



Great wall of China-Trek

Fundraising tips

To raise your fundraising target may seem like an impossible challenge right now – but fear not! As soon as you register, we will send you a detailed fundraising pack that is full of ideas and advice. Our Fundraising team will also provide you with an array of fundraising materials and on-going support to ensure that you meet and even exceed your target!

[Follow these simple steps to get you started...](#)

Step 1: Check what the minimum sponsorship target is for your challenge and get started – don't delay - the sooner you get going the better.

Step 2: Planning & dedication – make a list of all the people you could approach, the events you would like to hold and the sponsored activities you could do.

Step 3: Delegate – never underestimate the value of volunteers and helpers. They could have hidden talents, hobbies, event-organising skills and the ability to access untapped donors. Let your friends, family and colleagues decide how they would like to help and get them involved.

Step 4: Budget – don't spend lots of time and money on an event or activity with only small returns.

Step 5: Who to ask for support? Friends and family, colleagues, neighbours, your employer, business contacts, clubs and associations you belong to. Don't forget to write, phone, email and speak to everyone you know to get their support, whether it is for a donation or a raffle prize. If you don't ask you don't get!

Step 6: Fundraise Online – Go online at www.justgiving.com and set up an online sponsorship fundraising page that allows you to collect donations from sponsors anywhere in the world, instantly and securely. You can personalise your page with a message, photo, blog and email it to everyone you know. Sponsors can use credit and debit cards to donate or pledge, and they can monitor your progress at any time.

Step 7: Be Innovative - Instead of asking someone outright to put their hands in their pockets and give you cash, why not give them something back in return. Fundraising events are a great way of raising significant amounts of money in a short period of time and a legitimate excuse for bringing people together for a great night. If you put your mind to it, the possibilities are endless.

Step 8: Fundraising at work - many companies now work on a match-giving scheme whereby the company matches any money raised by you. Offer to wear a t-shirt with a company logo on your challenge in return for a donation

How you could reach your target:

It is useful to break down your target into more achievable sums – by doing this you not only identify the events or activities that are worth pursuing but also makes you realise that reaching your target is not that impossible after all!

For example:

Sponsorship pledges from family, friends & colleagues	£500
Event (party, garden party)	£650
Car boot sales/bring & buy sales	£400
Collections outside your local supermarket	£300
After work pub quiz	£300
Raffle or auction at your events	£250
Sponsorship from your company	£200
Collection box placed in your local post office & corner shop	£150
TOTAL	£2,750

And finally... Remember to thank everyone who has supported you for their time and sponsorship.