



The Dave Owens and Frank Goodall Memorial Fund

## Chatsworth Challenge

### Fundraising Tips

Doing the walk is a fun day out, but you can also increase your personal contribution to the effort if you raise valuable funds for the cancer charities we support at the same time. Try out some of the Top 10 fundraising tips below to swell your sponsorship coffers, and maybe get into our prestigious **Premier Club**. For more information see [http://www.chatsworthchallenge.com/the\\_premier\\_club.html](http://www.chatsworthchallenge.com/the_premier_club.html)

**Tip 1. Get family and friends to write their sponsorship amount on the sponsorship form first.** They tend to be the most generous and it will also set the standard for everyone who sees the form after them. (sponsors will very rarely want to sponsor you for a pound if everyone on the form above them is giving a fiver).

**Tip 2. Ask people to give you the money straight away.** This will speed up the collection time after the event, and probably save you from having to continually pester people for the money. Also, make sure that you always carry an amount of change with you when asking for the sponsorship donation. That way, people can't claim not to have the right money on them.

**Tip 3. Make sure you get your sponsorship Gift-Aided.** If your sponsor is a taxpayer ask them to tick the Gift Aid box on the form and include their full name, home address, and postcode. This allows us to claim Gift Aid, which will increase the value of the donation by 28 per cent at no extra cost to your sponsor.

**Tip 4. If you're part of a large firm send an article / photo to your staff newspaper or newsletter.** Make sure you include details of how they can sponsor you, and include telephone numbers etc so that they can contact you.

**Tip 5. Approach work colleagues, your employer and any local companies you might deal with or know for donations.** Why not try out any local shops you buy from. They might find it hard to refuse you if you are a one of their regular customers. Remember that companies can claim the sponsorship as tax relief so they may be prepared to give you higher value sponsorship than friends or other personal sponsors. (Carry a notepad so that you can give company sponsors a small receipt showing your name and address and the amount they have sponsored you for.)

**Tip 6. Fax or email a copy of the sponsorship form to your suppliers and clients.** Then ring

them and politely ask them if they will sponsor you. If you don't ask them they won't sponsor you. If you do ask them they'll probably have no reason to turn you down. Try it... it will work!

**Tip 7. If your employer is a member of a matched giving scheme, ask them if they will match the amount you have raised.** Some of our walkers have done this on past occasions, and raised well over a thousand pounds!! Some employers will match the sum raised, often by up to £500. It's a great way of getting 'free money'.

**Tip 8. Ask family and friends to collect sponsorship on your behalf.** Give them or fax them a copy of the sponsorship form and these fundraising tips. Copy any sponsors you get onto your main form. It will give your sponsorship effort more credibility if there are a lot of sponsor names on the form.

**Tip 9. Always keep a list of the people who sponsored you and for how much.** This will allow you to approach the same people again. You can use the opportunity to call on them next year, tell them about your walk, and thank them for their valued sponsorship. Just when you've got them feeling proud of themselves for their valued generosity and goodwill you can then ask them for sponsorship for the coming year's event.

And lastly...

**Tip 10. Point your prospective sponsors towards the [www.chatsworthchallenge.com](http://www.chatsworthchallenge.com) website.** Our aim is always to clearly show every year's corporate sponsors, individual walkers, how much has been raised on any particular event, and the Fund-To-Date Total. We also show exactly how much and to which charities the raised monies are going. It will prove to your prospective sponsors that they are contributing to a worthwhile effort and that you're not collecting for a fly-by-night fund raiser.

**Good Luck !**