

# SACCR

## Fundraising Tips and Ideas



### **Start as soon as possible**

Quite simply, the sooner you start, the more you will collect. Carry a sponsorship form with you at all times!

### **Get Sponsorship online**

Set up your own sponsorship page. Go to [www.justgiving.com/sacccr](http://www.justgiving.com/sacccr) and follow the simple online instructions. Make sure to tell people which route you are doing and why, and remember to upload a picture of yourself so people visiting your page know they have got the right person. Then email your friends and family and ask them for a donation. However, don't email all your friends at once - if you send the same email to too many people at the same time some spam filters will block it. Make sure you send the first emails to your most generous friends - a high donation at the top of the list will encourage others to be generous too.

### **Sponsorship forms**

The same advice applies to conventional sponsorship forms. People are usually quite willing to sponsor you but are often unsure of how much to give. So a high donation at the top of the form will encourage other sponsors to match it! Always try to collect sponsorship money when you ask for it – it is much easier than collecting pledges in after the event.

### **Gift Aid**

If your sponsors are UK taxpayers please encourage them to tick the Gift Aid box on the sponsorship form and provide their full name, home address, house number and postcode. Doing so will mean that we can claim back 25p in every £1 they give at no extra cost to them.

### **Matched Giving**

Many companies are willing to match money raised by their employees through a matched giving scheme. So why not ask and see if your company operates such a scheme. If they don't they may at least be able to offer a donation from their charity budget. Don't be afraid to ask.

### **Email auto – signature**

You might like to add a line on what you are doing to the bottom of your emails to raise awareness of your escapades among your friends and colleagues. Why not add something like "I'm taking part in the St Albans Charity Cycle ride. Would you like to sponsor me?" If you have set up a Justgiving site, you could even put a link straight to your online sponsorship page.

### **Friends, family and colleagues**

Hand out sponsorship forms to friends, family and work colleagues to fundraise on your behalf. Make the most of social occasions, when people are naturally in a more generous mood! Or if you are already going to an office party or away day why not use it as a fundraising opportunity.

### **Suppliers, clients and business contacts**

Write or email your key suppliers, clients, business contacts or other local companies asking them for support. Often communications that include a simple and direct request are most effective. Tell them your sponsorship target, then work out what donation you would like from them to help you reach your total. It is always a good idea to include some information about the event and a self-addressed envelope so that it is easy for sponsors to respond. You will find a template letter and email on the SACCR website ([www.sacccr.co.uk](http://www.sacccr.co.uk)) which can be easily tailored to your needs.

### **Follow up**

Remember to send your sponsors an email thanking them for their support and don't be afraid to email them again as the event nears to tell them how your training and fundraising is going. They may even give a little extra to help you to your target.