



150 YEARS OF HELPING HOMELESS PEOPLE: 1860-2010

Fundraising Tips

Set up a Justgiving page.

This helpful website has become the tool for many people who want to utilise the reach of the web to promote their sponsorship to friends, family and colleagues. Visit www.justgiving.com to find out how.

Use Social Media and sharing sites

Facebook, Twitter, Digg, Reddit, MySpace... the many and varied sites for networking and sharing can work in your favour. Who knows, you may go viral!

Learn about the cause you are supporting.

Find out about the services that Providence Row provides and the people we work with every day so you can tell people why they should sponsor you. Visit www.providencerow.org.uk or call the fundraising team on 020 7422 6385

Use as many channels as you can to make your 'ask'.

Email friends and colleagues, put posters up in the workplace, use your work intranet and bulletin boards, call in favours, make the boss feel guilty... whatever works for you, however...

Be nice!

This may seem obvious, and of course it comes naturally to us all, but it is important to respect the fact that people may not want to support the fabulous cause you are championing. Also very important, especially in light of the current economic situation, is to avoid 'donor fatigue' and always remember the value of a Thank You.

Get your timing right.

Approach your colleagues on, or just before, payday! Friday is a good day to send people an email!

Be tax smart.

Gift Aid allows charities to claim back the tax you and your sponsors have already paid on their donations, at no extra cost. Don't let the taxman get your tax *giftaid it!*

Get into Company Giving.

Does your employer have a matched giving scheme? If not, why not? An easy way to double your sponsorship could be right under your nose, find out if your company will match your sponsorship. You are doing the hard work after all!

It ain't over 'till it's over. And then it ain't over.

Just because the event is in the past doesn't mean you can't continue to get sponsorship for it. Conduct a mopping up exercise at work and email everyone to tell them what a star you were and how you are gratefully still accepting donations.