

Top Tips for Fundraisers

Fundraising can be a tricky business but don't worry, there are some simple steps that will help you on your way.

1. Set your sights

It's important that you and your supporters know how much you're raising and what the money will do. Make sure that your target is realistic; too high and you and your supporters may feel defeated, too low and you may feel demotivated.

2. Choose your event

There are no limits, the only rule is that you must enjoy yourself. Though it's by no means essential, we have found that it can be helpful to link your event to the cause you're supporting. E.g. You may choose to do a football sweepstake to raise money for our football league or run in your old school uniform to raise funds for our scholarship programme.

3. Spread the word far and wide

Whether you're organising an event or competing in a challenge, tell as many people as you can about what you're doing and why. Use all of your channels: Facebook, Twitter, work, family and friends.

4. Encourage people to make their donations upfront

Experience has taught us that it's far easier to get someone to sign a form than it is to remind them to bring their donation next time you meet. We also know that in the days after your event you should be taking a well earned rest, not collecting lost payments. If you're organising an event, consider ticketing and try to avoid too many IOUs. You can also encourage people to use your Virgin Money Giving page, that way they can make a payment from the comfort of their own home and there's no need for them to remember extra cash.

5. Be strategic

Who are you going to for sponsorship? Remember that not everyone has the same means, some may be able to donate £5 whereas others may be able to donate £10 or £20. It's wise to be strategic, ask people for what you think they can afford.

When raising large sums of money it is common to receive as much as 90% from just 10% of your supporters. That means that there are likely to be a

couple of very generous people who can afford to donate a little more than most. If you know someone who is in a position to make a larger donation, take time to tell them about what you're doing and why our work against poverty is so important. Also, not everyone you ask to support you will do so, make sure you've got a healthy list of potential supporters and a plan to reach them all.

6. Build a team

Do you have friends or family members who can help you fundraise? Tell them about what you're doing and send them off with a sponsorship form and target.

7. Tell people and then tell them again

And again. And then again. Don't stop telling people about what you're doing. If you're running a marathon keep a blog of your training runs. If you're organising an event tweet about your preparations. Make as many opportunities as possible to tell people about your event and how they can support you.

8. Encourage people to Gift Aid their support

Gift Aid allows us to claim the tax back on donations made by UK tax payers at no extra cost to you or your supporters. This is a free and easy way to make your hard work go 20% further.

9. Give people examples of what their generosity could do

We have a whole shopping list on our scholarships webpage that will give you some ideas. People love to know the difference that their generosity makes and it's a great way of encouraging people to donate just a little bit more.

10. Say thank you

This is the most important piece of advice. Always thank people for supporting you. Every penny donated supports people living in poverty but could just have easily gone towards a new album or trip to the pictures. We should always remember to thank people for their generosity.