

MENINGITIS UK'S **Top 10** Fundraising Tips

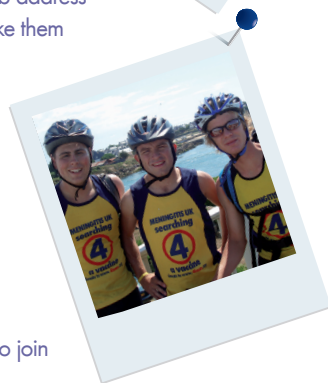
Fundraising is a hugely valuable and fun way to support Meningitis UK and is also a brilliant chance to do something challenging with a great bunch of people. Here are some handy hints to get you started!

1 **Start raising sponsorship as soon as possible.** Approach your close circle of family and friends first – they will set a high standard! Next ask your colleagues, local companies, clubs you belong to and anyone else you have links with, such as friends of friends. Explain what you're doing and why you've chosen to raise money for Meningitis UK to encourage people to sponsor you.

2 Meningitis UK has teamed up with JustGiving so now you can raise money without even leaving your chair. **Go to www.justgiving.com/MUK and follow the simple instructions to create your own online fundraising page.** Once you're all set up, you can email the link to people and give out cards with your JustGiving web address on them. You can create Moo cards (www.moo.com/minicards) or make them yourself by hand.

3 **Ask your company for 'matched funding'** whereby they match the amount you raise £ for £, or make a donation to support what you are doing. Why not also email a sponsorship form to suppliers?

4 **Make the most of social media sites like Facebook, Twitter, MySpace and LinkedIn** - they are great ways to promote your sponsored event. Create a Facebook group for friends and family to join and keep contacts in the loop with regular status updates, emails and messages to ensure your event remains fresh in their minds. Add a link to your JustGiving page to your email signature.



5 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 increase the amount you raise. For example, on a £10 donation, we can claim back a further £2.80 in tax!

6 When you are doing the rounds with your sponsorship form, **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. Make sure you carry plenty of loose change with you!

7 As well as asking for sponsorship, **you could also host a fundraiser**, for example, a coffee morning or quiz night.

8 Promote your event by putting posters up around your local area or on your work notice board. Why not **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 our media officer Philippa Walker on 0117 373 73 73.

9 After the event **don't forget to thank people for their donations**. You can do this on your JustGiving or Facebook page, in an email or with a card. Write a message letting people know how you got on. If you do collect sponsorship after the event, let people know what day you will be doing this so they can have the money to hand. **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 can work wonders!

10 Keep fundraising after the event!

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