

Fundraising tips

How to ensure that your event raises as much as possible for disadvantaged 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.

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.

Never underestimate the power of social media. Use every opportunity to **promote** your 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.



Don't be afraid to ask for money! You are raising money to help create brighter futures for young people, so there is no need to be shy about asking and reminding 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!

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

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

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

If you are not doing a challenge event but are looking to host a fundraiser for the Foundation then **preparation is key**. Make sure you get in touch with the Foundation office as we can help you every step of the way from budgets to prizes! We are a resource here for you so make sure you use us.

Use the information in this pack. **Every £ or € helps** will **explain** where their funds will be going.

Know your cause. When trying to raise money, people will want to know **who, what, when** and **why**.

Who is easy – its you!

What is your challenge or event.

When – simple, the date

Why is all about you again, your reason and motivation for putting on a ball or for jumping out of a plane. Tell people why you are supporting the Foundation and our work with young people.

A great day to sell tickets or ask for sponsorship is **pay day**.

Carry your sponsorship form everywhere you go, so you **don't miss an opportunity**.

Letting the local media know about your fundraising will **raise awareness** and could generate support from the local community.

If you're hosting an event, try to get some **local celebrities** to come and support you.

