

Raising Sponsorship for Headway

Thank you for supporting Headway East Northants – the brain injury association. Listed below are some tips to help you make your fundraising easier and more effective.

Good luck!

Getting Sponsorship

Don't be afraid to ask people to support you. After all you are not asking for yourself - you are raising money to provide support and services to improve the lives of people with brain injuries.

Start early and be persistent - really successful fundraisers have thick skins! Think of everyone you know as a potential sponsor – family, friends, and work colleagues. People that you least expect to may surprise you!

Start with your best sponsors first. If you start your sponsorship form with a £10 pledge, others are likely to follow suit. Give your sponsors the choice of donating there and then (which will save you a great deal of time) and pledging (which means you will need to chase them up after the event).

Develop a team of fundraisers among family, friends and colleagues to support your fundraising. You don't have to do all your fundraising personally, give copies of your sponsorship forms to your supporters and ask them to get pledges on your behalf! Be sure to write in your name, address and telephone number on the form so that copies will get back to you.

Make a list of all your social circles and peer groups: family, friends, sports club, School (including PTAs), work colleagues, clients etc. Then list individuals in each group and decide how to contact them.

Flag up your fundraising efforts in your e-mail signature so that you can keep reminding everyone you know about your fundraising!

Gift Aid it!

Ask your sponsors to fill in their name, home address with postcode and tick the Gift Aid box if appropriate. Under this scheme, the government will increase the value of each donation by 25 per cent, but we must have their home address. So, by ticking the Gift Aid box, a UK taxpayer's pledge can increase by nearly a third – at no extra cost to your sponsor.

Create a Virgin Fundraising page for online donations.

The Virgin Money Giving Website makes it easy for you to receive online donations. We would encourage you to use the Virgin Money Giving Website as it guarantees us gift aid donations, people who want to sponsor you can do so quickly and easily

and they collect the money so you don't have to chase anyone. Once they have donated you can forget about it and concentrate on your training.

See the attached Virgin Fundraising fact sheet. It's really easy.

You can then direct everyone in your email address book to your page and they can sponsor you online using their debit and credit cards.

Getting Company Support

Think about your own workplace or other local companies who might be able to give you sponsorship or raffle prizes for fundraising events.

If you are in business or have contacts in businesses, focus on boardrooms and managers with access to budgets. Within your own company, approach your boss to see if the company will match you're fundraising pound for pound.

If you do have contacts inside other companies, use them to solicit corporate donations or gain in-kind support such as auction or raffle prizes.

Let colleagues know what you are doing. Publicise your event in any way you can: on notice boards, in the canteen, via the in house magazine or intranet if you have one.

For people you can't see face-to-face, send a brief letter or, even better an e-mail which is less easy to ignore and may solicit a more immediate response.

Emphasise what you hope to achieve, how Headway will benefit and what you can offer them in the way of publicity. If writing, enclose information about Headway East Northants and follow up with a phone call.

If you are plan on raising sponsorship beyond your friends and family and would like a Headway East Northants Fundraising ID card for the 2010 London Marathon one can be arranged. You will need to send a photo of yourself for the card to:

opportunities@headwayeastnorthants.org.uk

For more information contact Sara Stewart, Services Manager, Headway East Northants, 61 High Street, Irthlingborough, Northants, NN9 5PU. sara.stewart@headwayeastnorthants.org.uk or on 01933 652311.