

Getting sponsored.

A few top tips.

You name it - if it's daft, bold or different enough then people will sponsor you to do it! But getting sponsored for your efforts needn't be another challenge. Just follow our top tips and guide to online fundraising and you'll soon reach your target!



Start as soon as you can

The earlier you start collecting, the more money you are likely to raise.

Carry your sponsorship form at all times

After all - you never know who you're going to bump into!

Approach your most generous sponsors first

Put their amounts at the top of the form. Hopefully this will encourage others to follow suit.

Give copies of your form to others

Ask your family, colleagues and friends to raise sponsorship on your behalf. That way you will cover more people.

Contact those you can't see face-to-face

Relatives and friends living further afield may well be happy to sponsor you. Send them a letter, text or email, letting them know what you are doing and how to sponsor you.

Matching gifts

Talk to your employer about matching what you raise pound-for-pound. Many companies have a budget for this.



Gift Aid

If your sponsors are UK taxpayers, encourage them to tick the Gift Aid box on your sponsorship form or with any online sponsorship. For every pound they give, Keetch will receive up to 25 pence from HM Revenue & customs. Sponsors must supply their full home address and postcode for us to be able to claim the Gift Aid.

Use publicity

Place an appeal for sponsorship in your company newsletter, local community magazine or newspapers around the area. This could increase the money you raise and inspire others to support Keetch too.

If you have particular reasons for organising or taking part in an event, tell us about it as we maybe able to help - by putting you in touch with the press or placing your story on our website. Contact Fundraising on **01582 707940** or email fundraising@keech.org.uk

What happens if I've collected my sponsorship money and can't take part in the activity?

If you have raised your sponsorship money and are then not able to take part in the activity, you must contact your sponsors. Some may be happy for you to still donate the money, but you must give them the option. For further guidance, please contact the fundraising team.

Charity No. 1035089

Our guide to online fundraising...

Using internet fundraising pages and social media like Facebook or Twitter are now very popular ways to get sponsored. Here's a quick guide to some of the ways you can reach people online:

Make a personal fundraising web page

Making your own web page to fundraise is quick and easy to do. There are a number of websites available that help you to do this, two of which are Justgiving (www.justgiving.com) and Virgin Money Giving (www.virginmoneygiving.com).



For both of these, you just follow the simple on-screen instructions and your fundraising page can be ready within minutes. You can then email the link to friends and family, especially those you can't ask in person. They can make a secure donation online, saving you from spending time collecting the money after the event.

Use Facebook

Use your Facebook status to talk about what you are doing and include a link to your fundraising web page for all your friends to see. For an extra push, post the link on their walls.

Look out for other Facebook applications you might be able to use too. For instance, Facebook Connect on JustGiving allows your friends to share your page with their friends after they have made a donation.

Use Twitter

Use Twitter to tell people what you're doing and share your JustGiving page – keep your “tweet” as short and simple as possible. Ask your followers and Keech to “retweet” your link – so it reaches their followers too.

Don't forget to include a hashtag in your tweet if you have space e.g. **#doitforkeech**. Hashtags allow people to search for tweets with a common topic so when they search for this hashtag they'll get a list of related tweets.

Get on YouTube

Make a video – maybe a funny parody of your training, or just you telling the camera what you're doing and why people should donate. Upload to YouTube, then post a link to this from any other social networking sites you use regularly.

Use Flickr or Picasa

Take photos of your training or event and share these on sites like Flickr or Picasa. Show people what you're doing and why they should support you. Don't forget to link to your fundraising page.

Start a blog...

If you've got a story to tell, start a blog about it. Blogs are a great way to share your photos, videos and tweets in one place, keeping all your supporters up-to-date. There are many different blogging providers, such as Blogger and Word Press, so its best to do a little research before deciding the best approach to you.



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