



2028 MCF FESTIVAL

YORKSHIRE, WEST RIDING

Post Fundraising Workshop Guide

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SCAN TO DONATE

Charity Stewards Fundraising Workshops (September – November 2024) Post Event Document

The Aim of the Fundraising Workshops

The Fundraising Workshops were developed to provide a greater insight into fundraising in its widest sense for Charity Stewards and interested parties.

The workshops provided the opportunity for participants to work in groups to discuss new ideas on ways of raising funds. Indeed, many novel ideas were developed over the series of Workshops.

This Fund-raising Guide/Catalogue is a 'Post Workshop' document, encompassing many of the ideas and is intended to provide answers to questions raised during the workshops.

It also captures best practice from the MCF Fundraising Team and provides a comprehensive guide to fundraising.

Objectives of the 2028 Festival

- a) The main objective is to raise in excess of £4 million during the Festival Appeal.
- b) The current primary objective is for a minimum of 50% of brethren in the Province to become Festival Stewards by the end of 2024. Charity Stewards will be key in achieving this. It remains £10 per month over 5 years to qualify as a Festival Steward and wear a Festival Jewel.
- c) To encourage Charity Stewards to use case studies: e.g. Johnny Spencer, Bradford University Cancer Research Grant, Claro Enterprises, Andrew Simpson, and Tom Allsop. **(Appendix A)**
- d) To use the QR codes for 'One Off' & 'Regular ongoing donations' **(Appendix B)**
- e) Understand how Digital Donations/Freemasonry Gives works.
- f) **(Appendix C)**
- g) Engage with Chapters to undertake joint fundraising events.
- h) Encourage incoming Masters to adopt the Festival as their charity for their year in the Chair. (Other charities can be supported by MCF or WRMCL which remains very much 'Open for Business' and Lodges are encouraged to submit grant applications!).
- h) Understanding that Charity Stewards have a dual responsibility:
 1. Responsible for the Lodge contribution
 2. Responsible for the contributions of his Lodge members.

Admin Considerations

- ❖ Getting people to understand the work of the MCF is critical to the success of the Festival as brethren will not support something they do not understand or value.
- ❖ Make a presentation or arrange for a presenter (from The Festival Committee) to make a presentation to your brethren about MCF & WRMCL. It is now proven good practice to bring partners along.
- ❖ Plan a Lodge/Chapter fundraising campaign all the way up to the end of the Festival (September 2028) so fundraising can be paced and income projected against that campaign. Every Lodge and Chapter should be aiming to hit Patronage as a bare minimum.
- ❖ Create a Planning Team to share the work involved to ensure it is a successful event. A back-up team or volunteers may be required to assist during the challenge.
- ❖ Be aware that a lot of planning, consultation and logistical support is involved with a lead in time of at least 6 months in order to maximise planning, publicity and support.
- ❖ If an event involves use of public roads, liaise with the Police and Local Authority for appropriate advice in route planning and stops also ensure that the relevant insurance cover (where needed) is obtained.
- ❖ Equipment - MCF T-shirts, Baseball Cap, Water Bottle, etc. can be provided via your Area PCC Chair/Charity Steward.
- ❖ A Festival 'New Events Form' feeds the Festival Events Calendar; therefore, it is important to check the events calendar before organising an event to prevent clashes. A separated 'Events Form' should be submitted to your Area Chair for each event (See the MCF Festival 2028 webpage on the members website: <https://www.westridingfreemasons.info/festival-event-registration-form>)



- ❖ The Festival Committee now uses a centralised booking / ticketing system which can be made available to event organisers.

❖ **Publicise Events:**

Pre-Event - It is important to use social media to publicise an event early using the Festival Logo. The more notice you give, the better the chances of success. The recommended time is six months, not six weeks but four months absolute minimum. Social media is not the only channel, however, the Provincial Facebook Group is excellent for internal communications, along with the White Rose Magazine (now twice yearly, hence six months planning) editorial@wrprovince.com and on request the event can be advertised in the Provincial Post. Please note the advertising does not always work, so have a Plan 'B' if the take-up is poor. (if you need help - contact The Festival Communications Officer for advice).

During the Event - Ensure lots of photos are taken during the event and publicise it on social media, again using the Festival branding.

Post Event – Publish 'Festival Branded' Stories and photos on social media, Facebook etc. (use the 'Festival Communications Officer').

- ❖ Create a Masonic Giving Page Gift/Tap for a sponsored event. This allows people to directly sponsor the event and explain how all monies donated by individuals sponsoring an event using this method counts towards their own honorifics. **(see Appendix A)**
- ❖ Make sure members know the Lodge/Chapter Honorific Levels are and explain periodically, say every six months, showing how the Lodge/Chapter is performing.
- ❖ Encourage brethren to visit the fundraising pages/platform on the MCF website: www.mcf.org.uk
 - Click the 'Resources' Tab
 - Click 'Charity Steward'
 - Click 'Access the Fund-raising Hub,'

You will find all you need to know about fundraising, with lots of ideas, posters, toolkits and plenty of pre-prepared materials.
- ❖ Explain the importance of Gift Aid (www.mcf.org.uk Fund raising Hub)
- ❖ Ensure that the whole Lodge/Chapter is engaged, particularly Country Members and those who do not regularly attend Lodge/Chapter meetings, or those not on E-mail. Also use the events to foster closer ties between Chapters and their feeder Lodges.
- ❖ Reflect on how to persuade Lodge/Chapter to continue to support the Festival even if Patronage or Grand Patronage levels have already been achieved.
- ❖ Remind brethren of the WRMCL & Festival Honorifics. See the MCF Festival 2028 webpage on the members web site on Page 10 under Q&A's
- ❖ Sign up and encourage others to sign up for a regular MCF newsletter and get a FREE Lapel Badge. (www.mcf.org.uk bottom of Home Page).
- ❖ Remember the power of a simple "Thank You"!

Fundraising Considerations

- a. Festival drinks: ales, rum and gin - Please promote them, use them as raffle prizes and encourage Masonic Halls to stock them.
- b. The importance of getting wives, partners and families involved in fundraising / attending fundraising events.
- c. Contact your Area Chair if you need MCF merchandise to support a Fundraising event.
- d. Use our own Provincial Merchandise for great raffle prizes, (see the 'Web Shop' webpage on the members web site). Lodges should consider buying the merchandise and presenting a pack to newly initiated candidates as a gift. It could include a tie, cufflinks, and pocket square, for example. This raises money for the Festival and helps form a bond with a new initiate.
- e. Generate inter-Lodge/Chapter, Inter-Hall, or Cross-Area rivalry. Join forces with other Lodges to share cost and resources. Use the APGMs assistance with this.
- f. Shout about the Lodge's / Chapter's achievements!
- g. Whilst the Province is in Festival. Festive Board raffles should be for the Festival's benefit.
- h. If a member of a Lodge/Chapter is undertaking a sponsorship challenge encourage the Lodge/Chapter to sponsor them.
- i. The importance of giving the impression that people are missing out if they are not at events.
- j. Openly bump-up the cost of events by £5 or £10 and say that this money will be going straight to the Festival as well as any profit made from the event itself.
- k. Understanding that events need to have a social attraction or engagement to them and if they are organised people will support them.
- l. **Fundraising Ideas:**
 - Old English nights prove extremely popular.
 - Pig Races – again very popular family event.
For events in the North of the Province: Contact Darren ACE Pig Racing 07766 373436 (www.acepigracing.co.uk)
For events in the South of the Province: Contact Steve Broadbent: 07980 883464
 - Traditional Celebrations
 - *Old English Night*
 - *St George's Night*
 - *Burns Night Supper or Dinner Dance*
 - *St Patrick's Night (with Ceilidh Band & Dance)*

- *St David's Night*
- Bonfire Night event
- Oktoberfest / Bavarian Night
- Weakest Link - Chapter -v- Lodge
- Strictly Come Dancing (Lodge/Area/Province)
- Ritual Challenge – inter Lodge/Chapter/Area/Province – best ritualist.
- Murder Mystery Nights
- Casino nights
- Night of Magic
- Black Tie events
- Provincial Christmas Dinner
- Personality Dinners (Sports, Adventurer, Politician, Mason)
- Sunday Lunch
- Hog Roast
- Fashion Show
- Wine Tasting Carol Singing Evening (Christmas)
- Indoor Sports/Games Nights (Darts Dominoes)
- Snooker Tournament – Lodge/Chapter, Area/Province
- Family Fun Days
- Masonic Hall Summer Fair, Open Day or Fetes and Fayres
- Sponsored Weight Loss (Individuals or the Lodge or Chapter)
- Classic 300 Car run - starting at ?? e.g. Windsor Castle (*Offer a Seat in the Car for a Charitable Donation*)
- Classic Car Show
- Motorcycle endurance rally (Masonic Halls Europe)
- Sky Diving at 80
- Restaurant Night (book Restaurant with marked up Price)
- Theatre visits – followed by dinner.
- 100 Club
- Tylers Toast – Bet on the Time the WM announces.
- Copper Pot/Tiddler Box
- Endurance Challenges i.e. 3 Peaks, etc.
- 5 a side football against other Lodges/Chapters
- Golf, Bowling, Go-karting, Clay pigeon shooting etc.
- Dragon Boat Race Inter Lodge/Area
- Triathlons
- Park Runs / Training programmes for them.
- Walks – Ghost, History/Educational
- Boxing evening – Mell Bailey: 07854 413518
- Fishing Competition – Philip Mitchell 07932 160212
- Social Outings – Visits to places of interest
- Narrow Boat trip –Paul Mellors: 07899 900121
- Miniature railway visit – Mell Bailey: 07854 413518
- 'Yanks' / Wartime themed weekend
- Sell unwanted items on Ebay, Vinted or Facebook
- Car Boot Sale

- Bake Off Competition
- Duck Race
- Photographic competition
- Caravan Rally
- Open Gardens
- Special interest Lodges use speciality i.e. shooting etc.
- WR Masonic Arts and Craft open day
- Masonic Pantomime
- Comedy Night
- Masonic Beer & Gin Festival

Some alternatives to the usual raffle:

- Heads/tails game
- Play Your Cards Right
- Scratch Cards

Keep in mind that the best ideas are the most unusual and original.

- A good example is a sponsored underwater cycle using scuba equipment.

**Examples of other successful Events in other Provinces
(see Appendix D)**

APPENDIX A

MCF Case Studies

1. Bro Johnny Spencer (*spinal surgery*) - Suffered chronic back pain since 2011. When things became so bad that he had to crawl up the stairs. Numerous visits to various NHS facilities proved had proved unsuccessful he therefore researched his condition, as scans in 2019 had revealed he had a ruptured disc resulting in major compression on the nerves leaving the spinal cord. NHS had told him that his only option was to have screws and rods fitted to secure his back which he decided was not an option. He was eventually referred to one of the UK's leading surgeons who had pioneered groundbreaking surgery; however, it was only available privately. Jonny contacted the MCF and within a day he had been given emergency funds to cover the cost of an initial consultation with the surgeon. The MCF then contributed £24,000 (more than 90% to the cost of the surgery), which took place two weeks later and was a complete success. This experience has been life-changing, and he now plans to embark on a major fund-raising event in 2025 to raise funds in support of the 2028 Yorkshire West Riding MCF Festival.
2. W Bro. Andrew Simpson (*knee replacement surgery*) – A brother from Thorne, South Yorkshire, was listening to a talk on Charity from the Provincial Charity Steward and when it came to Jonny Spencer's story Andrew stood up, assisted by two walking sticks and explained that the MCF had funded his knee replacement surgery a matter of weeks earlier.
3. A Brother from a Halifax Lodge (*heart bypass surgery*) – was diagnosed with a heart condition but faced a wait of at least six months for surgery. His health was deteriorating and was out of breath all the time and extremely tired. He was literally plodding along but struggling. After the operation the surgeon commented that if he had waited a further six more months, he would not have survived. Until then, they had not realised how bad his heart condition truly was.
4. Claro Enterprises, Starbeck, Harrogate – A charity that provides woodworking opportunities and training for those with mental health conditions. The charity received a £15,000 grant when the Festival launched in order to set up an accreditation scheme. The scheme is now fully up and running and the first awards will be in Spring 2025.
5. In February 2022, the MCF awarded a total of £541,000 to medical research, working with four partners to fund seven new PhD studentships under the theme of degenerative diseases. Locally our University of Bradford Institute of Cancer Therapeutics received funding for PhD scientists' cutting-edge research into camouflaged drug treatments for prostate cancer. Other funding included partnering Alzheimer's Research UK, British Heart Foundation, Diabetes UK. By nurturing the talent of young scientists and providing the funding necessary for them to become experts in their fields, Freemasonry is enabling the research breakthroughs of tomorrow.

APPENDIX B

QR CODES for Festival Payments

One Off Single Payments



Regular Payments



APPENDIX C

Setting up a Freemasonry Gives Sponsorship Page

FESTIVAL FREEMASONRY GIVES PAGE SET UP

Create your own Sponsorship for a Festival Event to allow people to directly sponsor you.

Anyone donating to your page has the amount they contribute counted towards their own Patronage Levels.

How to set up a Freemasonry Gives Sponsorship Page

Visit: www.mcf.org.uk and click as follows

- a) Top of Page - 'Support Our Work'.
- b) Click on 'Festivals'
- c) Find - Yorkshire, West Riding 2028 Festival
- d) Click on 'Donate or Fundraise'
- e) Click on 'Become a Fundraiser'
- f) Click on 'Register' Go through the Form and it will allow you to upload a Photo and write a script about what you are doing, why you are doing it, what you are hoping to raise and how challenging it will be.

This needs to be 'THE HOOK' to draw people in to sponsor you - so the more explicit and emotive the Better!!

Once you have created your Masonic Giving Page, you can create a QR Code by right clicking your mouse on your created page which then produces a QR Code.

Use the QR Code on all publicity, as it is a simple and fast way to donate to your event. It also claims Gift Aid automatically.

APPENDIX D

EXAMPLES OF SUCCESSFUL FESTIVAL EVENTS

1. ZIP-LINE CHALLENGE

WBRO ROBERT.I.G.COLE APMG
Has been challenged to overcome his
Fear of Heights
And do the
ZIPWIRE
over the Welsh Quarry's
Accompanied by Wbros
Finch, Hanlon & Hoyle
THE FANTASTIC FOUR

ZIPWIRE AREA 2 CHALLENGE
5th JULY 2025

Please Scan and Donate
Its all for a laugh so
GIVE US SOME CASH

**ALL PROCEEDS GOING TO THE
2028 FESTIVAL**

Province of Yorkshire West Riding

APGM Robert Cole and three of his 'Superhero' brethren are testing their nerves by taking to fastest zip line in the world, travelling at speeds of up to 100 mph on a 1.5 km long zip line, at a height of 1,200 feet over Penrhyn Quarry, North Wales.

APPENDIX D Continued

2. 2025 Company of Past Provincial Stewards Ball



The [Company of Past Provincial Stewards](#) is delighted to invite you, your wife or partner, family & friends to the 2025 Stewards Festival Ball to be held at Cedar Court Hotel, Chase Way, Bradford, BD5 8HW on Saturday the 22nd of March.

Last year's event included a hearty charity donation, the opportunity for friends and family to spend time with West Riding Freemasons, and a great deal of enjoyment and laughter from those who attended.

For 2025 we have secured a venue to encourage even greater attendance and will be arranging an equally impressive range of entertainment for our guests.

Funds raised at the event will be for the MDC 2028 Festival. Priced at £40 per person, to book places use the QR Code on poster or use the below link which also details menu options:

<https://fienta.com/the-stewards-festival-ball-103494>

APPENDIX D Continued

3. AREA 2 BALL



The Lodges and Chapters of Area 2 held a fundraising event at the John Smiths Stadium on Saturday 25th May 2024, with over 220 in attendance. The event raised a staggering £2,285 from donated raffle prizes, and an auction raised a massive £7,715 totalling £10,000 for primarily the MCF 2028 Festival and Teddies for Loving Care.

Toastmaster Martin Moorhouse made the event run smoothly giving a professional touch to the occasion.

Great appreciation was shown to W Bro. John Madigan who donated accommodation for a one week stay in Tenerife and to W Bro. Ken Davy who donated accommodation for a one week in Barbados. Ken then amazingly donated an additional week in Barbados for the auction to top up the £10k + result.

Dancing went on until way past midnight which topped off the fantastic evening meal and made it a most enjoyable and memorable fundraiser.

The extremely hard work from the organising team really paid off.

APPENDIX D Continued

4. PIG RACING



Electronic Tabletop Pig Races consist of 8 races with 8 pigs per race (first pig past the finish line wins) and is a brilliant fund raiser as well as being a fantastic fun event for all the family and friends.

Entry Fee: covers cost of entry ticket and food, e.g. pie and peas etc.

Sponsorship: People are often keen to lend support, especially brethren with local businesses who may wish to sponsor a race or provide raffle/auction prizes. Sponsors for each race get to name the Race, e.g. *The Dale Evans Plumbers Handicap*, in a A5 booklet containing the sponsors advert on one side, and the pig names on the other side.

Ownership: You can sell ownership of the pigs for each race at say £2 each and offer a prize to the winning owner (a bottle of wine or box of chocolates etc)

Half Time: Normally after the 4th race there is a break to serve food and also an ideal time to hold a raffle or even an auction (another great way of adding more money to the event)

Auction Race: Hold a 9th race with the ownership of the pigs been auctioned off with a nice prize for the winner (e.g. a meal for two etc.)

What you can expect to raise from a race night with 50 people (minimum):

Profit from sale of tickets 50 X £5 = **£250**

Race sponsors for each race 8 X £50 = **£400**

Sale of Ownership of the pig's night 8 pigs x 8 races at £2 = **£128**

Race Betting (each race 50 x 8 x £1 = £400 (less pay out of 50%) = **£200**
(based bets £1 per race! normally people bet a lot more!)

Total Income - 50 guests (£928) minus cost of the organiser £200 = **£778**
(plus, whatever you raise from the raffle and/or an auction)

A pig provides great potential to raise funds whilst having a fun time with family and friends and introducing friends to Freemasonry.

Remember, the more, you put in, the more you get out!

