

# FUNDRAISING HINTS AND TIPS



## PUT THE FUN INTO FUNDRAISING

Try these great ideas...

- With such an exciting Challenge you should find fundraising a lot easier than you expect. The trick will be to let your local fundraising events work for you.
- [www.RaisingFunding.co.uk](http://www.RaisingFunding.co.uk) - everyone is involved in raising funds at some time; this site gives clear information about the regulations, the pitfalls and offers some great fundraising ideas.
- "FUNDEO" have a huge variety of games and fundraising ideas that will enable you to quickly reach your target! When ordering your pack, please quote referral code "GAC11" to receive your discount!! Click on the icon and start your 'fun-draising' today!
- It is a good idea to try to combine more than one fundraising idea at one event. For example, hold a raffle during your Karaoke night, or shave your head for a local pub-crawl. Remember - original ideas create interest!
- Why not arrange a race night in aid of your chosen Charity. Remember - it is best to treat this primarily as a social event, encourage as many as possible to attend and the rest will take care of itself.
- Try to persuade local pubs, businesses, restaurants and theatres to donate prizes, or ask local stores to allow you to collect or pack shopping bags with friends and family.
- It is certainly a good idea to take your sponsorship forms wherever you go - you never know who might be willing to sponsor you!
- Approach organisations such as local youth clubs, Women's Institutes, Rotary Clubs, Lions Clubs to see if they can help you.
- Press releases to local newspapers not only advertise the fundraising events you are holding for the Challenge, but also create more interest from local individuals and businesses who may be willing to donate prizes or help through sponsorship.
- Try approaching local banks, libraries, shops and schools. They may be willing to gather sponsorship money for you. You could do a presentation to them about your challenge and gain more support.

## WHERE YOU WORK

- Find out if your Company has a newsletter or magazine that could circulate an article about the Challenge and the events that you are holding to fundraise for it.
- Advertise on your staff notice board. If your Company has an email or internet facility find out if you will be able to use it to help spread the word about the event you are taking part in.
- Approach your Company and see if they will actually sponsor you for the event. Ask them if they will donate a pound for every pound that you raise, helping you to double your total! Some companies match your sponsorship meaning you may only have to raise half the amount.
- Ask suppliers to your Company whether they may be willing to sponsor you on the Challenge. Remember - they rely on your Company for business and are often found to be a good contact and very supportive with sponsorship. Make sure that you ask your employer first before contacting people - check this is not against Company policy.

## LOCAL MEDIA COVERAGE

- Talk to local newspapers to see if they would be willing to write a news story about you. Through this you can advertise your fundraising efforts and thank your Company Sponsors. If they take a picture you could wear a t-shirt bearing the Company Logos of those who are sponsoring you.
- Approach your local radio station and try to persuade them to give you some air time. They could interview you to discuss the Challenge: a before and after story would be a really good idea and may create local interest.
- Try to get yourself in as many newsletters as you can, through friends and family, clubs you may belong to - in fact any organisation that will help you to raise local interest about what you are doing and increase your potential for sponsorship.

