

TIPS FOR SUCCESSFUL FUNDRAISING

Set your sights high and go for as much as possible!

Think about where you work. Is there a staff magazine or newsletter? If so, get an article put into it to encourage others to help you. If you are part of a national organisation, spread the word and see what your colleagues across the country can do. Write to the Chairman/General Manager and ask for their support. If you work for a large organisation, don't just try one person, try different departments, all have budgets.

Does your organisation have email? Draft up a memo and network to those who you think may be willing to help you. Use the sponsorship form included within the fundraising pack we sent you and attach the memo to it. Don't forget to photocopy the sponsor form so you don't run out and keep a note of where the form goes and to which person/dept so that you can get it back!

List all the organisations or people that you have had contact with over the last year so. Consider approaching shops you have used, for anything from framing pictures or private specialists you have seen to local shops (travel agents, tanning shop, supermarkets etc.) you use or producers of shows you have seen many times. Write to them and refer to your Letter of Authorisation to Fundraise. Ask them to make cheques payable to "Sands", and not out to you personally.

Consider writing to suppliers of the company you work for, explaining what you are planning to do. It's amazing what some letters sent "cold" can deliver.

Don't be afraid to be too pushy! Try to get the money immediately from people who say they will sponsor you. If they go away, you'll have to try even harder to secure the funds. Perhaps try, "How much are you willing to sponsor me?" rather than "Will you sponsor me?"

Tell people about what you are doing. Local newspapers are often keen to fill the paper with information about events within their immediate community. If you are organising a fundraising event with a difference, for example, this may help persuade the editor to publicise your activity or you have a personal reason that you'd be willing to share with the paper as to why you are fundraising for Sands. Contact your local radio, not only to gain publicity for yourself but to plug Sands too!

Remember, the best way to encourage your supporters is to be enthusiastic and well informed; know exactly why you are fundraising and who you are fundraising for. We will always be on the other end of a phone or email if you have any questions on organising events, putting out collection boxes, or the best way to use your posters.

Use of the Sands name and logo We ask that whenever the charity's name or logo is used in written materials, that you contact us for prior approval. For example, in posters, leaflets and invitations advertising an event or in press releases or letters to companies. Our name should be written either as **Sands, stillbirth and neonatal death charity** or simply as **Sands** if space is limited.

All printed materials should also state our registered charity no 299679, and should make clear exactly how the charity is benefiting from the event e.g. the amount per ticket sold that will go directly to the charity. This is a legal requirement.

Please only use Sands sponsorship forms which contain wording approved by the Inland Revenue so that we can claim Gift Aid (currently worth an additional 28p / £1). Consider setting up an online sponsorship page via JustGiving. Visit www.justgiving.com/sands/raisemoney to set up this up.

GOOD LUCK WITH YOUR FUNDRAISING AND ABOVEALL HAVE FUN!