

Fundraising Tips

The following is a summary of fundraising tips to help you raise sponsorship monies:

1. It is always best to start with people you know, then acquaintances, colleagues or business associates. Make sure you approach absolutely everyone you know. The more people you ask, the more sponsorship money you will raise.
2. It is much more effective to ask potential sponsors in person or by phone first rather than by letter. However use a letter where you cannot meet people personally. When writing include a stamped-addressed envelope - it will increase the probability of a response.
3. Don't be shy to approach people that you would not normally expect to be interested (e.g. acquaintances or business contacts) -you may be surprised by their generous response!
4. Ask your employer to sponsor you -the company may even operate a matched giving scheme, which means they will match your fundraising pound for pound, euro for euro or dollar for dollar!
5. Do tell your potential sponsors how much sponsorship you need to raise. You may decide to set yourself a much higher target. Use your target to encourage your sponsors to give as much as possible.
6. Direct potential sponsors to this website (www.balashramtrek.org) so they can read for themselves what we do and what you are doing to raise money!
7. Consider sponsoring yourself either wholly or partly. Give up or reduce something you have been spending money on and save the equivalent money weekly. E.g. cigarettes, alcohol, chocolate!

Here are some examples from previous trekkers to help you:

One trekker who works in a large company visited colleagues, most of whom she had never met before and requested sponsorship. She received sponsorship from 240 colleagues. Nearly every person signed a Gift Aid Form (UK only).

Another trekker sent a personalized email/letter to all of his friends and colleagues explaining what he was doing and who he was helping. As a result of this simple but effective process he succeeded in raising much more than the minimum sponsorship.

Another group of trekkers worked together with friends to think of ways of fundraising in their local community. They held a dinner in a local hall and auctioned items which including paintings that were donated by a local artist. They also held a folk concert with

a raffle. Along with sponsorship from friends, relatives and colleagues they succeeded together in surpassing their minimum target.

Some trekkers who had less time available partially sponsored themselves while some others sponsored themselves for the total amount.

The following are a few other fundraising ideas that you might find useful:

Coffee morning/Afternoon Tea: Prepare with some home baking. Make extra cash with raffles, bring and buy sales and cake stalls.

Clearout Sale: Ask everyone you know for unwanted belongings clothes, books etc and host a garage sale or sell them on Ebay

Barbecue: Add some games and make it a great day with suggested donation per person that attends.

Themed Dance Evening: Have an evening dedicated to 60's 70's or 80's music with guests dressing for the era. Charge an entrance fee. Serve food and drinks to raise additional funds.

Board Games Evening: Invite friends over to play Scrabble, Monopoly, Cluedo and more. Charge an entrance or game fee.

Dinner Party: Use your culinary skills to impress your friends/family and act as restaurateur for the night! If you cannot cook ask a friend to help you. Your friends will be happy to pay restaurant prices for the night and for an extra donation they will be relieved from washing up duties!

Music Night: Entertain the crowds with your own recital or ask your friends with musical talent to come and play.

You will receive further information when you receive confirmation of your booking including a sample sponsorship letter and sponsorship forms.