

# FUNDRAISING HINTS AND TIPS



## PUT THE FUN INTO FUNDRAISING

Try these great ideas...

- [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.
- Use your time at home to have a sort-out, and sell anything you no longer need and there's no better time for a sort out, with most of us spending more time than usual indoors! Now's your chance to clean out the spare room, refresh your wardrobe or even... tidy under the bed! You're bound to come across belongings that you no longer need but that someone else may be looking for – so get sorting!
- Donate what you're not spending money on. This is a simple one! If like most of us, you're working from home then you're likely to be saving money on fuel or travel fare. Set aside what you'd usually spend every week – you'll be surprised how quickly it adds up. If you usually walk to work and grab a coffee or a muffin on your way in, then the same rule applies - get saving!
- Hold a virtual pub quiz or coffee morning. One of the toughest parts of social distancing is missing friends and family that you're used to seeing regularly – all the more reason to take your usual activities online! Round up your friends for a Zoom pub quiz – if everyone donates what they'd usually spend on drinks, then your sponsorship will add up quickly. If a coffee morning is more your thing, then you can take that online too!
- Share your skills - are your cake-making skills the envy of your friends and family? Or could you not tell the difference between a loaf tin and a brownie pan... Either way, those close to you would likely love to see you put your skills into action! Get on Facebook Live and ask for sponsorship in exchange for a live demo of your favourite recipe, or for seeing you make your first-ever cake... Just stay safe, and test the smoke alarm first.

## WHERE YOU WORK

- Find out if your Company has a newsletter or magazine that could circulate an article about the Challenge in the hope for colleagues to sponsor you.
- 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.

