

Fundraising tips

Now you have chosen your event, it's time to get started with your fundraising! It may seem a bit daunting to begin with, but with a little effort, imagination and fun, it is well within your reach. If this is your first time fundraising - don't worry, for many people taking part in events it will be the first time they have ever done anything like this before.

As a taster we have put together a few tried and tested tips and recommendations from people who have completed their own events.

Break it down into chunks

You know how much you need, or would like, to raise. Take the time to create a plan and break down your fundraising target into manageable amounts. Here are some ideas that you might like to work into your plan:

- Ask your friends, family and colleagues for their support. The easiest and most efficient way to do this is by setting up a fundraising page on www.justgiving.com
- JustTextGiving by Vodafone makes it possible for fundraisers to collect donations for good causes by text – simply and easily www.justgiving.com/en/justtextgiving/charity
- Create a facebook page and link it to Just giving & Twitter – keep people engaged by uploading pictures/updates/videos from training or various fundraising activities
- Mention your fundraising event in your answer phone messages, email signatures, notice boards, anywhere you can.
- Persuade a few friends to fundraise on your behalf, or ask them to spread the word and find more sponsors to support you.
- Hold a themed party - in a local bar or donated venue
- Write letters to close clients or suppliers
- Arrange a dress down day at work
- Try a quiz night
- Hold a five-a-side football or netball tournament
- Hold a car boot sale
- Offer to wash some friends / neighbours cars
- Hold a raffle in your local area
- Hold a sweepstake relating to your event e.g. ask people to guess your finishing time
- There are so many more ideas out there; it's just a matter of deciding what will work well for you.

Get the most from your sponsor forms

- Carry your sponsorship form everywhere - you never know when an opportunity may arise. By speaking to people in person about your fundraising efforts they will often want to donate on the spot.
- Rope in some help by distributing the forms amongst your family and friends, and they will be able to reach a wider network of people.
- Make up the first amount on your form - for example £5, as normally people will follow suit. Or perhaps ask close friends and family to donate first as other people may then match their generosity.
- Need more sponsorship forms? Contact us on 0345 450 1276 and we will send you some more.

And finally...

Keep going! You are bound to get some knock backs but don't let them put you off, it's all part of the challenge of fundraising. Remember we are here to help if you need any support or advice, just call us on 0345 450 1276 or email fundraising@ageukoxfordshire.org.uk
Thank you again for all of your efforts - we really rely on the support of people like you to continue our important work for older people in Oxfordshire.

Once you have raised the funds you can:

- Send us a cheque made payable to 'Age UK Oxfordshire'

Age UK Oxfordshire
9/10 Napier Court (Registered Office)
Barton Lane
Abingdon, Oxon
OX14 3YT

- Deliver cash in person to the main office address listed above
- Pay money to us through our just giving page

www.justgiving.com/AgeUKOxfordshire

- Make a direct transfer to our bank:

Bank: Lloyds TSB **Account name:** Age UK Oxfordshire
Sort Code: 30-96-35 **Account number:** 00889338
Ref: Your name

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