

## Fundraising Ideas for Challenge entrants:

### 1. For advertising your challenge and for online donations:

\* **Set up a simple website through Just Giving.** Friends, family and colleagues can donate securely through this webpage, and receive all necessary information at the same time.

Once you have created your own page, which takes just a few minutes, you can e-mail the page/link to anyone you wish.

#### \* **Create your own email - cheap effective way to appeal**

- Think of everyone you know, wherever they are
- Create an appeal mail that has
  - Identity - maybe a banner headline if possible
  - Humour
  - A sense of urgency
  - Pictures
  - Information on Yes to Life
  - A clear request for urgent funds
  - Link to Just Giving website, if you have one
  - Other Full details of how to donate (sending check)
  - End with an appeal to respond immediately if possible
  - Put in a PS to ask them to forward the appeal to friends
- Send a follow-up email (2 weeks later)
  - Banner headline as above
  - Thanking donors
  - Giving fundraising progress
  - And, generally, keep a regular flow of updates to your supporters
  - Encouragement to donors who haven't got round to it

**2. For advertising your challenge at physical places and cheque & cash donations, use the Sponsorship Form** – either in a prominent place at your office, or at a friend or family member’s workplace, or a social occasion. (p.s. Please ask Yes to Life staff to create tailored sponsorship form and possibly an A4 poster of your challenge.

**3. Further:**

Keep a record of donors

- Thank them individually if possible – we will provide you with a printed post card at the end of the event to personalise and send out to anyone.
- Try to get match funding from a business