# Make Every Cuppa Count – 2024.

## What is Make Every Cuppa Count?

Make Every Cuppa Count is our campaign where we encourage people to host a tea party, coffee morning or bake sale for Guide Dogs.

Our DIY supporters are directed to sign up for their free fundraising pack on our website, which includes a fundraising guide, cookie cutter, cake toppers, puppy sweepstake and more.

Our volunteers can get their resources from VIP, or if they need any additional resources such a cookie cutter or cake topper, then they are directed to contact their Regional Supporter Care Team.

## When is Make Every Cuppa Count?

It is usually on the 3rd Friday in April. This year it will be **Friday 19th April**. As always, people can Make Every Cuppa Count anytime, as long as they raise life-changing funds we don’t mind when they decide to Make Every Cuppa Count!

Make Every Cuppa Count will start at the end of beginning of February and run throughout February, March and April.

## Pop the kettle on!

We are encouraging people to Make Every Cuppa Count whether they love to bake or just eat cake.

* At home
* At work
* New - At school
* In the community
* Local businesses
* NAP & COY supporters

# How can your fundraising group get involved?

# Host.

Many of you have received an email to Make Every Cuppa Count and taken up the opportunity to get together and celebrate our life-changing work over a cuppa and lots of delicious cake. Making every cuppa count is not only a great way to fundraise, but it’s a fantastic opportunity to recruit new volunteers to your group too​.

* Use our editable posters to promote your fundraiser.
* Decorate your venue and cakes with our bunting and cake flags​.
* Add a sweepstake or raffle to boost your totals.
* If you are a trading group, set up a stand to sell your goodies.
* Set up a separate area or table for guests to chat with you about volunteering opportunities in  your group.​
* Print a list of volunteer roles you are looking for with your contact details for people to take away (Your Community Fundraising Relationship Manager can help with this).
* Advertise any upcoming events people can help or attend – why not include a data capture sheet!
* A webinar will be available on the 29th of February for those taking part.

# Encourage.

If you know anyone who loves to bake or just eat cake, then use our handy templates in the Make Every Cuppa Count – Fundraising Group Template to reach out to your contacts​.

* Local schools and youth groups​.
* Friends and family​.
* In the workplace of family and friends​.
* At your local collection/ places you have relationships with like Specsavers stores for example​.

Please direct them to [guidedogs.org.uk/cuppa](https://www.guidedogs.org.uk/tea-party/)to register for their own fundraising pack which use the in aid of logos and comes with paying in instructions.

### Share.

Share our posts from brand and regional social media accounts on your groups’ Facebook page​.

Brand Facebook - facebook.com/guidedogsuk ​

We'll also be sharing posts on Guide Dogs other social channels:​

Brand Twitter/X twitter.com/guidedogs​

Brand Instagram Instagram.com/guidedogsuk​

Brand Linked In linkedin.com/company/guidedogsuk​

# Where to get your resources!

​Download everything you need for your fundraiser from VIP (Volunteer Information Point).

[Fundraising resources | VIP (guidedogs.org.uk)](https://www.guidedogs.org.uk/vip/resources/fundraising-resources/)

Please don't register for a pack via the website for your group's resources, as​ these use the in aid of logo. If you need any additional resources or help, please ask contact your Regional Supporter Care Team.

Email addresses for the Regional Supporter Care Teams.

MidlandsGroups@guidedogs.org.uk

BelfastGroups@guidedogs.org.uk

​SouthEastGroups@guidedogs.org.uk

NorthEastGroups@guidedogs.org.uk​

​SouthWestGroups@guidedogs.org.uk

NorthWestGroups@guidedogs.org.uk​

​WalesGroups@guidedogs.org.uk

ScotlandGroups@guidedogs.org.uk

### Paying in.

**​Group Make Every Cuppa Count.**

Pay in the fundraising from your group Tea Party events using the code **TEA PARTY** on your banking slip​.

Note: If you selling merchandise or a Guide Dogs tombola, pay in separate funds from them in the usual way​.

**Individuals.**

If individuals in your group want to pay via the group, use the code **TEA PARTY**on your banking slip​.

### Send us your photos!

Please send all your photos to your Regional Supporter Care Team - we would love to see how you made every cuppa count.

# Thank you!

Any questions?

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