



#IWILLBENEXT

# FUNDRAISING GUIDE



SportsAid

# FUNDRAISING FOR SPORTSAID

Thank you for choosing SportsAid and for saying “I will” to helping the next generation of British athletes. Many of the nation’s most promising young sportsmen and women could not continue without the support the charity provides. Here are some useful tips to get you started.

## 1. Set a goal

Set a goal and make a plan to achieve it. Your friends and family will want to see you succeed, so keep them posted and don’t be afraid to ask for their help. Some may donate again if they know you are close to reaching your goal.

## 2. Collect online

Collect your donations online by setting up a fundraising page on Virgin Money Giving or Just Giving. Make it eye-catching by using photos, SportsAid’s logo and a passionate personal message. Share updates on the status of your goal and once you reach it, increase it.

## 3. Tell your story

Explain why you are fundraising for SportsAid, how much you want to raise and how people can help you. Customise your message to each audience to make it relevant to them and create the most impact.

## 4. Use social media

Social media sites such as Facebook and Twitter are ideal for fundraising, so make sure you share regular posts with links to your fundraising page. Don’t forget to tag @TeamSportsAid and facebook.com/SportsAid.

## 5. Keep sharing

Keeping your sponsors engaged in your efforts may inspire some to join you as volunteers or to help you promote your campaign.

## 6. Gift Aid

If your sponsors are UK taxpayers get their address and ask them to Gift Aid their donations so SportsAid can claim an extra 25p for every £1 raised.

## 7. Enlist the gang

If you work in an office, live in a dorm, are a member of a club or play in a team, get everyone involved to support you and make more of a difference.

## I WILL MAKE A DIFFERENCE

In 2014, a year after she received her first SportsAid Award, 15-year-old Millie Knight (above) became the youngest winter Paralympian in the history of British sport. Your support could do the same for another SportsAid athlete this year.

## 8. Text giving

Another great way to collect donations is to text “NEXT01 £5”, “NEXT01 £10” or as much as you’d like to give to 70070.

## 9. Logos, posters, etc

To get SportsAid’s logo, some A3 posters, sponsorship forms and other fundraising resources please email mail@sportsaid.org.uk.

# SPONSORSHIP FORM

I WILL help the next generation by

**Thank you for helping me make a difference to their lives**

Please include your full name, home address and postcode. If you are a UK taxpayer please tick the Gift Aid box.

SPONSORS' DETAILS (IN CAPITAL LETTERS PLEASE)			
FULL NAME	ADDRESS AND POSTCODE	GIFT AID?	TOTAL
FIRSTNAME LASTNAME	HOUSE #, ROAD, TOWN, COUNTY, POSTCODE	<input checked="" type="checkbox"/>	DD/MM/ YYYY £SUM

FUNDRAISER'S DETAILS (IN CAPITAL LETTERS PLEASE)		
FULL NAME	EMAIL ADDRESS / MOBILE NUMBER	DATE
	SIGNED	



**MORE SPONSORSHIP FORMS**

Available from [www.sportsaid.org.uk](http://www.sportsaid.org.uk) and [mail@sportsaid.org.uk](mailto:mail@sportsaid.org.uk)

SportsAid's Patron is Her Royal Highness The Duchess of Cambridge  
Charity 1111612 | [www.sportsaid.org.uk](http://www.sportsaid.org.uk)



# BE CREATIVE!

## Auction a service

Auction your services or a local business's to raise money.

## Indulgence evenings

From chocolate treats to massages indulge your friends and ask them to donate their payment to SportsAid.

## Parties and festivals

Hold a garden party, poker game or beer festival and get people to donate their entry fees or winnings to SportsAid. Remember to check licensing laws etc. Why not ask local businesses for raffle prizes?

## Shop online

Use [easyfundraising.org.uk](http://easyfundraising.org.uk), a search engine that generates money for SportsAid on every purchase you make from all of your usual shopping sites.

## Car boot sales and eBay

Raise money for SportsAid next time you have a clear-out.

## Recycling

Use your old mobile phones, ink cartridges and designer clothes to raise money for SportsAid. Contact us and we'll tell you how - it's easy!

## Quiz nights

Easy to organise and always popular with the crowds.

## Hold a tournament

Organise a local sports tournament, charging teams to enter and the spectators to watch, giving prizes to the winners.

## Wine tasting

Ask a supermarket or vineyard to donate some wine and hold a wine-tasting session at your house, charging guests to attend.

## X marks the spot

Organise a treasure hunt in aid of SportsAid with every team paying to enter.

## Live like an athlete

Get people to sponsor you to live like an elite athlete for a week or longer, eating better and working out more.

## Go the distance

Form a team and run, cycle, swim or row a sponsored distance between you.

## Enter an event

Enter an event from a 5km walk to a marathon to raise money for SportsAid.

## Cake sales

Cake sales are still a great way to raise money – especially at work.

## Birthday and wedding donations

Are you about to celebrate a birthday or another important milestone? Why not ask people to donate to SportsAid instead of (or as well as!) giving gifts?

## Say thank you

Always thank your supporters afterwards and remind them of the good they have done.

## SOCIAL MEDIA

Tweet @TeamSportsAid and tag [facebook.com/SportsAid](https://www.facebook.com/SportsAid) so we can support you.

# JOIN OUR NETWORK



[linkedin.com/company/SportsAid](https://www.linkedin.com/company/SportsAid)

[youtube.com/SportsAidUK](https://www.youtube.com/SportsAidUK)

[facebook.com/SportsAid](https://www.facebook.com/SportsAid)

[@TeamSportsAid](https://twitter.com/TeamSportsAid)