



## 9 Tips on Raising the Sponsorship Minimum

We know that one of your concerns will be raising the required sponsorship minimum.

The following tips will help you to successfully approach potential sponsors.

1. If you are an old hand at this type of thing then please email us your ideas and help all our trekkers reach the maximum amount of sponsorship possible for their trek.
2. It's always best to start with people you know, but that doesn't mean you should rule out acquaintances, friends of friends or business associates.
3. It's much more effective to ask potential sponsors in person first rather than by letter. The letter can then be used as a back-up or reminder.
4. Don't be embarrassed to approach people that you wouldn't normally expect to be interested (e.g. acquaintances or business contacts) -you will be surprised by their response!
5. Always include a stamped-addressed envelope - it will increase the probability of a response.
6. Ask your company to sponsor you -they may even operate a matched giving scheme, which means they will match your fundraising £ for £!
7. Don't be reticent about telling potential sponsors that you have to raise a minimum of £1,800. You may of course decide to set yourself a higher

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target. Use your target to encourage your sponsors to give as much as possible.

8. Make sure you approach absolutely everyone you know. The more people you ask, the more sponsorship money you will raise!
9. Direct potential sponsors to our Web site so they can read for themselves what we do and what you are doing to raise money!