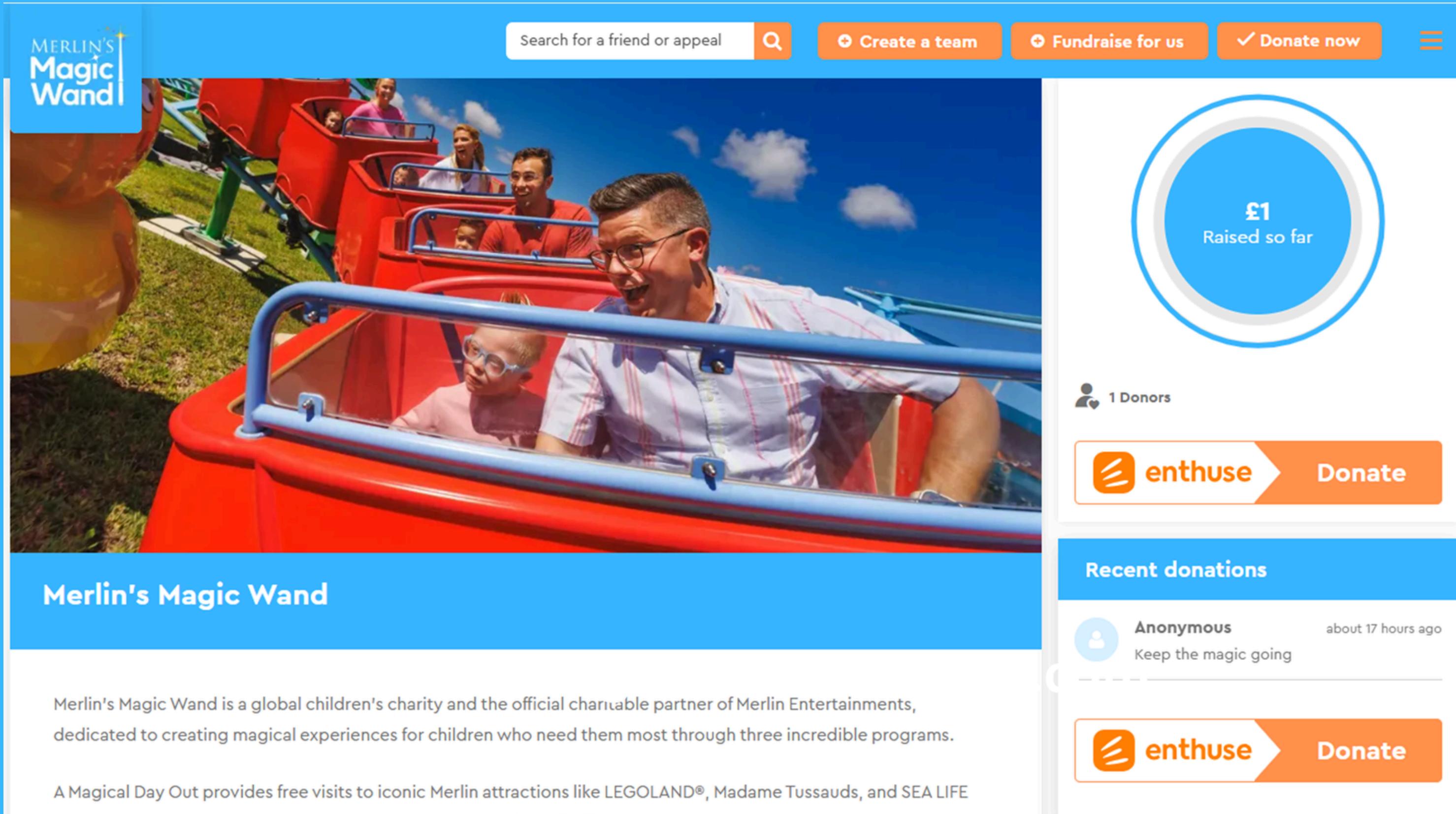




# HOW TO USE enthuse



# GO TO MERLINSMAGICWAND.ENTHUSE.COM



The image shows a screenshot of the Merlin's Magic Wand charity website on a web browser. The top navigation bar includes a search bar, buttons for 'Create a team', 'Fundraise for us', and 'Donate now', and a menu icon. The main content area features a large image of a group of people, including children, riding a roller coaster. Below this, a section for 'Merlin's Magic Wand' is displayed, with a brief description of the charity and its programs. To the right, a donation summary shows £1 raised so far, 1 donor, and a 'Donate' button. A 'Recent donations' section shows an anonymous donation from 'Anonymous' made 'about 17 hours ago' with the message 'Keep the magic going'. At the bottom, there are 'enthuse' and 'Donate' buttons.

**Merlin's Magic Wand**

Merlin's Magic Wand is a global children's charity and the official charitable partner of Merlin Entertainments, dedicated to creating magical experiences for children who need them most through three incredible programs.

A Magical Day Out provides free visits to iconic Merlin attractions like LEGOLAND®, Madame Tussauds, and SEA LIFE

Search for a friend or appeal 

 Create a team  Fundraise for us  Donate now 

**£1 Raised so far**

1 Donors

 **enthuse** 

**Recent donations**

 **Anonymous** about 17 hours ago  
Keep the magic going

 **enthuse** 

# CHOOSE HOW YOU'D LIKE TO FUNDRAISE

## CAMPAIGNS (OR 'EVENTS')



A broad fundraising initiative created by Merlin's Magic Wand that supporters can contribute to, such as a walkathon or appeal for a specific time or goal.

## TEAM FUNDRAISER



A group of fundraisers working together towards a common goal, combining their efforts to raise more. For example, a fun run or Sky Dive.

## FUNDRAISING PAGE



An individual's personal page where they collect donations and share their story as part of a team or campaign.



Team fundraiser



Fundraising pages

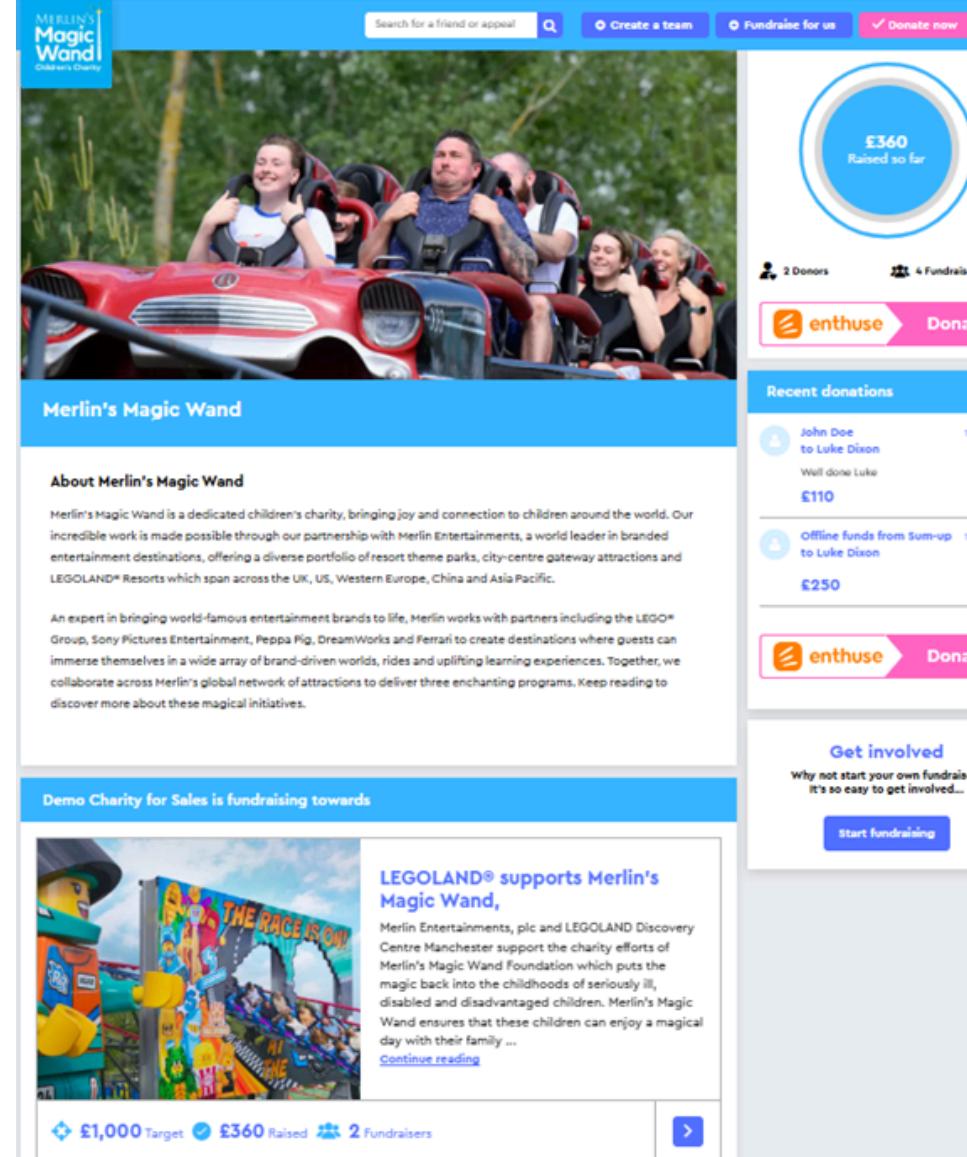


Fundraising pages



Fundraising pages

# HOW TO CREATE CAMPAIGNS / EVENTS



**Merlin's Magic Wand**

**About Merlin's Magic Wand**

Merlin's Magic Wand is a dedicated children's charity, bringing joy and connection to children around the world. Our incredible work is made possible through our partnership with Merlin Entertainments, a world leader in branded entertainment destinations, offering a diverse portfolio of resort theme parks, city-centre gateway attractions and LEGOLAND® Resorts which span across the UK, US, Western Europe, China and Asia Pacific.

An expert in bringing world-famous entertainment brands to life, Merlin works with partners including the LEGO® Group, Sony Pictures Entertainment, Peppa Pig, DreamWorks and Ferrari to create destinations where guests can immerse themselves in a wide array of brand-driven worlds, rides and uplifting learning experiences. Together, we collaborate across Merlin's global network of attractions to deliver three enchanting programs. Keep reading to discover more about these magical initiatives.

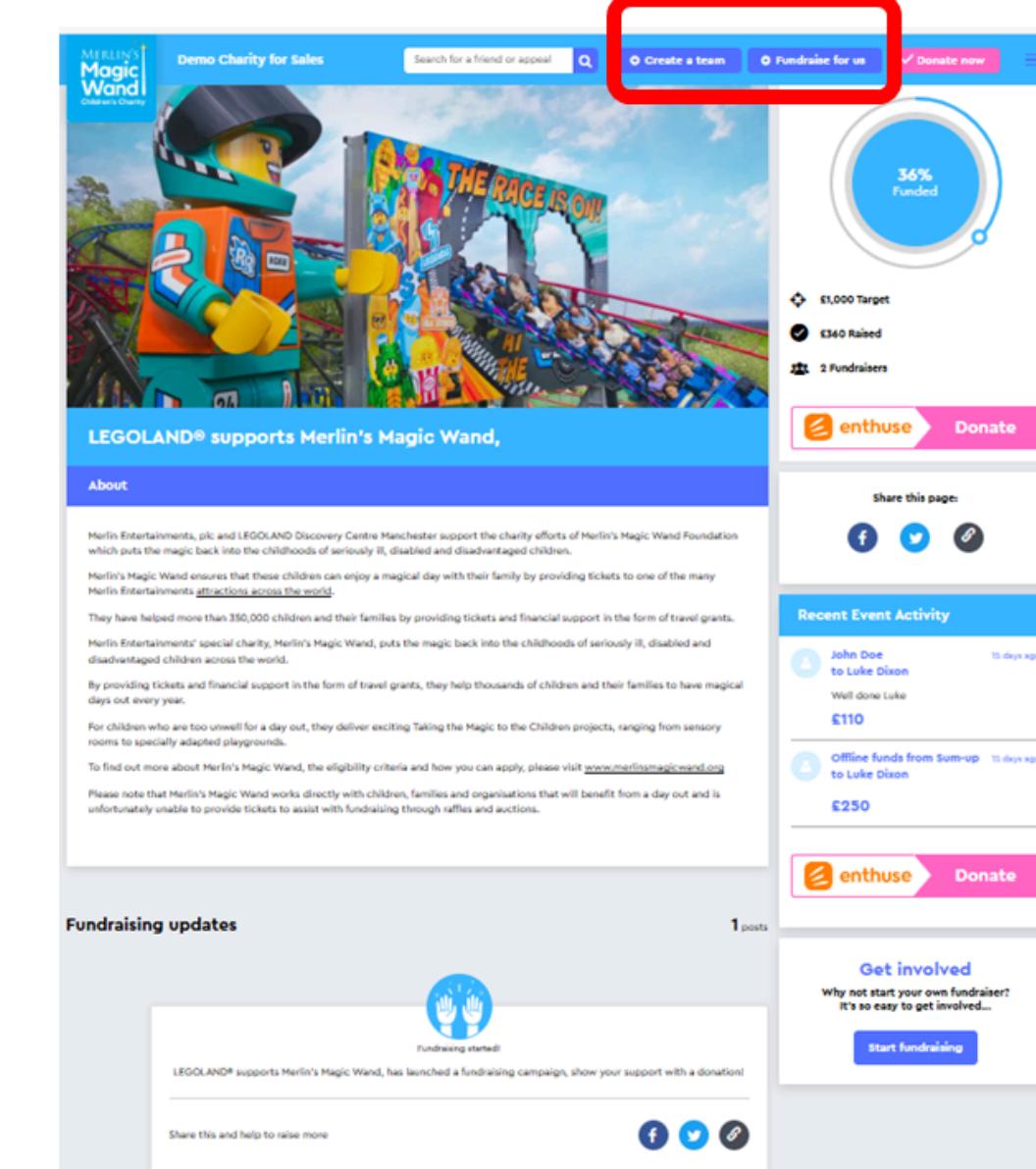
**Demo Charity for Sales is fundraising towards**

**LEGOLAND® supports Merlin's Magic Wand,**

Merlin Entertainments, plc and LEGOLAND Discovery Centre Manchester support the charity efforts of Merlin's Magic Wand Foundation which puts the magic back into the childhoods of seriously ill, disabled and disadvantaged children. Merlin's Magic Wand ensures that these children can enjoy a magical day with their family ...

[Continue reading](#)

**£1,000 Target** **£360 Raised** **2 Fundraisers**



**Demo Charity for Sales**

**LEGOLAND® supports Merlin's Magic Wand,**

**About**

Merlin Entertainments, plc and LEGOLAND Discovery Centre Manchester support the charity efforts of Merlin's Magic Wand Foundation which puts the magic back into the childhoods of seriously ill, disabled and disadvantaged children. Merlin's Magic Wand ensures that these children can enjoy a magical day with their family by providing tickets to one of the many Merlin Entertainments attractions across the world.

They have helped more than 350,000 children and their families by providing tickets and financial support in the form of travel grants. Merlin Entertainments' special charity, Merlin's Magic Wand, puts the magic back into the childhoods of seriously ill, disabled and disadvantaged children across the world.

By providing tickets and financial support in the form of travel grants, they help thousands of children and their families to have magical days out every year.

For children who are too unwell for a day out, they deliver exciting Taking the Magic to the Children projects, ranging from sensory rooms to specially adapted playgrounds.

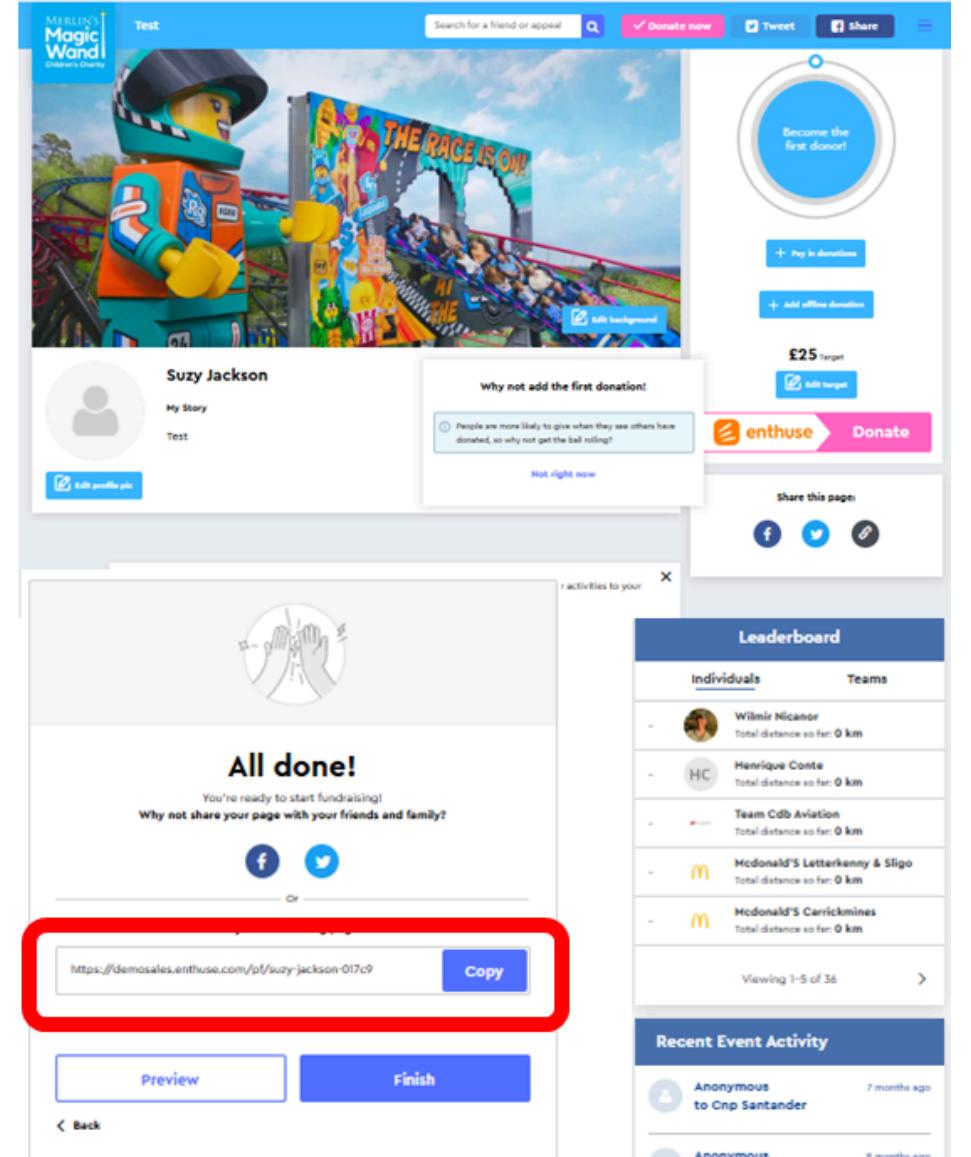
To find out more about Merlin's Magic Wand, the eligibility criteria and how you can apply, please visit [www.merlinsmagicwand.org](#)

Please note that Merlin's Magic Wand works directly with children, families and organisations that will benefit from a day out and is unfortunately unable to provide tickets to assist with fundraising through raffles and auctions.

**Fundraising updates**

**Get involved**

[Start fundraising](#)



**Test**

**Suzy Jackson**

**My Story**

Test

**Why not add the first donation?**

People are more likely to give when they see others have donated, so why not get the ball rolling!

[Not right now](#)

**Share this page:**

**Recent Event Activity**

**John Doe** to **Luke Dixon** 10 days ago  
Well done Luke  
£110

**Offline funds from Sum-up** to **Luke Dixon** 10 days ago  
£250

**enthuse** **Donate**

**Get involved**

[Start fundraising](#)

**All done!**

You're ready to start fundraising!

**Why not share your page with your friends and family?**

**Leaderboard**

Individuals	Teams
Wilimir Nicanor	Total distance so far: 0 km
HC	Total distance so far: 0 km
Team Cdb Aviation	Total distance so far: 0 km
M McDonald's Letterkenny & Sligo	Total distance so far: 0 km
M McDonald's Carrickmines	Total distance so far: 0 km

Viewing 1-5 of 36

**Recent Event Activity**

**Anonymous** to **Cnp Santander** 7 months ago

**Anonymous** 8 months ago

**Personalised URL:** <https://demosales.enthuse.com/pl/suzy-jackson-017c9> **Copy**

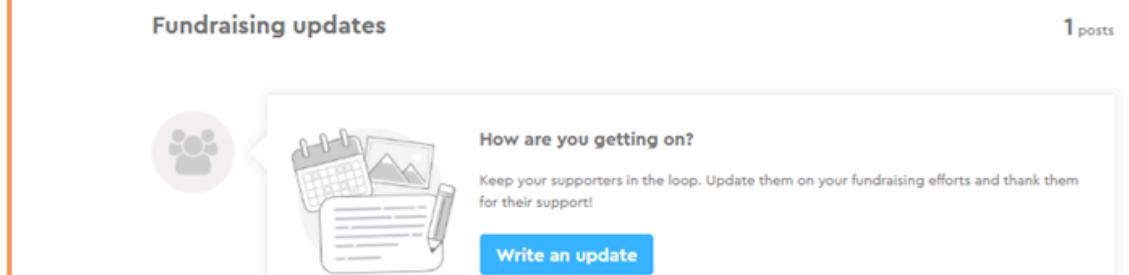
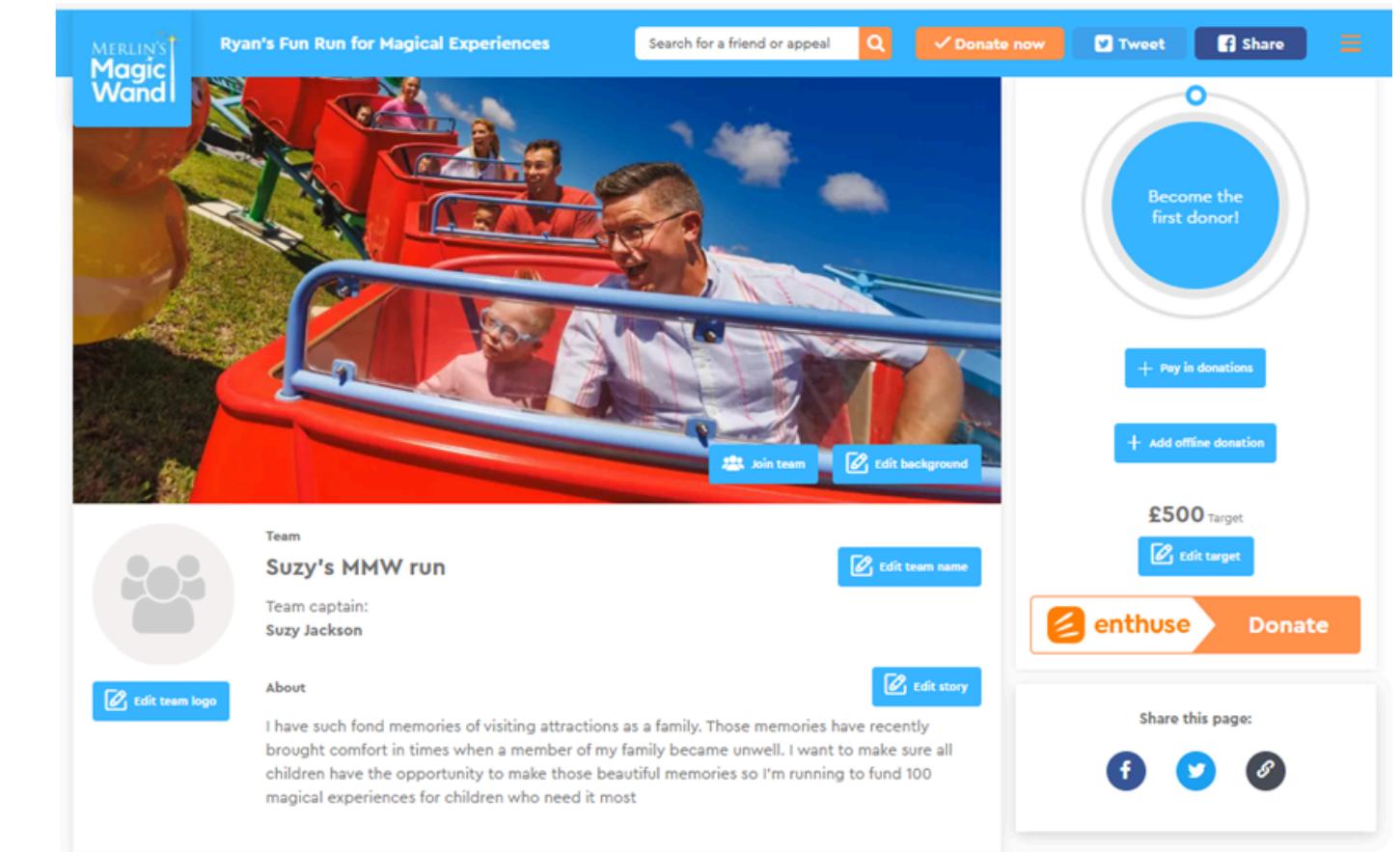
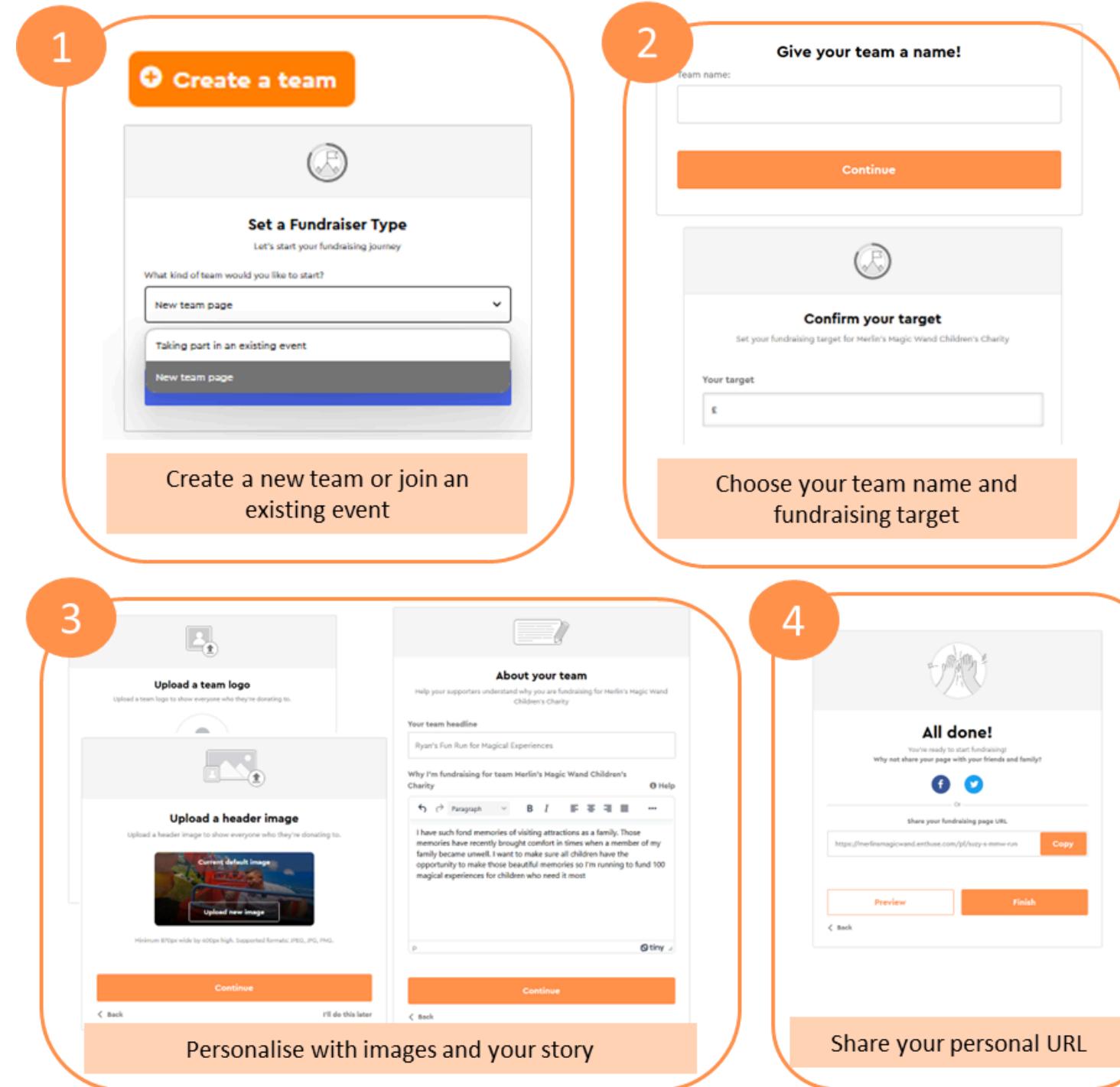
**Preview** **Finish**

Campaigns can only be set up by the MMW team. Contact us [fundraising@merlinsmagicwand.org](mailto:fundraising@merlinsmagicwand.org) if your fundraiser is a campaign

To fundraise for a campaign, select 'Teams' or for individuals, "Fundraise for us" and choose "Taking part in an existing event" when prompted.

Share your auto generated personalised URL link to your team or page and keep an eye on the campaign for leaderboards and updates.

# CREATE AND MANAGE A TEAM FUNDRAISER



Keep your page updated. You can add offline donations and pay in donations so if you have different income streams, you can keep your total in one place

# CREATE INDIVIDUAL FUNDRAISING PAGES

Ryan's Fun Run for Magical Experiences

Search for a friend or appeal   Donate now  Tweet  Share

**Become the first donor!**

+ Pay in bank account   
+ Add offline donation

£500 Target  Edit target

**enthuse**  **Donate**

**Share this page:**

**Team**  
**Suzy's MMW run**  
Team captain: Suzy Jackson  Edit team name  
 Edit team logo  
 Edit story

I have such fond memories of visiting attractions as a family. Those memories have recently brought comfort in times when a member of my family became unwell. I want to make sure all children have the opportunity to make those beautiful memories so I'm running to fund 100 magical experiences for children who need it most

**Fundraising updates**  
1 posts

How are you getting on?  
Keep your supporters in the loop. Update them on your fundraising efforts and thank them for their support!  Write an update

If you are joining a team, go to their page and click here

If this is your own fundraiser, not connected to another event or team, click here. The set up and management is the same as for TEAM

Search for a friend or appeal   Create a team  Fundraise for us  Donate now

**£1 Raised so far**

1 Donors

**enthuse**  **Donate**

**Recent donations**

Anonymous about 17 hours ago  
Keep the magic going

**enthuse**  **Donate**

Merlin's Magic Wand

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# IDEAS FOR MESSAGING

We're absolutely delighted that you've chosen to fundraise for Merlin's Magic Wand. Your efforts truly make a difference in helping us bring joy, play, and magical experiences to children facing illness, disability and adversity.

Below are a few ideas to help you write the messaging for your fundraising page:

## **Introduce yourself**

"Thank you for visiting my fundraising page. My name is [insert name], and I will be [insert challenge or activity] to raise awareness and sponsorship for Merlin's Magic Wand."

## **Tell people who we are**

"Merlin's Magic Wand is a children's charity dedicated to bringing the magic and joy of Merlin's attractions to children facing illness, disability or adversity."

## **Share your 'why'**

This is where you explain what inspired you to take on your challenge or support the charity.

For example:

"I chose to support Merlin's Magic Wand because [insert your motivation, story, or connection]."

# THANK YOU!

Thank you so much for choosing to support Merlin's Magic Wand.

Your dedication, energy, and enthusiasm mean the world to us. Every fundraiser helps bring joy, play, and magical experiences to children facing illness, disability or adversity. We truly couldn't do it without you.

If you have any questions, need guidance, or would simply like to share your fundraising story with us, we're always here to help.

Get in touch:

 Email: [fundraising@merlinsmagicwand.org](mailto:fundraising@merlinsmagicwand.org)

 Website: [merlinsmagicwand.org](http://merlinsmagicwand.org)

Thank you again for being part of the magic!



[@merlinsmagicwandofficial](https://www.instagram.com/merlinsmagicwandofficial)



[Merlin's Magic Wand Charity](https://www.facebook.com/merlinsmagicwandcharity)



[Merlin's Magic Wand](https://www.linkedin.com/company/merlin-s-magic-wand/)