

MENINGITIS UK
help us find
a vaccine

meningitisUK.org
searching for a vaccine

MENINGITIS UK'S Fundraising Tips for Sponsored Events

Your Kind of Fun

Taking part in a sponsored event is a hugely valuable and fun way to support Meningitis UK, and is also a brilliant chance to do something challenging with a great bunch of people. To get you started, we've put some tips together to help make your fundraising as successful and as fun as possible.

- 1** Start raising sponsorship as soon as possible before you begin your challenge or event and don't forget to carry a sponsorship form and pen with you at all times!
- 2** Approach your close circle of friends and family for sponsorship first - they tend to be the most generous and can set the standard for everyone who sees the form after them.
- 3** Next ask your work colleagues, employer, suppliers at work, local companies and anyone else you might have links with. It's often surprising how many people you know!
- 4** Ask your company for 'matched funding' whereby they match the amount you raise £ for £ (some companies run a special scheme) or to make a donation to support what you are doing.
- 5** Meningitis UK has teamed up with www.justgiving.com so you can now raise money without even leaving your chair. All you have to do is go to www.justgiving.com/MUK and follow the simple step-by-step instructions to create your own page. You can then email the link to this page to all your family and friends, who can donate securely online with a credit/debit card.
- 6** You could include a link to your Justgiving page at the bottom of emails you send out to everyone or add your Justgiving widget to your own website, organisation's intranet or facebook page. Instructions on how to do this are on Justgiving.



searching for a vaccine

meningitisUK
www.meningitisUK.org

Meningitis can KILL in under 4 hours

7

As well as asking people in person you can also **fax or email your sponsorship form to suppliers and clients** to ask them to sponsor you and fax it back.

8

If the person sponsoring you pays tax, ask them to **tick the Gift Aid column** on the sponsorship form and include their full name, home address and postcode. This means we can reclaim the tax through the government's Gift Aid scheme, which will help to increase the amount you raise. For example, on a donation of £10, we can claim back a further £2.80 in tax!

9

When you are taking the sponsorship form round, **ask people if they can give you the money straight away**, this will avoid you having to chase them once you have completed the event!

10

Tell people about what you're doing to help Meningitis UK and why, as well as about the work of the charity - the more they know about what you are doing the more likely they will be to donate!

11

Ask family and friends to approach their own circle of friends and contacts to collect sponsorship on your behalf. Give them a copy of the sponsorship form and these Fundraising Tips.

12

As well as asking for sponsorship, **ask people to host a fundraiser or event on your behalf**, for example a coffee morning or quiz night.

13

Promote what you are doing by putting posters up on your notice board at work or in places in the local area, and **send in a photo and a few words to your local newspapers** and staff newsletter to tell them what you are doing. Make sure you include details of how people can sponsor you. If you would like help with getting publicity, please phone Nicola Clarke our Media Officer, on **0117 373 73 73** who will be happy to help.

14

If your event involves physical activity or is particularly hazardous in nature (eg skydiving, abseiling, rafting etc), please **ensure that you are covered by the event organiser** or contact Meningitis UK in advance as special insurance cover may need to be obtained.

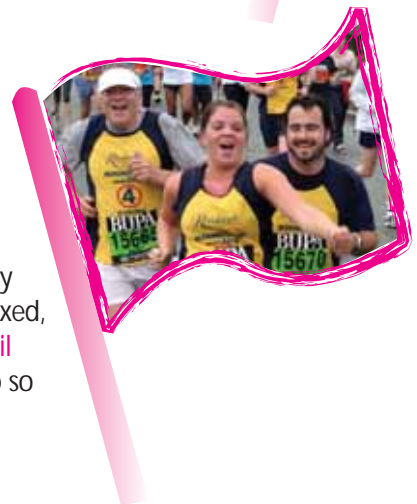
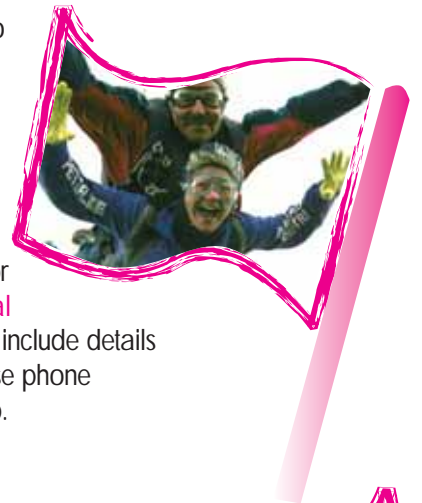
15

If you are collecting money after the event, **always carry change with you** - that way, people can't claim they don't have the right money on them!

16

After the event **you may have to ask people a few times** to collect the money they have pledged. Timing can often be key and approaching people when they are relaxed, happy or have just been paid works wonders! It's also often helpful to **send an email round at work to warn people** when you are coming round to collect sponsorship so they can make sure they have it to hand.

If you need any support or have any queries, please do not hesitate to call our Fundraising Team on **0117 373 73 73** or email fundraising@meningitisUK.org



Meningitis can KILL in under 4 hours