



# Our 10 Top Tips for Fundraising

## 1. Your best asset for fundraising is you!

We know it sounds cheesy, but it's true - the best part of your fundraising toolkit is you! Tell people why you are fundraising for Dogs for Good, and inspire them to support you. Word of mouth is one of the most effective ways to tell people about your fundraising.

Ask everyone to sponsor you – friends, family, work mates, clients, old school friends, members of your sports club, church etc. Make a list of how you plan to get in touch with them all and approach them confidently.

Also, it's always worth **reminding people** about your event. Sometimes people will intend to sponsor you and then may forget. So a reminder or two can make a big difference.

## 2. Social media

So many people use social media these days, and it's a great way to fundraise. If you have a Facebook and/or Twitter account then add a link to your online giving page (or tell them about other ways that they can donate).

**Take some photos** of yourself wearing a Dogs for Good branded t-shirt or running vest, and put those on your pages too. You are very welcome to use any photos from our website, and add them to anything you put online about your fundraising. You may want to put a link to our website too.



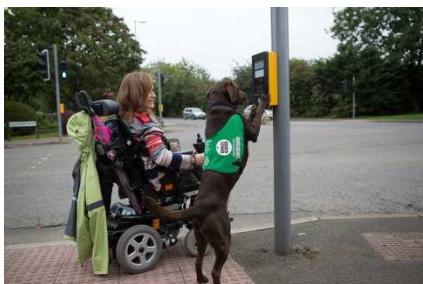
Why not do a weekly countdown towards your event and let people know how your training is going? Take some photos of the event itself, and put these online as well, to encourage donations afterwards.

## 3. Be prepared and be confident

Some people say that collecting sponsorship money is harder than the event itself! If you have paper sponsorship forms, then take them with you everywhere you go. Ask friends and family to take forms too. If you set up an online giving page (see below) then make sure you add the page link to your email signature, and add it to Facebook and Twitter too. Don't be scared to ask for donations!

It's also worth having a few leaflets with you when you're out and about, in case anyone wants to know more about the charity. Maybe even have a copy of our DVD with you so that you can show people who are interested.

#### 4. Ask for help



Never underestimate the value of friends and family, and all their contacts. Build yourself a team of helpers, and make sure that they all have a copy of your sponsorship form. Take time to write your details on each form, so that everything will come back to you after the event.

If you need more support and ideas from us, then please get in touch and we'll help as much as we can.

#### 5. How to tackle a large fundraising target

The best way to tackle a large target is to organise lots of different events and activities. They don't need to be big events, but you'll soon find that the donations are adding up and you're getting near to your target.

#### 6. Use your contacts

It's all about who you know! Why not ask your business contacts for support? We wouldn't advise 'cold calling' any businesses as this rarely works, but if you have a link to a company then it's definitely worth a try.

Many organisations offer to 'match fund' up to a certain level of sponsorship. It's worth asking your boss if you can apply for funding where you work. Let us know if you need a letter confirming that you're fundraising for Dogs for Good.

#### 7. Promote yourself

Why not contact your local newspaper to see if they will print a story about your challenge? This doesn't guarantee further sponsorship but it certainly can't hurt. It's really easy to email a press release to the contact at a newspaper. If you would like a sample press release do get in contact and we will send one out to you.

The local press are looking for personal stories that relate to the area, and so if you can tell them why you're supporting the charity then they will be more interested in hearing from you.

#### 8. Text fundraising

The online giving page JustGiving website offers a service where you can set up your own text giving code (through Vodafone).

Visit [www.justgiving.com/en/justtextgiving](http://www.justgiving.com/en/justtextgiving) to set up your own code, so that friends and family can sponsor you by using their mobile phone. Some people find this easier than sponsoring online or on paper, and so it's good to offer different ways that people can support you.

## 9. Gift Aid

Did you know that you can increase your money raised by up to 25%? When someone sponsors you, and they are a UK taxpayer, we may be able to claim back a further 25% on the donation that they make. In order for us to claim Gift Aid on sponsorship please ask your sponsors to tick the gift aid box on the sponsor form and provide their name, postcode and house number, thank you.

## 10. Say thank you!

Don't forget to say thank you to everyone who sponsors you. If someone makes a sizable donation and you would like us to acknowledge this then we'd be more than happy to do so. Just ask your office contact.



### Online fundraising

Dogs for Good is registered with two different online giving companies – JustGiving and Virgin Money Giving. You are welcome to set up an online sponsorship page with either of these websites, and we will automatically receive notification that your page has been created, so that we can ensure all donations are credited to you.

It's really easy to set up a page – just follow the instructions on the websites.



Go to [www.justgiving.com/dogsforgood](http://www.justgiving.com/dogsforgood)



Go to: <http://uk.virginmoneygiving.com> and click on 'Create your page'.

### Helpful Tips for Online Fundraising

- Research shows that setting a fundraising target normally results in raising more funds.
- Adding a photo also tends to help to increase donations
- Tell your own personal story on your page. Why are you doing the event and why you have chosen to support to Dogs for Good.
- Share your training progress on your page
- Remember to continue to fundraise after your event.
- Include any money you've raised offline on your page so that everyone can see your grand total
- Add the link to your page to your emails, social media pages and letters etc, in order to encourage friends and family to donate