

Fundraising Tips

We've gathered some handy hints below to help you on your way to reaching your fundraising target.

Don't keep it on the back burner...

It's probably hard to forget that your challenge is on the horizon, but just to be on the safe side, carry a paper sponsor form with you at all times and be ready for some on the spot fundraising! Potential donors are everywhere!

Face-to-face is best

It's more difficult for sponsors to say no if you're standing in front of them. Be persistent and if possible, ask donors to give you their donation up front - this saves a lot of time and effort after the event.

Set up online sponsorship

If you haven't done so already, make sure your sponsors have the option for online donations. At Justgiving.com you can easily create a free online sponsor form in minutes. Supporters can donate safely and tax-effectively, making your target more easy to reach. They can also donate by text!

At work

You might like to mention your event at the bottom of all your emails. Add something like 'I'm doing a fundraising event for multiple sclerosis charity Shift.ms! Would you like to sponsor me?' to raise awareness. Target managers who control budgets. Ask the boss if the company would match the donations you collect pound for pound. Many organisations are happy to do this.

Ask others to fundraise on your behalf

No doubt by now your family, friends and colleagues will know all about your event and Shift.ms. So, get them working on your behalf! Hand out sponsor forms to your nearest and dearest and ask them to spread the word amongst their networks. This is a really effective way of widening the reach of your fundraising efforts.

Fundraising Tips

Don't forget social media

Use Facebook and Twitter to continually remind your followers about the event and your quest for funds. Put up daily links to your Just Giving page at the key times of 12pm and 7pm, when many people will be viewing their feed.

And finally...

Around 20% of donations come in after the event. So once you're done, get in touch with all of your contacts for one last push. People will be curious to know how you got on, so an update email with a final request for donations may make all the difference.

