

MS Society **How the Booths did it**

Introduction

The Booths have been fundraising for us since 2011.

Their event, the 10 in 10, has grown from strengths to strengths. From welcoming 60 walkers when they first started, it attracted **over 500 walkers in 2017**.

Find out more about their story and their top tips.

Key

 Learning activity

 Top tips

 Links to information

 Suggestions of things to think about

 This pack includes links to two videos

How it all started

 [Watch our video](#) on how it all started
A [transcript of the video](#) is also available

Sum up

As you can see, Yvonne and Duncan:

- have a clear purpose
- tell their story effectively.

Telling the story is important.





 What's your story?

Why the MS Society?

How will you talk to people about MS?

How can you make them 'see' the difference the money you're raising will make?

How can you inspire people to join in?

Yvonne's top tips



[Watch our video](#) on Yvonne's top tips

A [transcript of the video](#) is also available.

Sum up

Yvonne's top tips are:

- Start really small
- Spread the word
- Safety first
- Be a good neighbour
- Find your local heroes
- Remember to contact the MS Society
- Do your own thing
- Just do it!

More on fundraising

Making sure it's legal and safe



Watch our online presentation and listen to our podcast on [fundraising standards](#)

Fundraising ideas



See [Ways to fundraise](#) on the volunteer website



For more tips and information, see the section of our volunteer website on [Effective fundraising](#)

Final thoughts



As a result of watching these videos, can you think of:



Our [fundraising team](#) are here to help you realise your ideas



[Watch the interview](#) with our Fundraisers Russell Benson and Iestyn Evans sharing their top tips for fundraising in the community

Links to resources

Resource	Link
Community fundraising top tips (online presentation with interview of Russell Benson and Iestyn Evans)	https://volunteers.mssociety.org.uk/fundraising-basics
Effective fundraising	https://volunteers.mssociety.org.uk/effective-fundraising
Fundraising standards	https://volunteers.mssociety.org.uk/fundraising-basics/our-fundraising-standards
Fundraising team	https://volunteers.mssociety.org.uk/area-fundraisers
How it all started (video)	https://youtu.be/ufbcPjYIRiQ
Ways to fundraise	https://volunteers.mssociety.org.uk/ways-fundraise
Yvonne's top tips (video)	https://youtu.be/bZrAKNsHnvE
Video transcripts	https://volunteers.mssociety.org.uk/resources/2855

Was this useful? Either way, email your comments at volunteertraining@mssociety.org.uk

How the Booths did it distance learning pack v1	
Content Owner:	Area Fundraising Manager
Author:	Volunteer Learning and Development Officer
Signed off:	August 2017
Review date:	August 2020
Multiple Sclerosis Society Registered charity numbers 1139257/SCO41990. Registered as a limited company in England and Wales 07451571.	