A coffee morning guide for Macmillan professionals
Many of you tell us that you enjoy taking part in the World’s Biggest Coffee Morning and that hosting a coffee morning is a great way to promote your service.

We know how valuable your time is, so we really appreciate every effort you make to help us raise funds for people affected by cancer. And we’ve created this handy guide to help make organising a coffee morning even easier.

This guide is specifically designed for you – Macmillan professionals – to give you tips and ideas to get the most out of your coffee morning.

TIPS AND IDEAS

World’s Biggest Coffee Morning is all about coming together to help people affected by cancer. Below are a few fundraising ideas to help you raise money at your event:

**Bake off competition**
It’s a well-known fact that everyone loves cake. So why not ask colleagues to show their culinary skills and bake their favourite cake and then have a vote on the tastiest?

**Name the bear competition**
Buy a teddy bear (or any cuddly toy, really), or try and get one donated, and run a ‘Name the bear’ competition.

**Go green**
Green is the colour of Macmillan. Ask everyone in your unit to donate and wear something green on the day.

**Book stall**
Coffee and a good book is the perfect match, so ask everyone to bring a paperback or two in and then display these so visitors can make a donation for a great read.

**Morning drink**
If time is really limited pop some posters up in the kitchen and just ask for a donation for the first cup of the day.
PROMOTING YOUR COFFEE MORNING

A coffee morning is the perfect opportunity for team-building and spending some time with your colleagues from other departments and units in an informal atmosphere. If you decide to hold a coffee morning you can advertise your event on your organisation’s intranet or in your employer’s newsletter, hand-out invitations and put up posters around your workplace. The more you spread the word, the better your event will be.

Keep people poster-ed
Once you have registered for a coffee morning you will receive a handy pack – which includes a poster and invitations. You can order additional invites and choose from a range of poster templates you can personalise free from be.macmillan.org.uk.

Let the world know
If you’d like to open your event to the public then you can put it onto our coffee map at coffee.macmillan.org.uk/map. This will enable people in your area to find your event when they search for a coffee morning to attend. Your local fundraisers can help you with this. You can also display your posters in places such as the local community centre or library.

Coffee morning is a great opportunity to catch up with the people you support and gives their families and friends an opportunity to visit your service. They can talk to you and together you can celebrate your amazing work.

Press ahead with your promotion
You might also want to contact local press to invite them and ask them to mention your event in their publication. An article about your coffee morning in local newspaper is not only great for attracting people to attend your event, but also a great way how to raise awareness of your service in the local community. If you’d like some help with this, talk to your local fundraiser. The communications team in your organisation or Macmillan’s regional Communications/External Affairs teams could also assist you.

You keep telling us that holding a coffee morning provides you with many opportunities to promote your service.

We know that some of your colleagues might not know what exactly you do, so you can use your event to talk to them about your work. Inviting colleagues who work in different areas also gives people a chance to speak to them about their work and learn about the range of services they offer.

The fantastic thing is you’re raising the profile of your service just by promoting your coffee morning. At the event, you could make a speech about your work or hand out leaflets about your service to provide people with information on the range of support your offer.

Displaying Macmillan information resources is also a great way to inform people about the products and services we offer for people affected by cancer. These can be ordered free from be.macmillan.org.uk.
The Macmillan team is here for you

Your local fundraiser can provide you with additional support. Call 0300 1000 200 to get in touch with them. Don’t hesitate to ask questions and pick their brains for even more fundraising ideas.

If you’d like support with raising the profile of your service please contact your region’s Macmillan Communication/External Affairs team:

**East Midlands and Northern England**
David Williams
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Other contacts
For help with using be.Macmillan, email be.mac@macmillan.org.uk or call 020 7840 4921.

To find out who else is hosting a coffee morning in your area email marketing@macmillan.org.uk

For any other enquiries related to the World’s Biggest Coffee Morning, please call 0845 602 1246 quoting ‘PROF’.

Questions about living with cancer?
Call free on 0808 808 00 00 or visit macmillan.org.uk