

Fundraising Tips

The following is a summary of fundraising tips to help you. Please read this in conjunction with the Fundraising Agreement Form in the Register Here area of the site.

1. It's always best to start with people you know, but that doesn't mean you should rule out acquaintances, friends of friends or business associates. Are you part of a national organization, where you can spread the word about what you are doing?
2. Direct potential sponsors to this website (www.balashramtrek.org) so they can read for themselves what the charity do and what you are doing to raise money!
3. It's much more effective to ask potential sponsors in person first rather than by letter. Obviously use a letter where you cannot meet people personally. Always include a stamped-addressed envelope - it will increase the probability of a response
4. Draft a letter and email it to all those on your contact list that may be willing to help you.
5. Don't be shy to approach people that you wouldn't normally expect to be interested (e.g. acquaintances or business contacts) -you may be surprised by their response! Try to get money immediately from those who will say they will sponsor you.
6. Ask your employer to sponsor you -they may even operate a matched giving scheme, which means they will match your fundraising £ for £, Euro for Euro or Dollar for Dollar! Is there a staff magazine that you can put an article in? Try different departments that may all have independent budgets.
7. Don't be reticent about telling potential sponsors that you have to raise a minimum of £2500, Euro 2825 or USD 4110). Use your target to encourage your sponsors to give as much as possible.
8. Make sure you approach absolutely everyone you know. The more people you ask, the more sponsorship money you will raise! Include banks, building societies, supermarkets, hair salons etc.

9. Contact local newspapers or radio to promote a fundraising event

10. 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 why and 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 to help you:

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

Clear-out 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.

Masked Ball: Everybody wears a mask of their choice.

Quiz Night: Challenge different companies or departments, your local tennis club/gym members to a friendly quiz with proper entrance fee. Ask your club/company to provide prizes.

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!

Karaoke Evening: Ask your local pub or community hall to host one for you and charge people to come in and to take part.

Wine Tasting: Ask a local wine shop to bring along a few cases of wine and donate some/all of the proceeds of his sale to the charity