

# Fundraising Tips

## Three Peaks Challenge



Thank you for signing up for this amazing fundraising challenge. We've highlighted a number of steps below to help with getting people to sponsor you:

<p><b>Set up a JustGiving page</b></p>	<p>This can be used to update sponsors on your progress and again when you complete the challenge.</p>
<p><b>Send emails requesting sponsorship to everyone you know</b></p>	<p>It doesn't have to be a different email to every person but send the email in small groups so that it appears more personal. This will allow you to make small personalised amendments to tailor it to different groups, i.e. friends, work colleagues, work contacts, etc. Also use pictures to help bring it all to life.</p>
<p><b>Ask family members</b></p>	<p>Always a good source of sponsorship</p>
<p><b>Download a JustGiving email sign off</b></p>	<p>This can be added to your work email signature (with permission) and your personal email. This is a good way to remind people who you have emailed as part of step 2 above, about the challenge. It will also help to capture anyone you have forgotten about at step 2.</p>
<p><b>Approach people who want your money too</b></p>	<p>Sure, sponsoring someone so they can sponsor you is a bit like sponsoring yourself, but it will build your total and will encourage others to donate.</p>
<p><b>Promote</b></p>	<p>Promote the charity and the work it does rather than promoting it as your challenge. This helps people to engage with why you have taken on the challenge. Post the charity and a link to your JustGiving page on your social media. Suggest posting these around 4-5pm during the week when people are finishing work for the day together with the evening and weekend as these are times of highest traffic on these sites.</p>
<p><b>Gift Aid</b></p>	<p>Get sponsors to confirm they are UK tax payers and get gift aid on their sponsorship. This adds 25% of the value of your donation.</p>

<p><b>Send a reminder</b></p>	<p>Email friends and family to let them know you are about to take on the challenge and again once you have completed it, to remind anyone who has been delayed in making a donation. Also update your social media with this information to remind people. They may be tempted to donate when they see just how well you did.</p>
<p><b>Keep your JustGiving page up to date</b></p>	<p>Make sure you continue to update your fundraising page for a little while after you complete the challenge. This helps remind people how important your cause is and may capture those last few sponsors.</p>
<p><b>Thank you for your help in raising funds for this extremely worthy cause</b></p>	

