthopaedic Research Appeal of the
British Orthopaedic Association



Fundraising Information

Welcome to **Joint Action**

How Your **Fundraising Helps**

Thank you for your interest in Joint Action and for supporting us with your fundraising. By joining our cause, we can make a lasting difference to the future of Trauma and Orthopaedic research together.

You or a loved one may suffer from a musculoskeletal disorder; been involved in a major limb trauma; or had joint replacement surgery in the past. We know that the pain can be incredibly debilitating. By organising a fundraising event or taking part in a sponsored event, you are helping to find new, innovative ways of improving current methods of rehabilitation.

This Fundraising Pack is full of ideas, hints and tips that suit you! There is also the satisfaction knowing that, with your help, every penny raised has improved the lives of many, including those who have suffered from Arthritis, Major Trauma, Bone Cancer and Paediatric conditions.

We hope you enjoy your experience of fundraising for Joint Action. Please send us photos of your event so we can tell everyone what a fantastic job you did!

If you need any support or further information on the best way of sending us the donations, please do not hesitate to contact us on **020 7405 6507** or jointaction@boa.ac.uk.

The British Orthopaedic Association (BOA) was formed in 1918 with twelve founding members. Today, with over 4,700 members, the Association sees its purpose as working for the benefit of patients by advancing the science and practice of Trauma and Orthopaedic Surgery.

The aim of the **BOA Orthopaedic Surgery Research Centre (BOSRC)** is to ensure that Orthopaedic treatments are based on the best quality evidence. BOSRC helps surgeons to obtain funding for significant research projects from large funders such as the National Institute for Health Research (NIHR).

Joint Action, the orthopaedic research appeal of the BOA is the only UK charity that specialises in raising and distributing funds to the entire musculoskeletal spectrum.

Over the years, through different charitable vehicles, the BOA has granted in excess of £5.7 million to support Orthopaedic research. As a charity, it relies on voluntary donations from people such as yourself.

Joint Action has been established by the BOA to help patients by raising funds for research to improve Orthopaedic treatment for you and future generations.



Ways to Fundraise

Choose from the following ideas and activities that suit you and fit your lifestyles. There's something for everyone!

For advice and material, contact our Joint Action team on 020 7405 6507.



Let's make this happen.

Family Ties

- **Celebrate** – Birthday, Tea Party or Wedding? Donating for a cause makes the best gift.
- **Car wash** – Grab a sponge and clean for cash.
- **Easter Egg Hunt / Treasure Hunt** – Parents and guardians happily contribute for a day of fun with the little ones!
- **Dog Walking** – Grab the leash and stroll for donations.
- **Exhibitions** – Artist of the family? Get sponsored and display your art.
- **Halloween Party** – Leave a treat (donation) at the party!
- **Talent Show** – A fun night of performing and family members donate.
- **Jumble Sale** – Why not donate to Joint Action from your next sale?



Ways to Fundraise

People Person?

Bring your friends and colleague together for fun fundraising.

- **Bake Sale** – Put the kettle on and pass around cookies and cake for a cause!
- **Games Night** – 'Board' it or arrange a Golf Day or Murder Mystery Night.
- **Quiz Night** – Let's get quizzical and pay to play.
- **Dance the Night Away** – Black tie ball, disco, masquerade or soiree? Sell tickets or ask for donations as gifts.
- **Fancy Dress or Fashion Show** – Dress up and raise money, fashionista.
- **Jeans Day** – Don those denims and raise money at work.
- **Speed Dating** – A fun way to mingle and raise money for a cause!
- **Ice Skating** – An office outing and staff pay to skate.
- **Christmas Party / Cards** – Ask staff to buy your handmade Christmas cards or donate at the office Christmas party.

Walks, Runs and Races

Whether you or someone you know wants to participate, we have several options!

- **Walk to Make a Difference** – Walking is an easy way to raise money without having to exert yourself too much! Invite friends and neighbours to join as well – and raise money for Joint Action. Send us your details and we will send you information, along with a list of all the local walks around your area. You can also visit the *Walking for Health* website at www.walkingforhealth.org.uk
- **Challenge Events** – Turn to the last page for a list of our exciting challenge events!



Now that you have your fun idea, let's make it happen! Planning your next steps...

Set a Target (Not too high)

Keep the target realistic and achievable. For sponsored events, we suggest you aim for £1,000.

Build a Buzz

Getting the word out is the best way to raise as much funds and as fast as possible. Spread the word far and wide. Social media, press releases and your local paper or radio station will help your whole community hear about your plans.

Remembering Joint Action

Tell people why you are fundraising for Joint Action and how their donation can make a difference to improving the lives of those affected by musculoskeletal disease or trauma related conditions.

Pick a Date

Choose a date that works well for the best turn out. Check for conflicting dates (weddings and birthdays) when organising with friends and family.

Who Can Help?

Call in a few favours from friends and family. Whether it's the great baker or someone who can offer a free venue – get them on board. It's all about teamwork!

Promote on Social Media

like Twitter and Facebook and link to your JustGiving page so it is easier for people to donate. Post regular updates with photos of your training to keep people interested in your progress. Always follow up with a phone call and reminders after contacting the media – and ask if they're happy to send a photographer. Remember to send us pictures after your event for our website!



Donating Couldn't be Simpler!

There are many ways to fundraise online for Joint Action with minimal effort.

Visit **JustGiving** at www.justgiving.com and select Joint Action.

To set up the JustGiving page, go to www.justgiving.com/boa

Once you have created a JustGiving page, you can set up a Text Code to make it easier for your supporters to sponsor you. JustGiving also have an App for your mobile, available on iPhone and Android that you can download for FREE.

Already raised money and wish to send **offline donations**?

Cheques should be made payable to Joint Action.

For Challenge Events, start things rolling by creating your own page on the **JustGiving** or **Virgin Money Giving** websites (no cash or cheques accepted for Challenge Events).

On the Virgin Money Giving website <https://uk.virginmoneygiving.com/giving/> all you need to do is search for the charity Joint Action.

Add your JustGiving / Social Media link to your email signature with a mention of the event to maximize publicity!

Tell Us Your Story!

We would love to include your story on our website and in our newsletters. Send us photos of your event by email at jointaction@boa.ac.uk or post to the following address: Joint Action, British Orthopaedic Association, 35-43 Lincoln's Inn Fields, London WC2A 3PE.

Joint Action Challenge Events

Get involved with **Joint Action Challenge Events!** Run, walk or cycle to raise much-needed funds that really make a difference in advancing this field of medicine.

To register for a Joint Action event please contact jointaction@boa.ac.uk or visit the BOA website at www.boa.ac.uk/research/challenge-events

Join now and participate in a challenge event to help raise money for Joint Action.



Virgin Money London Marathon



British 10K



Prudential RideLondon-Surrey

Final Tips for Sponsored Challenge Events

- Do not leave fundraising too late; it's easier to ask if you've built up a momentum: **START NOW**
- **Collect money at the time of asking.** Promise to return the money if you do not complete the task.
- Tell your sponsors what your **target** is: they may give more than they originally intended.
- **'Quantify the ask'**: suggest to your sponsors a sum they might like to donate; people often do not know what to give, for example, £26 (£1 per mile), or if the sponsor is wealthy, £130 (£5 per mile).
- **Make a list of everyone you know** – you probably know more people than you think. Ask your family and friends to collect among their friends and clubs.

Thank you for raising money for Joint Action!