

# Fundraising Fact File!

Remember, there is a **fabulous prize** for everyone who raises over £50 in sponsorship to win a Porsche driving day experience at Silverstone or £225 in SKM photography vouchers.



WIN a Porsche driving experience at Silverstone

## Top tips for raising sponsorship

### Start as soon as possible

Carry your sponsorship form with you at all times.

### Enlist the help of others

Why not set family, friends, work colleagues the challenge of collecting £10 each towards your sponsorship? Get them to help you do the hard work!

### Write lists of key contacts

Make a list of all your family, friends, work colleagues, sporting or social associates. If it helps, list them in separate sections and decide how best to ask them to sponsor you.

### Online sponsorship

[www.justgiving.com](http://www.justgiving.com) enables charity supporters to design an online sponsor form in minutes. If you have given us your email address we will have done this for you. If not, and you would like us to do so, then please do let us know.

Your sponsors will then be able to donate safely and tax-effectively, from anywhere in the world. Your personal site will record all online sponsors, and you will be notified every time someone sponsors you. All you need to do is forward your Justgiving web address to all your email contacts.

### Email auto-signature

Mention your event at the bottom of your emails. Add something like 'I'm taking part in the Chiltern 3 Peaks Challenge 2009! Would you like to sponsor me?' to raise awareness of your event.

### Matched Funding

Ask the boss if the company would match your sponsorship pound for pound, or even if they would round up your total to the nearest ten, or hundred pounds.

### Face-to-face

It's more difficult for sponsors to say no if you're standing in front of them. But if you can't meet them, you might like to ask for some of our personalised business cards, like mini sponsor forms, to be left at their desk. Consider using a tear off slip.

### Have a high profile

Contacting your local newspaper or company newsletter helps raise awareness of your venture and IRHH's vital work. We can help you with this; just request our press release factsheet!

### And finally, BE PROUD!

The Iain Rennie Hospice at Home provides 24 hour on call specialist nursing care for patients who wish to stay in their homes during the final stages of any terminal or life-threatening illness. We rely heavily on fundraising events such as the Goodnight Walk and donations; we **never** charge patients or families for our service.

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# Top tips for collecting sponsorship

Some people find it easier to collect the sponsorship as it's pledged, to save having to go back to ask their donors to put their hands in their pockets afterwards. If you'd prefer to complete the event first, work logically down the list, asking people to pay the amount they pledged.

Perhaps the top tip of all is that you should always carry your sponsor form with you because you never know when you'll bump into a sponsor!

## How do you send your sponsorship to the Iain Rennie Hospice at Home?

There are different ways of sending us your sponsorship money. You could use one or a combination of the ways below:

- ☺ You could wait until you've collected the whole amount before posting one covering cheque to us. It can take a while to collect everyone's pledges though, so your cheque might not reach us until some months after the event.
- ☺ You could send the money to us as you collect it. If you choose to do this then please follow these steps:
  - Enclose cheque/s with a covering note stating your name and sponsored event.
  - Enclose copies of the sponsor forms highlighting those sponsors you have collected money from on this particular occasion.

If you use the online funding pages at [www.justgiving.com](http://www.justgiving.com), we receive the money you have raised electronically.

We will keep a tally of the amount you've raised and add it to any money you raise in other ways.

## Please do not...

- ☹ Please **do not** send cash by post. It's not safe.
- ☹ Please **do not** open a bank account using the Iain Rennie Hospice at Home name in order to pay in cheques made payable to us, even when you intend to send us one cheque for the total at the end of your fundraising. This is illegal.

Cheques made payable to the Iain Rennie Hospice at Home must be sent to us by post or paid into our account directly.

Please note that if your sponsors are tax payers and they wish us to reclaim tax paid on their donation then they can indicate this on the form by ticking the Gift Aid box. They must also individually complete the form with their full name and address. We can then reclaim the Gift Aid on their behalf (currently 28p in every £1 given). This can significantly boost your total sponsorship money raised. Please be assured we will not contact or add these people to our mailing database.

Cheques should be made payable to the 'Iain Rennie Hospice at Home' with your name written clearly on the back, and sent to:

Iain Rennie Hospice at Home  
52a Western Road  
Tring, Hertfordshire, HP23 4BB

**Remember to get your sponsorship back to us by 1st December to be entered into the draw for the Porsche driving experience at Silverstone & the £250 SKM Photography vouchers.**

**Thank you so much for all of your time and effort,  
it makes a huge difference.**

**Just £5 buys**  
20 minutes of nursing care  
20 minutes of bereavement care  
20 minutes of complimentary therapy time