

Sponsorship Hints and Tips

1. Add your story:

Make it personal and explain why you have chosen to support Age UK Plymouth. Sharing your experiences, passion and enthusiasm will not only raise awareness of the work we do but it will help with sponsorship donations.

2. Tell people about us:

Tell people what we do here at Age UK Plymouth and how fundraising supports those who need us most. You can include information from our website in your online funding platform, social media or any other promotional materials.

Add our website to your online posts, this will allow supporters to access more information in a quick and easy way.

3. Set a goal:

Those who set a visible goal go on to raise more money than those who don't. It is a great way for your supporters to see how you are doing and can encourage more people to get behind your efforts. Ask your friends and family to get you started and set some targets along the way, e.g. 'If I raise £100 I will dye my hair before shaving my head'.

4. Use technology to help:

Once you have set up your Local Giving/online fundraising page, create and use a QR code. People can then use their phone to scan the code and they will be taken directly to your fundraising page where they can donate electronically.

5. Shout about it:

Once you have created your fundraising page, share it and tell everyone what you are doing! Keep it simple for supporters, use links to take people directly to your fundraising page.

6. Keep people posted:

If you are training for the main event, tell people about it throughout the training process. Take photos and videos and encourage others to come and train with you. Once people see how hard you are working to achieve your goal and how difficult something is, they will offer their support in many ways.

On event day, share a video or photos and describe how you are feeling before the event. Go live on social media throughout and let those who cannot be with you at the event see how you are getting on.

Thank everyone and share your story after the event to show how well you did and how amazing you are by taking on a challenge to raise money for Age UK Plymouth.