

# Fundraising Tips

*How to ensure that your event raises as much as possible for disadvantaged young people*

**Call Thomas Foundation for Young People**  
Make sure that your fundraising page is **personal** to you and explains why you're supporting us. People are more likely to show their support when they understand what you're doing.

**Call Thomas Foundation for Young People**  
Personalise your ask as well as your fundraising page. You are much more likely to get a response if you **target** your requests rather than sending out a blanket email.



**Call Thomas Foundation for Young People**  
Never underestimate the power of social media. Use every opportunity to **promote** your Everyday Hero fundraising page. E-mail signatures, Facebook, Twitter, WhatsApp, BBM, YouTube and Skype are just a few places where you can post the link to your friends and family.

**Call Thomas Foundation for Young People**  
Don't be afraid to ask for money! You are raising money to help transform young lives, so there is no need to be shy about asking people to donate. We often find people are more than happy to sponsor but they just forget, so **gentle reminders** here and there are needed!

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Give your donors different options how donations can be made. Not everyone is into digital fundraising so make sure they know they can always hand over cash or complete your **sponsorship form**.

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Think of ways to raise funds which don't mean asking people for sponsorship: host a **bake sale**, or a **face painting** afternoon for children. Small events add up that people can attend and put all money raised towards your target.

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When people do donate, ask them to **'advertise'** their donation, which can be done through Facebook or Twitter. This will help to encourage others.

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For any fundraiser, **preparation is key**. Make sure you keep in touch with the Foundation office and check the **Resources page** regularly for planning and event resources.

**Call Thomas Foundation for Young People**  
Remember your **Everyday Hero** online giving page can be used as a blogging tool. **Upload pictures and posts** to keep your supporters engaged with your fundraising.

**Call Thomas Foundation for Young People**  
Remember to ask UK taxpayers to include their **home address** when they tick the **Gift Aid** box to increase their donation by 25%. We can't claim Gift Aid on business addresses or no address at all.

**Call Thomas Foundation for Young People**  
**Know your cause**. When trying to raise money, people will want to know who what when and why.

**The who** is easy – its you!

**The what** is your challenge or event.

**The when** – simple, the date

**The why** is all about you again: your reason for cycling to work or jumping out of a plane.

**Call Thomas Foundation for Young People**  
A great day to sell tickets or ask for sponsorship is **pay day**.

**Call Thomas Foundation for Young People**  
Carry your sponsorship form everywhere you go, so you **don't miss an opportunity**.

**Call Thomas Foundation for Young People**  
Letting the local media know about your fundraising will **raise awareness** and could generate support from the local community.

**Call Thomas Foundation for Young People**  
If you're hosting an event, try to get some **local celebrities** to come and support you.

