



FUNDRAISING ADVICE

The thought of fundraising can be a daunting one – so do not panic! Fundraising can be as challenging as the trek itself, but it can also be as much fun and as rewarding.

Here are some ideas and information to help you generate sponsorship support and set you on your way to fundraising success!

Contact Your Charity

- ❖ As soon as you decide to take part in this challenge you should contact the charity you will be raising funds for and let them know. They will be very grateful for your support, as it is people like you who enable them to carry on with their work.
- ❖ Check that you have the registered charity number of your chosen charity, as it must be included on all written materials you use in your fundraising.
- ❖ Ask them for any literature, posters, flyers they have which you can include in any letters you write asking for sponsorship, have at any events you are planning to organise to raise funds and carry with you if doing a collection or asking for donations.
- ❖ If you are planning to do a collection you will need a sealed collecting tin and an identity badge from the charity – they should be willing to provide you with this.

Ask Everyone!

- ❖ Do not be afraid to ask everyone you know – friends, family, work mates, members of the sports team you play for, old school friends, your hairdresser! Remember – don't ask, doesn't get!
- ❖ When you start your sponsorship form try and set an example by beginning with a large sponsor – hopefully other people will follow suit.
- ❖ Never be afraid to ask people to sponsor you – charities rely on people like you to continue with their excellent work. Most people will give to charity but only when asked. Explain what you are fundraising for so people know

The One To One Project, Carradine House, 237 Regents Park Road, London N3 3LF.

Tel: 020-8343 4156 Fax: 020-8343 2119

www.one-to-one.org email: admin@one-to-one.org Registered Charity 801096

Patrons: Dame Judi Dench, Sir Harry Solomon, Thomas Black.

Project Director: Rita Eker MBE

where their money is going – maybe carry a pamphlet from the charity round with your sponsor form.

- ❖ Take your sponsorship form everywhere, you never know when you may bump into someone who may sponsor you – even when training, trekkers can be a friendly bunch and if you explain why you are out walking they may dig deep for your cause.
- ❖ If people cannot afford to donate money to your cause they may be willing to donate their time and energy. Taking part in a sponsored swim may not be your best friend's cup of tea, but she may help you organise a car boot sale and donate half her record collection.
- ❖ Do not feel guilty about asking people for money – you are not asking to go on a holiday! This is a challenge from beginning to end, firstly raising money for your charity, secondly training for months in the run up to the event and then trekking for a week – you deserve support!

Corporate Support

- ❖ Start with where you work. See if your company will match the amount you raise pound for pound. Many companies implement this kind of scheme for donations made to registered charities by their employees. It is a fantastic way of increasing your sponsorship. If your employer does not offer this then investigate if your partner's does.
- ❖ Target local businesses and organisations for support. This may be more successful than targeting national companies, many of which support a set group of charities each year and would be unable to help you. If you have a link or contact, however tenuous, with a company expand on that. Write to them asking if they will be willing to sponsor you. Always get the contact name you should address the letter to – you should be able to get this by phoning the main switchboard of an organisation. After you have sent the letter chase this up with a phone call. Many companies receive letters every day asking for donations – make sure yours doesn't get lost in the pile!
- ❖ As well as a monetary donation you can also ask them to donate a raffle prize or provide any resources you may need for an event you have planned. For example, if you are well known at your local sandwich shop because you have been going there for lunch for the past year, they may provide the refreshments for an event you have organised.
- ❖ In your correspondence always enclose details of what you are raising funds for – a challenge of a lifetime! – together with information about the charity and the work they do.
- ❖ Think what you can offer the company in return for their help. Many companies are always on the look out for good publicity! Offer to mention them in any articles you may have in the local newspaper or radio station. Say you'll wear their company T- shirt on the event and will write an article for their in- house newsletter on your return with photos of you on the challenge. Offer to go to the company and speak about what you are doing or do a presentation on your return of your experiences. If a company helps

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with a particular event promise them a mention in the programme or their logo on the tickets.

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Publicity

- ❖ Make your fundraising cause known to as many people as possible – the more people who know the more money you will raise.
- ❖ Word of mouth – this is one of the best ways to make your cause known. Tell everyone you can think of what you are doing and try and get all your friends and family to do the same. People are far more likely to go along to an event if they know someone else that is going.
- ❖ Posters and Flyers – these are a relatively cheap and simple way to publicise your cause and any events you are organising. Display them everywhere you can think of – your windows at home, your place of work, your gym, your local pub.
- ❖ Radio and the Press - local press is often interested in stories of people within their area, especially something a bit out of the ordinary. Send them a press release about what you are doing or a fundraising event you are organising. Make sure they mention how people can donate money to your cause or find out more about what you are doing.

Fundraising can be fun – although it is for a serious purpose!