

MAXIMISE fundraising for your sponsored event



In 1, 2, 3 steps!



1. Choose your event, secure a place

Chosen your challenge and booked on to an event?
Great! Let us know what and when your event is.

Got some idea of what you want to do but don't have a place?

Get in touch! We have charity places for many different events – from fun runs through to 10k's, marathons and obstacle runs! We'll find the right event for you and get you registered.



2. Set up your fundraising page

Great and easy-to-use fundraising platforms are JustGiving and Virgin Money Giving.

a) **Set up an account on your chosen platform.**

b) **Create a fundraising page** and link it to Chance UK. Remember to make the story on your page personal:

Why are you taking on this challenge?

Why are you supporting Chance UK?

This is your opportunity to really get your supporters behind you and inspire them to give generously. You can use the wording on the Chance UK website to explain what we do.

c) **Share share share!** Share a link to your fundraising page with friends, family, contacts, colleagues. Also remember to share the link with Chance UK so we can publicise your event too.

www.chanceuk.com

Don't forget to
thank all your
sponsors after
the event!



3. Boost your sponsorship

- **Social media** is your friend! Reach out via different platforms – Facebook, Twitter, Instagram, and yes good old email as well.
- **Email footer.** Promote your event in every email you send with an email footer that links to your fundraising page. Don't forget to add the Chance UK logo to draw attention.
- **Hold a fundraiser.** It could be as simple as a cake sale at work, selling unwanted items on ebay or a car boot sale, or something more involved like organising a pub quiz fundraiser.
- **Match funding.** Does your employer offer a match funding scheme for the fundraising efforts of its staff? Even if nothing is advertised, ask your employer if they'll consider it – you could find your sponsorship DOUBLED!

Keep your event in people's minds. People are busy, so you need to remind them to support you. Some ideas on how to do this:

- Send a **reminder** a week before the event.
- Share **training updates** on your fundraising page, via an email, blog or even a vlog (video log). It's a good way to share just how much effort you're putting into this challenge. It can inspire others to greater generosity and even to take on a challenge of their own!
- Send an **update immediately after** the event to confirm you've completed the challenge, thank those who supported you, and remind everyone else they can still donate.
- **Use your fundraising target** to support you. Are you close but not quite there? People will want to support you in hitting your target, so a strategically timed call out when you're getting close can really help!

Thank you SO much for your support!